

AmericanBank  CENTER

arena • convention center • selena auditorium

VENUE  
*by the bay*

 VG360

 VG Hospitality

Quarterly Update to City Council  
January 31, 2023



# About Oak View Group



OVG 360, a division of the Oak View Group, 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. Our services are unrivaled and designed to deliver unprecedented results.

VENUE  
*by the bay*



OVG Hospitality 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. We know that exciting, memorable experiences lead visitors to return time and time again—and because we annually serve more than 250,000 events and 40 million guests, we're the experts in making experiences great.

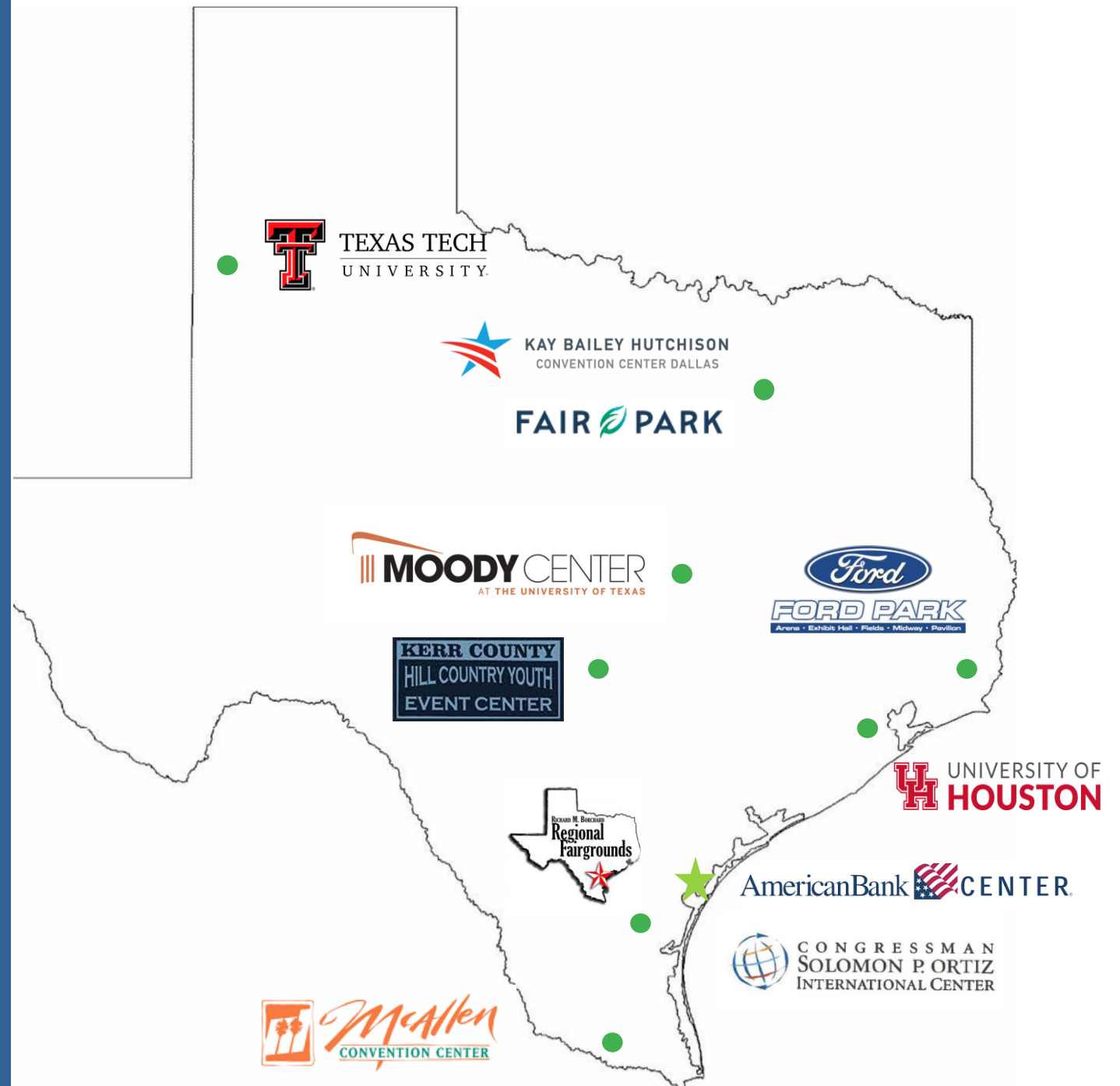
# Unmatched Regional Resources

## INDUSTRY-LEADING RELATIONSHIPS

*National, regional, and local  
promoters/event planners*

## COMPREHENSIVE RESOURCES

*Best practice sharing across  
all OVG divisions,  
focus on revenue generation*



