



SANDLER CENTER FOR THE
PERFORMING ARTS



annual report 2023-24

SANDLER CENTER
FOR THE PERFORMING ARTS

THE PERFORMING ARTS

SANDLER CENTER
for the
PERFORMING ARTS
A year in review...

 757.385.2787  201 Market Street, Virginia Beach VA 23462



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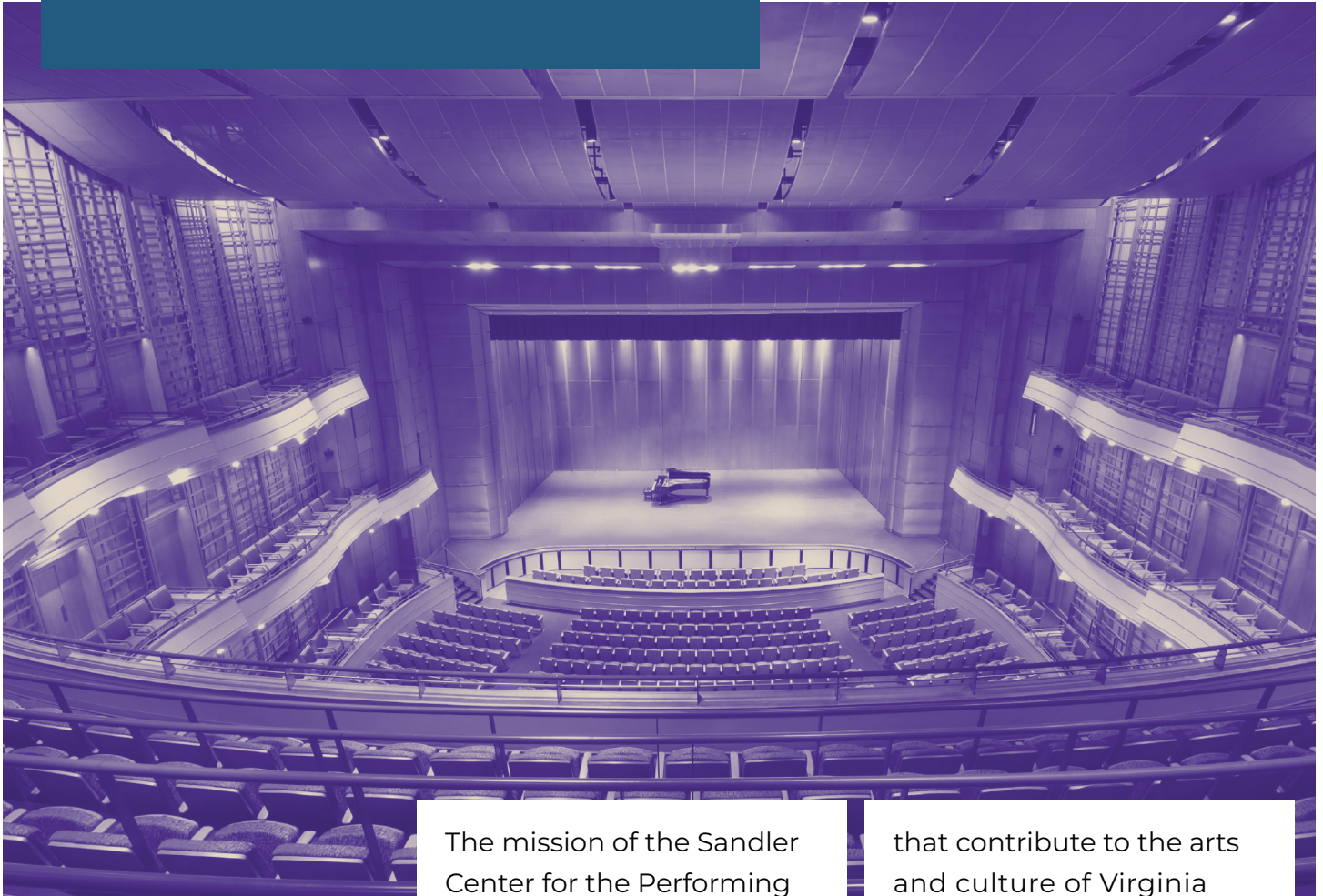
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Derek & Haley Hough
April 22, 2024
Photo by Jeff Moore

