



AGENDA MEMORANDUM
City Council Meeting of December 20, 2022

DATE: December 20, 2022

TO: Peter Zaroni, City Manager

FROM: Elsy Borgstedte, C.M., Assistant Director of Aviation
Elsyb@cctexas.com
(361) 826-3682

Briefing to City Council on Operations at the American Bank Center

STAFF PRESENTER(S):

<u>Name</u>	<u>Title/Position</u>	<u>Department</u>
1. Elsy Borgstedte, C.M.	Assistant Director of Aviation	CMO

OUTSIDE PRESENTER(S):

<u>Name</u>	<u>Title/Position</u>	<u>Organization</u>
1. Daniel Melise	General Manager	OVG 360

ISSUE:

The American Bank Center (ABC) is a city-owned sport, entertainment, and convention venue. The facility was previously managed by a professional management company, SMG. On June 1, 2022, the City and SMG executed an amendment to the management agreement ending SMG's services on June 30, 2022. The City entered into a management agreement with Global Spectrum, L.P. dba OVG360 for the professional management of the ABC beginning on July 1, 2022.

OVG 360, a division of the Oak View Group (OVG), is a full-service venue management and event programming company built on the foundation of truly putting our clients first. Founded in 2015 by Irving Azoff, Tim Leiweke, with Madison Square Garden Entertainment, OVG 360 has one simple goal—to provide venues with customized services that produce results. In addition, OVG has award-winning culinarians and food services & hospitality teams strive to deliver the best accommodations, highest-quality amenities, and premium food and beverages to guests across North America. The goal is to provide exciting and memorable experiences that lead visitors to return time and time again. OVG annually serves more than 250,000 events and 40 million guests across different venues.

OVG was selected based on its extensive experience in operating and managing significant venues around the world, in the United States, and in major venues in Texas. Including several years of experience in the Coastal Bend Region while managing the Solomon P. Ortiz International Center and Richard M. Borchard Regional Fairgrounds. In addition, OVG is the only operating service venue management company in the United States that provides food and

beverages to its clients in-house. On July 1, 2022, operations at ABC transitioned to OVG to provide full-service venue management, event programming, hospitality, catering, and beverage services.

Daniel Melise, General Manager of OVG 360, will provide a briefing to Mayor and City Council at the December 20, 2022, City Council meeting on improvements to the American Bank Center and action items.

BACKGROUND:

OVG has managed the American Bank Center for a total of 190 days. During the transition period from July 2022 to September 2022, OVG conducted various meetings with ABC stakeholders to identify the different audiences, concerts, events, and beautification projects the American Bank Center could attract and work towards in the near future. Since then, they have executed a variety of action items including employee assessment and training, meeting with the Mayor and City Council, and meeting with clients, local and regional stakeholders. In addition, identifying capital repairs required, assessment of equipment throughout all the ABC facilities, emergency repairs, and creating new catering and concessions opportunities.

LIST OF SUPPORTING DOCUMENTS:

Presentation – American Bank Center “Venue by the Bay”