



SANDLER CENTER FOR THE PERFORMING ARTS  
ANNUAL REPORT 2016-2017







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Dear Colleagues,

It is with great pleasure that I present the 2016-2017 Annual Report to the community. This past season marked **10 Seasons of Great Performances** since Sandler Center for the Performing Arts was dedicated in November 2007. Fiscal Year 2017 saw gross ticket sales reach \$1,547,147 which returned \$140,650 back to the City in Admission Taxes. Sandler Center hosted 480 events and performances this year that were enjoyed by 195,747 patrons.

The 2016-2017 Great Performance Series hosted world-class artists including country star **Vince Gill**, legendary guitarist **Robert Cray**, folk-rock Americana singer/ songwriter **Amos Lee**, and the illusionistic, acrobatic dance troupe **MOMIX**. The Great Performance Series continues to showcase superlative acts from across the globe, right here in Virginia Beach.

This past season, our Great Performance Series were not the only events going on at the Sandler Center. Our resident art organizations staged 169 events this fiscal year. The community was able to enjoy performances from the following arts organizations: **Ballet Virginia International, Symphonicity, Tidewater Winds, Virginia Arts Festival, Virginia Beach Chorale, Virginia Beach Forum, Virginia Musical Theatre, Virginia Symphony Orchestra, Virginia Beach Public Schools**, and the **Governor's School for the Arts**.

Our continued pursuit to provide free entertainment for the community of Virginia Beach was met this year in the form of **Dancing with the Seniors, Senior Summer Camp, "YNot Wednesdays?"** summer concert series, and **"Out of the Box"** winter concert series. This year Sandler Center saw a record attendance in our senior outreach programs, doubling in class size for both **Dancing with the Seniors** and the **Senior Summer Camp**.

The community of Hampton Roads has been extremely supportive of both our ticketed and non-ticketed events over the past ten years. To give back, the staff at the Sandler Center volunteered their time at **Oasis Social Ministries** in Portsmouth, VA, packing groceries and preparing lunch for the public. The gratitude of individuals reached that day proved the importance of a strong community relationship.

Looking forward to the future, we are excited to renew our contract with the City of Virginia Beach and continue to deliver diverse and appealing content to the community of Virginia Beach. In partnership with the Virginia Arts Festival, we are proud to enter into an exclusive booking relationship with **National Shows 2 (NS2)** to bring over 30 performances and concerts to the Sandler Center in the upcoming fiscal year.

We are excited to continue our mission, while promoting the arts in the City of Virginia Beach.

Sincerely,



**A Message from  
Spectra Venue  
Managed  
Sandler Center for  
the Performing Arts  
General Manager,  
David Semon**









**A Message from the  
City of Virginia Beach  
Cultural Affairs Director,  
Emily Spruill Labows**



Dear Friends,

The impact of a successful performing arts center is not only the number of patrons coming through the doors on a yearly basis, but also the long term impact on how arts in its community can be used to change people's lives. Since 2007, the Sandler Center for the Performing Arts has focused on enriching the lives of residents and guests by providing world-class and diverse performances, experiences, and educational programs for the arts. With the conclusion of the tenth season, our outstanding performance hall has played host to countless performances, concerts and events that the community of Hampton Roads has been able to enjoy.

During the past season, \$1,547,147 tickets were sold for Sandler Center performances. In turn, these sales generated \$140,650 in admission taxes returned to the City. The Sandler Center's location within the Virginia Beach Town Center creates a complete experience for patrons wishing to enjoy nearby shops and restaurants. The Sandler Center serves as the cornerstone of this remarkable, flourishing residential and business area that represents Virginia Beach's growth as a cultural and corporate force.

The Sandler Center's continued partnership with regional performing arts groups creates a dynamic collection of performances for the community to enjoy. The Sandler Center is proud to provide our world-class facilities to these local organizations including **Ballet Virginia International, Governor's School for the Arts, Symphonicity, Tidewater Winds, Virginia Beach Chorale, Virginia Musical Theatre, Virginia Arts Festival, Virginia Beach Forum, and Virginia Symphony Orchestra**. The resident companies give the Sandler Center a unique local identity while adding to the increasing success of the tenth season by providing 169 events and over 47,490 patrons.

While we take great pride in sound fiscal management at the Sandler Center, perhaps the greatest accomplishment of the 2016-2017 season was the increasing success of our Educational Programming. These educational programs brought 14,800 students to the Sandler Center to experience matinees and master classes, which included performances and lectures by many of our Great Performance Series artists.

I applaud Spectra and those who were involved to organize such an undertaking and we look forward to even more success in the future.

Sincerely,



Director, Cultural Affairs  
City of Virginia Beach



# STATEMENT OF PURPOSE

## **SANDLER CENTER FOR THE PERFORMING ARTS MISSION**

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.