The Sandler Center for the
Performing Arts

MISSION STATEMENT



**"ALWAYS A FANTASTIC TIME
AND GREAT VENUE!
HIGHLY RECOMMEND"**

- Lynn C.

The mission of the Sandler Center for the Performing Arts is to enrich the lives of residents and guests by providing great and diverse performances, experiences, and educational programs for the arts. In doing so, the Sandler Center will serve as a home for regional and community arts organizations

that contribute to the arts and culture of Virginia Beach. With state-of-the-art technology and a variety of spaces for both world-class performances and private special events, the Sandler Center offers exceptional opportunities for patrons to create memories that will last a lifetime.

A message from General Manager

DAVID SEMON



As the seventeenth season of the Sandler Center for the Performing Arts comes to a close, I am pleased to present this Annual Report of our activities on behalf of the OVG management team. Fiscal Year 2024 proved to be yet another resounding success for the Sandler Center. We have seen almost \$4 million in gross ticket sales from 374 events, and nearly 160,000 patrons have enjoyed this beautiful venue. A record breaking \$269,593 in admission tax was generated this year, surpassing last year's record by over \$90,000.

As we reflect on the past year at the Sandler Center, we are excited to share the many highlights and successes that have defined our vibrant season. Our commitment to

delivering exceptional performances and fostering a rich cultural environment continues to thrive, thanks to the incredible support of our patrons, artists, and community partners.

This year, we were honored to host a range of renowned artists and shows including Blues artist Joe Bonamassa, dancer Derek Hough, comedians Pete Davidson and Bobby Bones, The Price is Right Live, and popular international cellist HAUSER. The upcoming season promises to be just as exciting as the Sandler Center welcomes a new batch of memorable shows, like the Violent Femmes, Andy Grammer, and Men at Work.

We at Oak View Group are proud to provide a world-class venue to our community, and remain dedicated to providing a platform for artistic excellence and fostering a vibrant cultural scene in Virginia Beach. We are looking forward to continuing our mission to serve as one of the region's finest cultural centers and to remain a steadfast community landmark for the City of Virginia Beach.

Thank you for your continued support and partnership. We look forward to welcoming you to future events and sharing more memorable experiences at the Sandler Center for the Performing Arts.

Sincerely,
David Semon


DAVID SEMON



"MY FAVORITE VENUE IN HAMPTON ROADS! SMALL ENOUGH TO FEEL INTIMATE, CLEAN, BEAUTIFUL..."

- Leslie M.