# Background

- Transition period from prior management firm:  
July 1, 2022 to September 30, 2022
- Contract Start Date:  
October 1, 2022
- Contract Term:  
Five-year base term with optional five-year  
renewal

# Meet the Team

VENUE  
by the bay



**Daniel Melise**  
General Manager



**Cynthia Woods**  
General Manager



**Darryl Meadows**  
Director of  
Event Services



**Heather Breymeyer**  
VP of CC Sales &  
Operations



**Joey Trevino**  
Booking Manager



**Jeff Butcher**  
Director of Operations



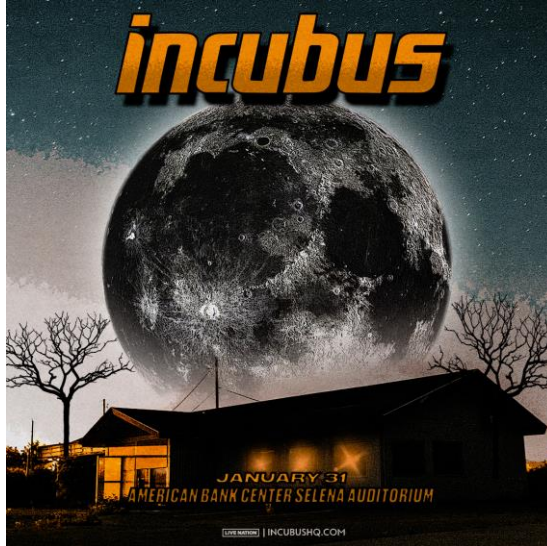
**Travis Gallier**  
Director of Global Partnerships



**DeAnna Richarte**  
Director of Marketing



**Nick Ustruck**  
Executive Chef



## New Events / Announcements

### ▶ American Bank Center Arena

- ▶ Jo Koy, Sun. Jan. 29
- ▶ Theo Von, Fri. Mar. 24
- ▶ For King + Country, Sun. Apr. 16
- ▶ WWE Smackdown (Televised Event) Fri. Apr. 28
- ▶ Parker McCollum Thu. Jun. 8

### ▶ American Bank Center Selena Auditorium

- ▶ Aaron Lewis, Sat. Jan. 28
- ▶ Incubus, Tues. Jan 31
- ▶ Lyle Lovett Fri. Feb. 10
- ▶ Theo Von Fri. Mar. 24



# 4<sup>th</sup> Annual Coastal Christmas

Monday, December 19<sup>th</sup> - Friday, December 23<sup>rd</sup>

- ▶ 2<sup>nd</sup> Year Offering Sensory Ice-Skating Session
- ▶ Partner with Local DJs for Late Night Skate
- ▶ Partner with Visit CC on Announcement and Event Table Set Up
- ▶ Christmas Themed Family Friendly Event
- ▶ Holiday Refreshments from OVG Hospitality
- ▶ Free Pictures with Santa and Other Holiday Characters
- ▶ Digital Online Ticketing for 2<sup>nd</sup> year in a row
  - ▶ Easy Stress-Free Check Out





# Successful Events

## American Bank Center Arena

- ▶ Gabriel “Fluffy” Iglesias, Oct. 6
- ▶ Reba McEntire, Oct. 29
- ▶ Disney on Ice “Into the Magic,” Nov. 3-6 (6 shows)
- ▶ Coastal Christmas Dec. 19-24

## American Bank Center Selena Auditorium

- ▶ Bert Kreischer, Fri, Sep 16
- ▶ Dwight Yoakam, Fri, Oct. 14

## American Bank Center Convention Center

- ▶ New Wave Xpo, Oct. 22
- ▶ TCOLE, Oct. 24-27
- ▶ NAFSA, Nov. 6-9



# Marketing

- ▶ Enhanced VIP Door Entry Experience
- ▶ Updated OVG Hospitality Points of Sale Designs
- ▶ TV Segments Highlighting Live Event Shows
- ▶ Working Closely with Launch and Gathering New Imagery for Website
- ▶ Implementing Venue by the Bay
  - ▶ Coastal Bend Blood Center
  - ▶ Concrete Street Icehouse
  - ▶ Coastal Bend Wellness Foundation
  - ▶ The United States Service Organizations



# Community Outreach

- ▶ Safe Zone Certification
- ▶ Coastal Bend Blood Center Donations
- ▶ Coastal Christmas
  - ▶ Reindeer Run 5k Sponsor
  - ▶ Sensory Friendly Ice-Skating Session
  - ▶ Percentage of Ice-Skating Proceeds - Bikes for Kids
  - ▶ Open Skate Session for Ronald McDonald House & additional Non-Profit Organizations
- ▶ Parks and Recreation Holiday by the Bay





# New Business Initiatives

- ▶ Arena Football
- ▶ Convention Sales Conferences
- ▶ Visit Corpus Christi Tourism Academy Ambassador Program
  - ▶ 4 Quarterly Sessions
  - ▶ Intro to Destination Management and Development
  - ▶ Industry Trends and Best Practices
  - ▶ Regional Tour