Through these steps, the Sandler Center aims to continue developing the awareness of and appreciation for the arts in future generations, all while promoting the arts in Virginia Beach in the world-class, architecturally stunning landmark for the performing arts.







## 2016/2017 GREAT PERFORMANCE SERIES SEASON HIGHLIGHTS



THE SANDLER CENTER FOR THE PERFORMING ARTS PRESENTED 20 PERFORMANCES AND EVENTS AS PART OF THE GREAT PERFORMANCE SERIES, WHICH INCLUDED:

The Aluminum Show | Amos Lee Live | Balé Folclórico da Bahia | Bobby Bones | Celtic Thunder  
 Dave Mason: Alone Together Again | Kids Bop | Masters of Illusion | The Mavericks  
 MOMIX: Opus Cactus | Peter Frampton | Pink Martini | Rain: A Tribute to the Beatles  
 Riverdance: 20th Anniversary Tour (2) | Robert Cray | Southern Soul Assembly | Todd Rundgren (NS2)  
 Vince Gill | The Zombies Odessey and Oracle Tour



## EXPANDING OUR PROGRAMMING AND OUR SPACES





The beautiful **Miller Studio Theatre** is a studio theatre within the Sandler Center. Equipped with ballet barres, sprung floor, a window wall, and its own lighting and sound systems, this 2,200-square-foot hall can be configured to suit nearly any need. This year, the Miller Studio Theatre was transformed into an intimate performance venue once again for the Out of the Box Winter Concert Series and our two new series as well:

#### **Miller Classical Series**

#### **Miller Jazz Series**

Both of these were met with tremendous support from the community through sold out performances in each of the series. Created in partnership with the Virginia Arts Festival to offer new opportunities to hear live classical and jazz music, the success of these two series enhances the ever-growing performance calendar at the Sandler Center.



# RENTALS, RESIDENT COMPANIES AND CITY FUNCTIONS

## RENTALS

The continued success of the Sandler Center can be attributed to one big theme: relationships. The Sandler Center is proud to host annual rental events such as **Moscow Ballet**, **Art Institute of Virginia Beach** and **Recruit Military**. Sandler Center understands the importance of treating every event and client in a way that emphasizes our appreciation for their continued patronage.

## RESIDENT COMPANIES

Resident performing arts companies, community groups, and educational organizations form the backbone of the performing arts at the Sandler Center with more than **169 events** hosted in the 2016-2017 season. The Resident Companies at the Sandler Center include: **Symphonicity**, **The Virginia Beach Chorale**, **Virginia Musical Theatre**, **Virginia Symphony Orchestra**, **Virginia Arts Festival**, **The Virginia Beach Forum**, **Tidewater Winds**, **Virginia Beach Public Schools**, **The Governor's School of the Arts**, and **Ballet Virginia International**.

## RENTALS AND CITY FUNCTIONS

Sandler Center also rented to non-profit groups, commercial organizations, and the City of Virginia Beach. In the past year, there were **232 ticketed and non-ticketed events** that brought in over **81,622 patrons**.