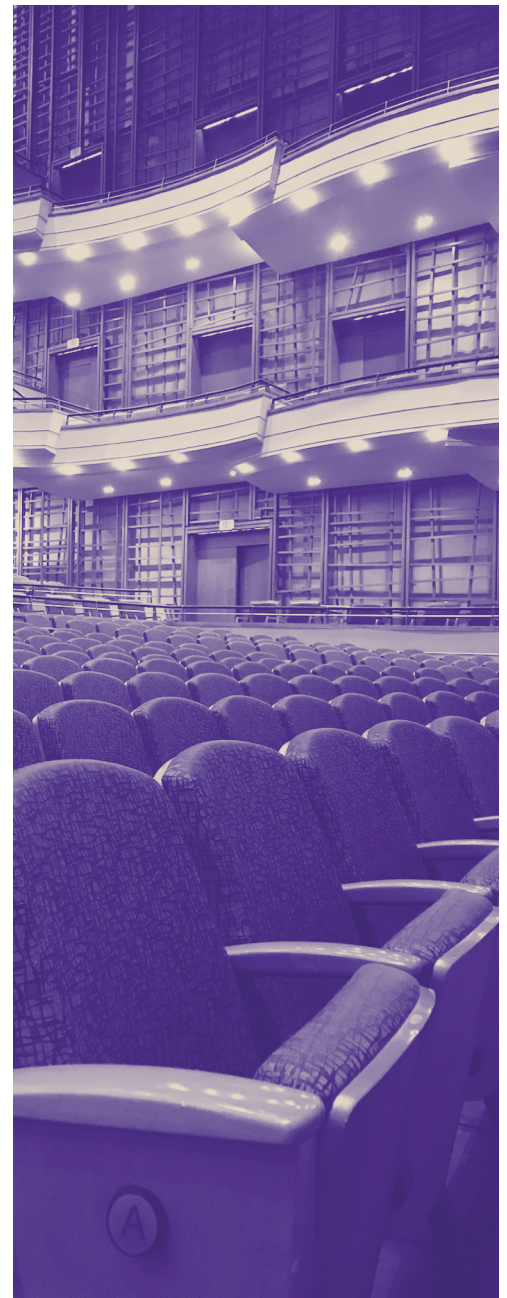
OVERVIEW OF THE SANDLER CENTER



"GREAT VENUE WITH LOTS OF GOOD RESTAURANTS NEARBY. PARKING AND CONVENIENT LOCATION. FIRST RATE."

- Kenneth F.

- 01** Opened on November 3, 2007, this 86,497-square-foot building was originally managed by Spectra Venue Management. Spectra was acquired by the Sandler Center's current management, Oak View Group, in 2021.
- 02** The three-level performance hall comfortably seats 1,308 patrons.
- 03** Only 100 feet separate the front of the stage from the furthest seat in the house.
- 04** All seating levels contain ADA and companion seating, and several aisle seats in the Orchestra level have arms that lift and swing out for more accessibility.
- 05** A Hearing Assist Sound System was donated by the Norfolk Sertoma Club to allow customers to experience the Sandler Center better than ever before by providing the clearest, cleanest sound available to people with hearing loss or difficulty, we have installed an induction loop or T-coil system for our patrons to utilize.
- 06** Expertly designed using innovative methods similar to Carnegie Hall's Isaac Stern Auditorium, the Sandler Center is a flexible acoustic environment that always presents flawless sound to the entire house.
- 07** The sound system in the performance hall consists of over 150 individual speakers, powered by over 20,000 watts of amplification.
- 08** The sound reinforcement system in the theatre is the NEXO Line Array speaker system. It incorporates NEXO amplifiers, digital processors, and flow speaker arrays that allow the Sandler Center to maintain a completely digital signal path from its sound mixing console to its amplifier outputs.
- 09** Located in the heart of the Virginia Beach Town Center, within easy walking distance of over 60+ restaurants and shops; just steps away from over 3,000 free parking spaces.





OVERVIEW OF OVG

MAKING A POSITIVE DISRUPTION IN THE ENTERTAINMENT & HOSPITALITY INDUSTRY

OVG360 is a full-service venue management company specializing in sports, live entertainment, and hospitality. Our portfolio of 300+ client-partners spans arenas, stadiums, convention centers, performing arts centers, cultural institutions, and state fairs around the globe. Service-oriented and driven by social responsibility, OVG360 helps facilities drive value through excellence and innovation in food services, venue operations, booking and content development, sustainable operations, public health and safety, parking, premium and corporate sales, marketing and more.

EXPERIENCE & APPROACH

Our approach to operating is unapparelled. Maintaining a focus on creating premium content that promises to deliver a unique guest experience is what drives our team. The depth of our resources, industry experience and relationships are unmatched throughout the industry. Our team looks forward to capitalizing on our resources to help clients achieve their goals and obtain unapparelled results.