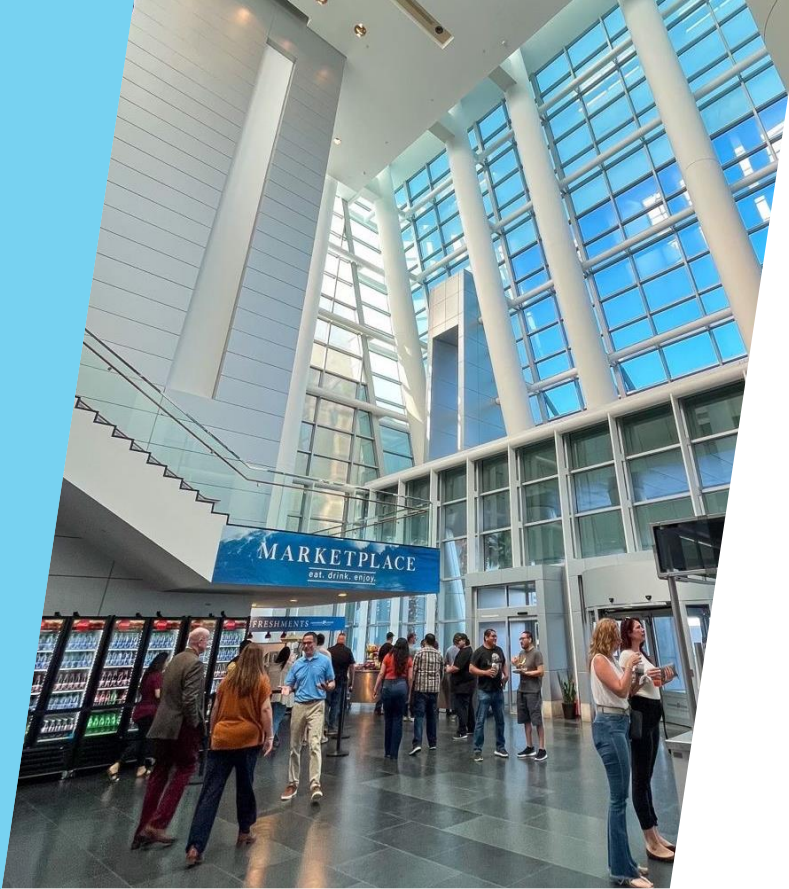


VISIT  
CORPUS  
CHRISTI

The logo features the words "VISIT", "CORPUS", and "CHRISTI" stacked vertically. "VISIT" is in yellow, "CORPUS" is in orange, and "CHRISTI" is in teal. To the right of "VISIT" is a graphic of a yellow sun with rays rising over two blue wavy lines representing water. The background of the slide shows a person in a cap and sunglasses standing on a boat, looking out at the ocean, with a blue geometric overlay on the right side.

# Current Projects

- ▶ Landscape Architectural Design and Installation
- ▶ Parking & Mobility Service Implementation
  - ▶ Park Mobile
  - ▶ Parking Gates
- ▶ New Equipment Needs
  - ▶ Kitchen Equipment
  - ▶ Smallwares
  - ▶ Security - Loading Area Gate
- ▶ Suite Terrace