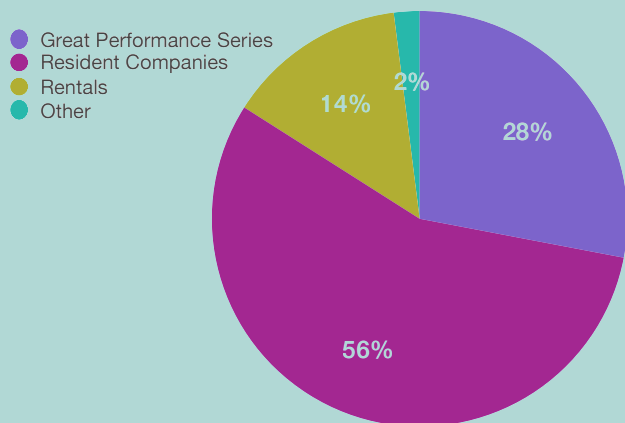




# MARKETING AND ADVERTISING NUMBERS

196,747 ATTENDED EVENTS IN 2016-2017 AT THE SANDLER CENTER

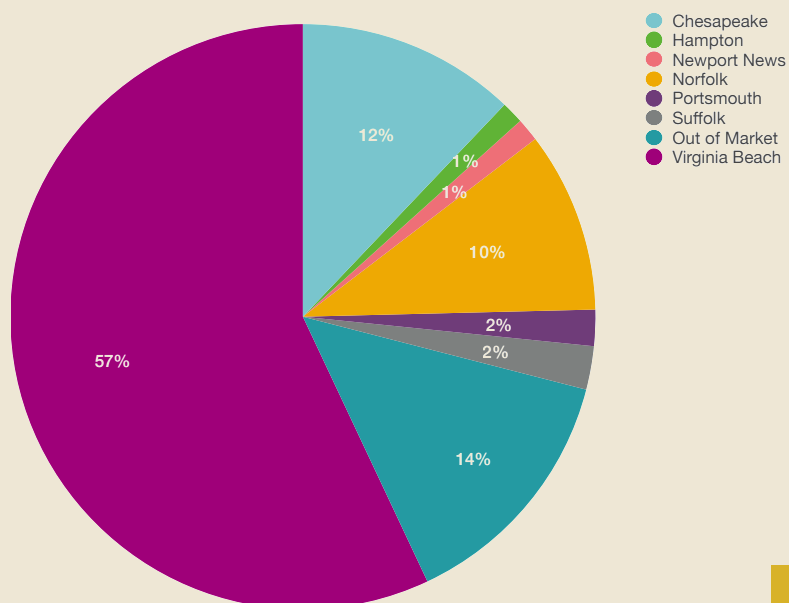
## PURCHASER TRENDS



## SOCIAL MEDIA

14,031 Facebook  
4,974 Twitter  
1,471 Instagram

## TICKET SALES BY CITY



216,418 visitors to  
sandlercenter.org

64,903 Cyber Club



An aerial, black and white photograph of a city street filled with a large crowd of people. The street is flanked by tall buildings. In the lower center, there is a circular landscaped area with trees and a small white structure. A purple rectangular box with white text is overlaid on the right side of the image.

# COMMUNITY & SPECIAL EVENTS





### **"YNOT WEDNESDAYS?" - SUMMER CONCERT SERIES**

The Sandler Center for the Performing Arts celebrated a record-breaking year for the "Ynot Wednesdays?" Summer Concert Series. The 14-week-series, which features a variety of music genres ranging from rock to country to Motown and a Jimmy Buffet style band, concluded August 31, 2016. Sandler Center has hosted the free event for eight consecutive years. **This year's combined attendance was over 42,800 patrons, averaging close to 3,000 patrons per event.** Title sponsor Ynot Italian served delicious pizza, sandwiches and gelato. The Virginia Beach Farmer's Market returned with local farmers displaying their fresh fruit, vegetables and other homegrown items on the plaza. Proceeds, including VIP table sales, benefitted the Sandler Center Foundation.







# OUT OF THE BOX

With Paul Shugrue from Out of the Box on **whrv** 89.5  
npr



## OUT OF THE BOX- WINTER CONCERT SERIES

Emerging Artist Series "Out of the Box" held in the Miller Studio Theatre **nearly doubled in attendance from last year**, closing out its run with close to 2,000 guests enjoying the event over the eight weeks. The Sandler Center once again partnered with Paul Shugrue and his WHRV radio program, Out of the Box, and California Pizza Kitchen in Town Center for the eight week series, which gave local emerging artists the chance to showcase their own original music. The Sandler Center also offered VIP tables for purchase and sold out each week. The series also introduced local sponsorship opportunities and partners.



## OASIS SOCIAL MINISTRIES

In April, employees of the Sandler Center for the Performing Arts volunteered at Oasis Social Ministry, a private, non-profit, charitable corporation whose mission is to provide comprehensive services to the homeless and the less fortunate in Portsmouth, Western Chesapeake, and Northern Suffolk. Staff members assisted in the preparation and serving of meals to over 115 individuals within the community while bagging food items that would be utilized for delivery through the Oasis pantry program.

## VOLUNTEERS

The volunteer program has grown to 256 total volunteers who have donated 21,504 hours of their time throughout the year, with 48 volunteers joining the ranks in the past 12 months. Our volunteers play an integral part of the Center and they elevate the success of the events with their energy and dedication. New this year, the volunteers planned and organized "Ynot Wednesdays?" Kid's Crafts activity using their own ideas, and it has been a great success. The Sandler Center staff is truly grateful to have them as valuable members of the organization.



### 256 ACTIVE VOLUNTEERS

Volunteering 21,504 hours (FY 2016)  
providing a value of \$519,106  
to the Sandler Center