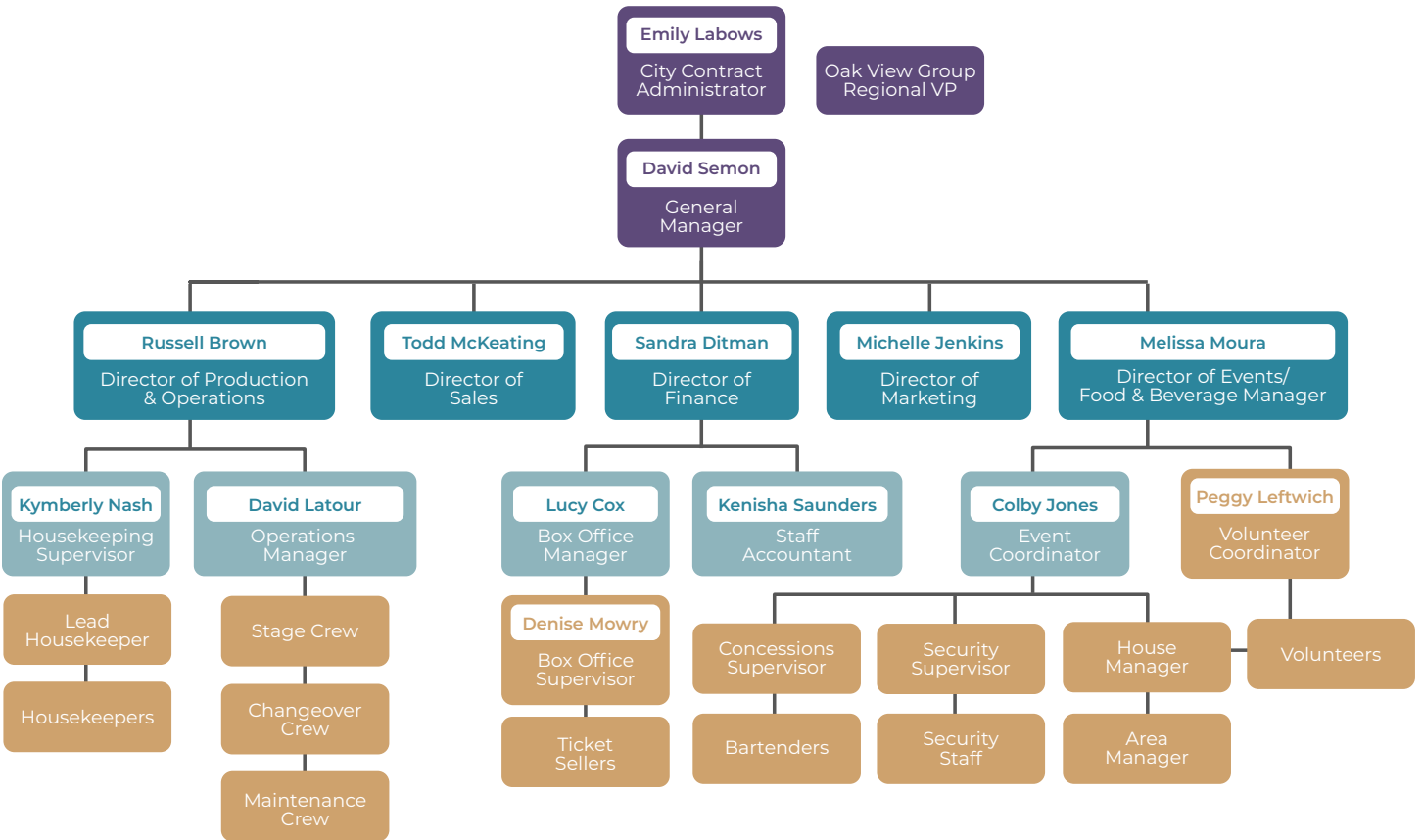
VENUE MANAGEMENT

OVG360 has one simple goal – to provide venues with customized services that produce results. Every venue, market, and venue owner is unique; each has different characteristics, missions, and goals. Therefore, OVG 360 believes each venue requires and deserves customized strategies and solutions to maximize its success. Our services are unrivaled and designed to deliver unprecedented results.