# Current Local Food & Beverage Partnerships

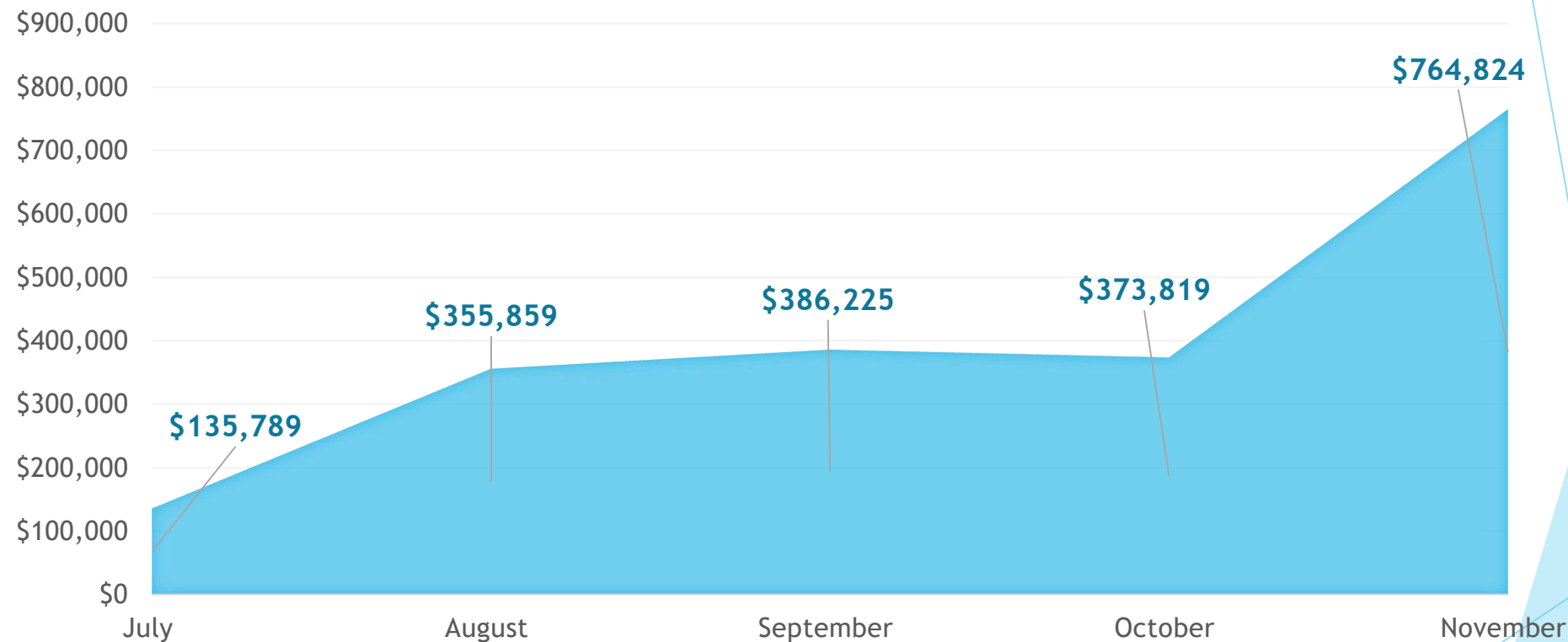
- Current Partners – Local Businesses and Local Franchisees



More to come!

# Food and Beverage Revenue

## OVG HOSPITALITY GROSS NUMBERS



All OVG Hospitality income is part of American Bank Center Operating Fund.



# Partnerships

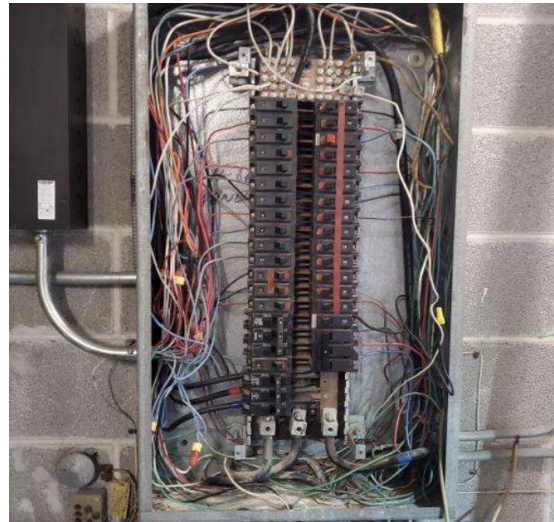
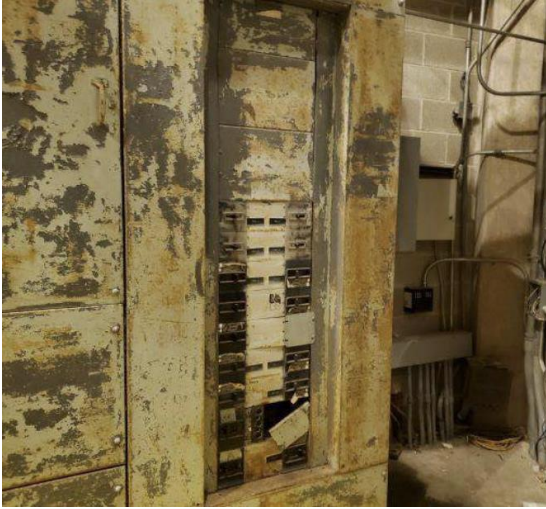
- ▶ Year 1 - \$446,280
- ▶ Year 2 - \$741,298
- ▶ Year 3 - \$993,975
- ▶ Year 4 - \$1,013,854
- ▶ Year 5 - \$1,034,131



Global Partnerships is a division that sells sponsorships and advertising, creating another revenue line for the American Bank Center operating account

# Facility Assessment

- ▶ Approximately \$40 million to \$50 million preliminary estimate, without inflation, for American Bank Center repairs and improvements.



Electrical/Lighting



# Facility Assessment

- Envelope and Roof Enclosures



# Facility Assessment

- ▶ Food Service Equipment
- ▶ Original equipment in the facility is nearing the end of its useful life expectancy
- ▶ New equipment have better features and are energy efficient



# Facility Assessment



► Mechanical/Plumbing



# Thank You