WHO WE ARE: STAFF HEIRARCHY



The Sandler Center hosted 374 events in the 2023-2024 season!

SHOW HIGHLIGHTS

HIGHEST GROSSING SALES AND ATTENDANCE



Joe Bonamassa
February 29, 2024
Photo by Jeff Moore

JOE BONAMASSA

Joe Bonamassa returned to the Sandler Center in 2024 for another massively successful show. His enthusiastic performances are one of the biggest parts of his career and a favorite for music lovers worldwide. Hailed internationally as one of the greatest guitar players of his generation and cited by Guitar World Magazine as “the world’s biggest blues

guitarist,” Bonamassa has almost single-handedly redefined the blues-rock genre and brought it into the mainstream. Backed by a stellar band of legendary musicians, the set list for this show will feature new songs alongside career-spanning favorites. By exceeding his own vertiginously high artistic goals, Bonamassa

has shattered all expectations with 26 #1 Billboard Blues Albums (more than any other artist in history). Bonamassa’s career in the music industry has built steadily over the years and is only gaining more momentum.

2023-2024

SHOW HIGHLIGHTS

HIGHEST GROSSING SALES AND ATTENDANCE



© Jeff Moore 2024
@jeffmpics



Derek Hough
April 22, 2024
Photo by Jeff Moore

PETE DAVIDSON | 8.28.23



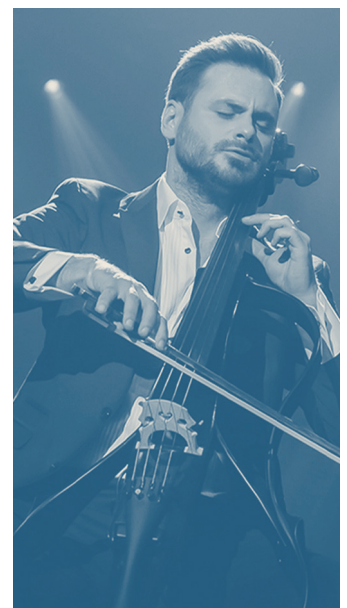
BOBBY BONES | 9.15.23



PRICE IS RIGHT LIVE | 4.18.24



HAUSER | 6.4.24



HIGH ATTENDANCE

CELTIC WOMAN | 3.19.24

The Celtic Woman 20th Anniversary Tour delighted audiences with its fresh blend of traditional and contemporary Irish music.

2023-2024

SHOW HIGHLIGHTS



WHO'S BAD | 8.26.23



CHRIS BOTTI | 9.21.23



KATHLEEN MADIGAN | 10.20.23



LAKE STREET DIVE | 10.25.23



RUMOURS OF FLEETWOOD MAC | 11.11.23



POSTMODERN JUKEBOX | 3.22.24



THREE DOG NIGHT | 4.25.24



GEORGE THOROGOOD | 4.26.24



KEB' MO' | 5.31.24

RESIDENT HIGHLIGHTS



Resident performing arts companies, community groups, and educational organizations form the backbone of the performing arts at the Sandler Center.

The resident companies at the Sandler Center include Virginia Musical Theatre, Virginia Beach Chorale, Virginia Symphony Orchestra, Symphonicity, Ballet Virginia, Tidewater Winds, and Virginia Arts Festival.

Virginia Musical Theatre

- The Little Mermaid
- The Secret Garden
- Evita
- Jersey Boys



Virginia Symphony Orchestra

- Bela Fleck & Gershwin
- Rachmaninoff Piano
- The Realms of Fantasy
- Halloween Spooktacular
- Holiday Pops!
- Jingle Bell Jam
- Tchaikovsky 6
- Sinatra and Beyond
- Sing-A-Song
- Carmina Burana
- Rhythm
- Tchaikovsky Violin

Symphonicity

- Pianorama Pursuit
- Pianorama Paradox
- Pianorama Power
- Pianorama Printemps
- Pianorama Pops
- Carnival of the Animals



Virginia Beach Chorale

- A Classical Christmas
- The Carnegie Concert

Ballet Virginia

- The Nutcracker
- Cinderella

Tidewater Winds

- Winter Winds

Virginia Arts Festival

- Martha Graham Dance
- Coffee Concert III
- Ben Folds
- Samara Joy
- Chris Thile



2023-24 - a record-breaking year!

REVENUE STORY

2023-24 broke all previous records in ticket sales, demolishing the record previously held in 2008 by almost \$2 million. FY24 wrapped **over \$3.9 million in ticket sales** at the Sandler Center and also brought in a record-breaking **\$269,593 in admission tax**. With 374 events in the building and a total attendance of 159,657, the numbers speak for themselves - the production and tour quality of FY24 shows surpassed all previous years since the building opened in 2007.



CONCESSIONS

Concession sales were at an all-time high in FY24, coming in at more than half a million dollars. With 6,707 beers, 11,918 glasses of wine, and 3,835 craft cocktails selling at our indoor concession stands alone, food and beverage sales have been reaching record numbers - a trend we hope to see continue in FY25.



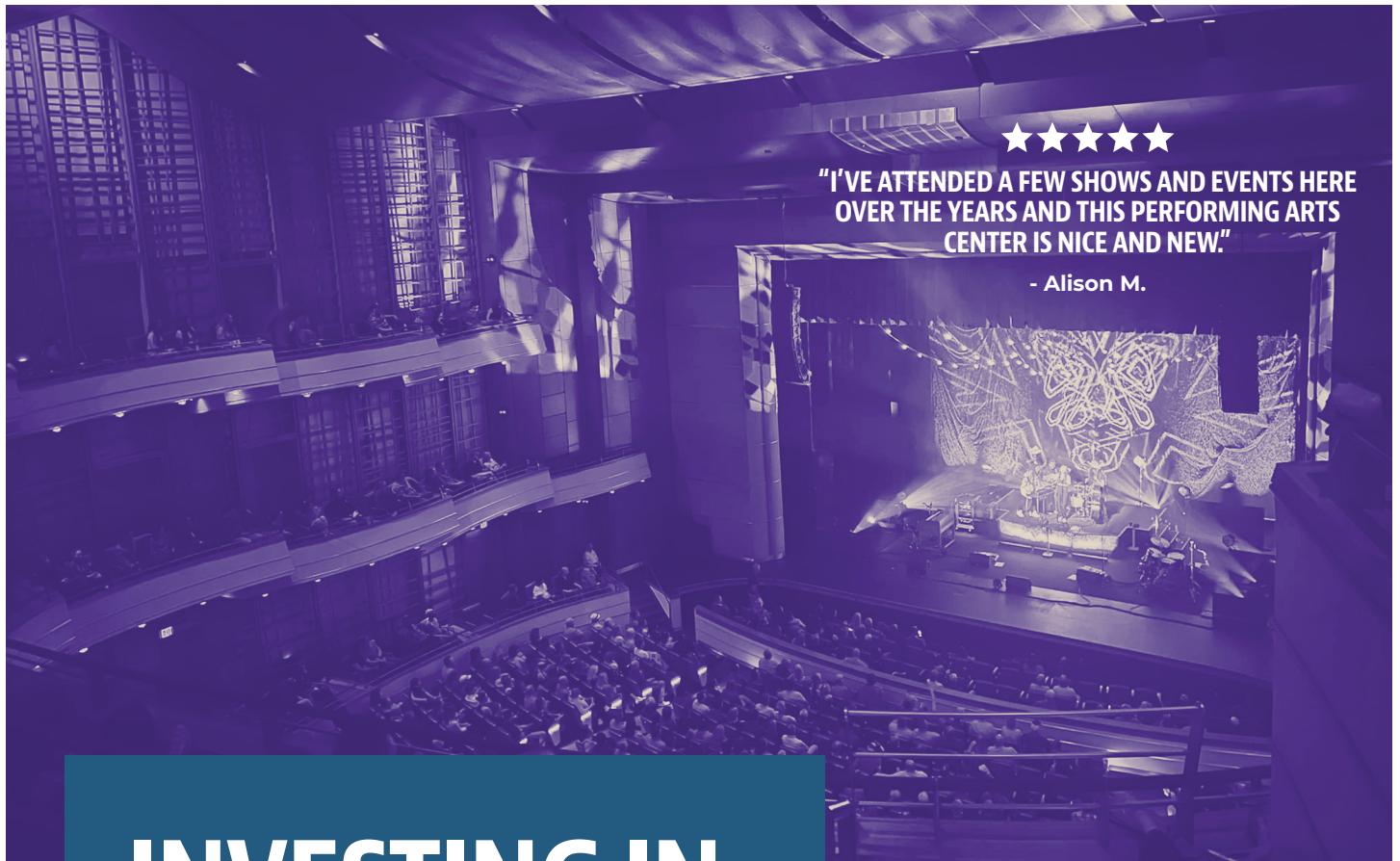
VOLUNTEERS

The Sandler Center volunteers are an integral part of the team, operating as ushers, ticket takers, and concessions volunteers. The Sandler Center hosted 182 volunteers in FY24, who donated 18,116.25 hours of their time for a total cost savings of \$576,096.75. We are truly grateful to have them as valuable members of the organization.



SPONSORSHIPS

FY24 saw the return of the Langley Concert Series, the TowneBank Jazz Series, and Ynot Wednesday, presented by Southern Auto (with title sponsor Ynot Italian). A host of additional sponsors, including APEX Entertainment, Ruth's Chris, Armada Hoffler, High Noon Sun Sips, Hoffman Beverage, Wynne Ford and Volvo, and a multitude of radio partners (notably Sinclair Communications) brought our total gross sponsorships to over \$422K - nearing the highest its ever been.



"I'VE ATTENDED A FEW SHOWS AND EVENTS HERE OVER THE YEARS AND THIS PERFORMING ARTS CENTER IS NICE AND NEW."

- Alison M.

INVESTING IN THE VENUE EXPERIENCE





After 17 years, the Sandler Center still looks new, thanks in no small part to yearly capital improvements. FY24 focused on several important upgrades - moving lights for the stage, enhanced security measures with walkthrough metal detectors and security wands, and improved energy efficiency with a focus on climate control and lighting optimizations. The upgrade from fluorescent to LED lighting throughout the facility, including the main theatre and Miller Studio Theatre, significantly reduced energy consumption and reinforced our ongoing commitment to sustainability and savings.

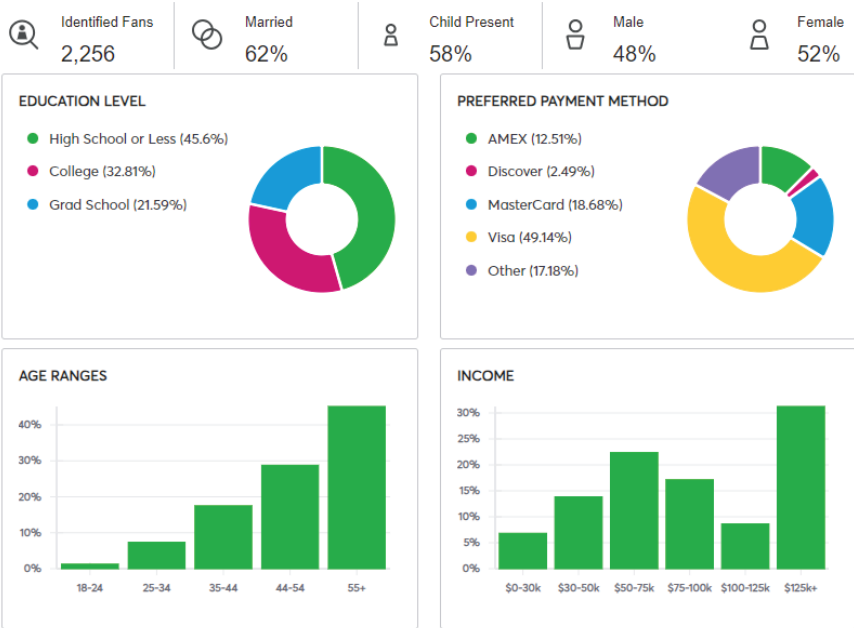
FY24 Capital Improvements:

- (4) New Ayerton Ghibli Moving lights for the stage
- New Harlequin Marley Dance floor
- Finished the lobby faucet upgrade (2nd and 3rd floors)
- New VFD (variable frequency drives) installed on all Air Handlers
- New tables and tablecloths
- Walkthrough Metal Detectors and security wands
- Updated fluorescent lighting inside the loading dock to LED (1,024 total watts down to 480 total watts)
- Updated halogen lighting in the main theatre to LED (9,600 total watts down to 1,184 total watts)
- Updated halogen and fluorescent lighting in the Miller Studio Theatre (5,144 total watts down to 1,609 watts)



Over the past year, the Sandler Center has seen statistical increases across social media, email, and Ticketmaster fan databases. Impression rates are at a high and our relationship with Ticketmaster continues to present notable increases in fan engagement and ticket sales. A renewed focus on Came From Codes in FY24 enhanced our ability to track digital ad spends, leading to more precise measurement and optimization of our marketing efforts.

- 
FACEBOOK
 23,672 Followers
 4.5M+ Paid/Organic Impressions
 9.5% increase in likes YTD
- 
INSTAGRAM
 4,445 Followers
 9.3% increase in followers YTD
- 
X
 5,628 Followers
 25.6K Paid/Organic Impressions
 9.9% increase in followers YTD
- 
CYBER CLUB
 49,765 Subscribers
 13.55% increase in subscribers YTD



ticketmaster®

Total Lifetime
29,240

New Past Year
13,608

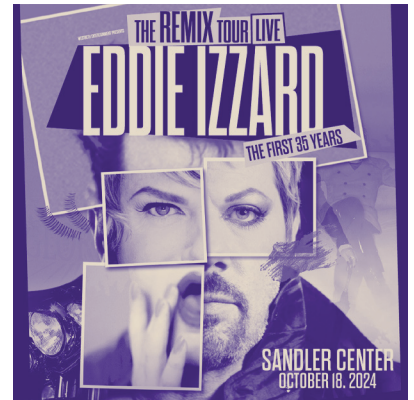
New in Past 30 Days
678



LOOKING AHEAD: 2024-25

There are so many things to look forward to in the 2024 – 2025 season, and we are anticipating another year of memorable, high-quality performances. The Sandler Center’s new season will feature exciting shows like Violent Femmes, Andy Grammer, JJ Grey & MOFRO, Men at Work, Kathleen Madigan, Little Feat, Eddie Izzard, and Bored Teachers. Our booking relationships with Bowery Presents and NS2 continue to thrive, bringing dozens of exciting shows to the venue - many for the first time. Partnerships with resident and

rental companies also remain as strong as ever, promising a stocked calendar of events for the new year. As always, we anticipate great things for our ongoing partnerships with the City of Virginia Beach, Ynot Italian, TowneBank, Ruth’s Chris Steakhouse, and Southern Auto Group, among a host of other sponsors returning for the new year. As we continue to load the events calendar with shows for the 2024 – 2025 season, it’s easy to see that this upcoming year will be one of the best ones yet – we hope to see you there!





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sandlercenter.org