## SANDLER CENTER ART GALLERY

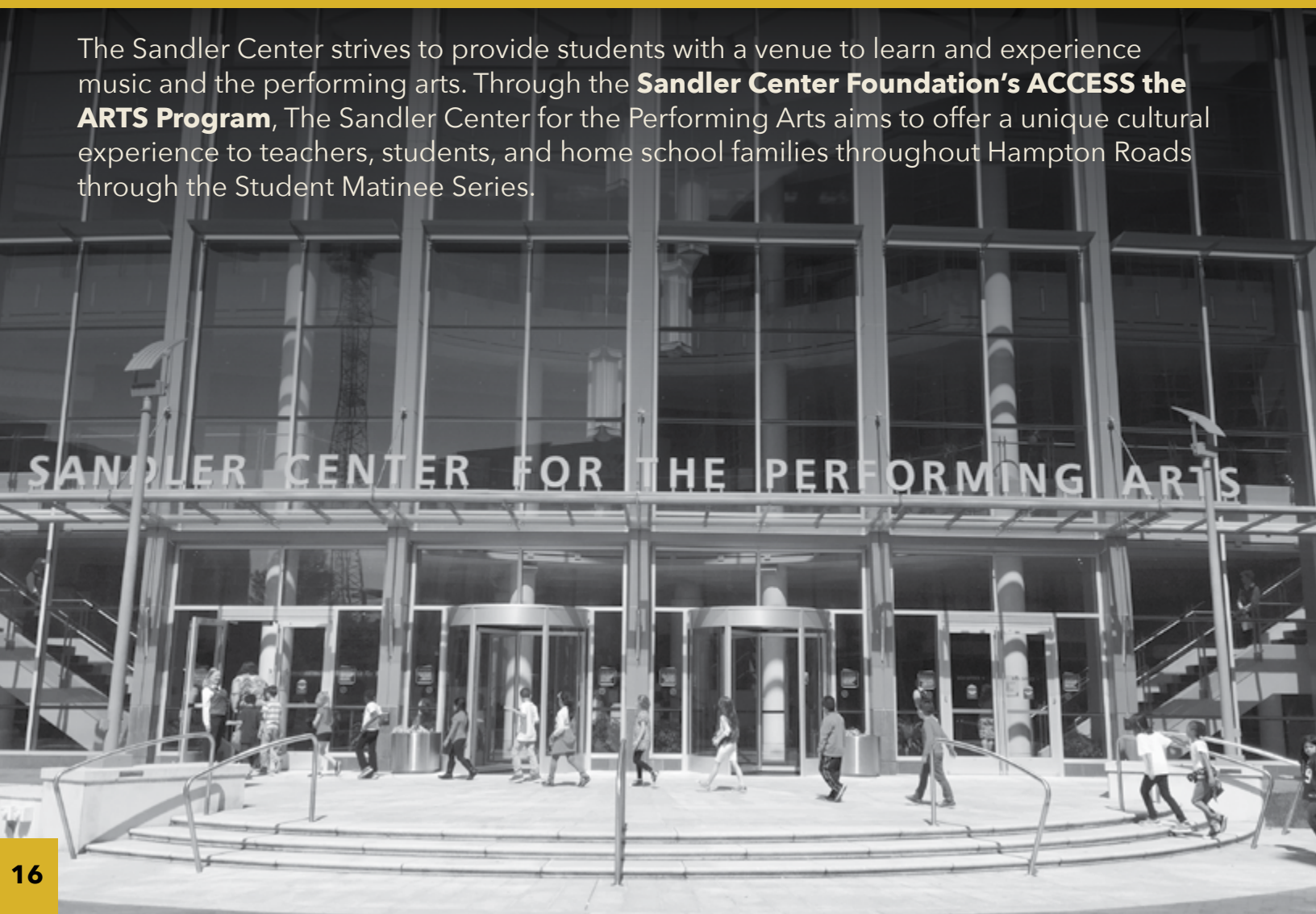
In support of the Sandler Center's mission, our Sandler Center rotating art gallery offers visual artists the opportunity to showcase their works and enrich the local community through a diverse variety of visual art experiences. This past year, the **Sandler Center Gallery showcased five new exhibitions** for a total of 30 exhibits since the beginning of the gallery, with more than 55 artists displayed for patrons to visit and appreciate.





## STUDENT OUTREACH

The Sandler Center strives to provide students with a venue to learn and experience music and the performing arts. Through the **Sandler Center Foundation's ACCESS the ARTS Program**, The Sandler Center for the Performing Arts aims to offer a unique cultural experience to teachers, students, and home school families throughout Hampton Roads through the Student Matinee Series.







Jigsaw Jones  
October 25, 2016  
Grades: K-4

Toying with Science  
November 14, 2016  
Grades 2 - 6

Jackie Robinson  
January 23, 2017  
Grades: 1 - 6

Alexander, Who's Not Not Not  
Not Not Not Not Going to Move  
March 10, 2017  
Grades: K - 4

The Rainbow Fish  
March 13, 2017  
Grades: Pre K - 3

Ellis Island: Gateway of Dreams  
March 20, 2017  
Grades: 3 - 8

Charlotte Blake Alston  
February 13, 2017  
Title I Schools

Richmond Ballet  
April 5, 2017  
Title I Schools

Lula Washington Dance Theatre  
May 17, 2017  
Title I Schools



Through ACCESS the  
ARTS we served  
**11,790 students.**

In total, the education  
performances reached  
**14,553 students.**





# SENIOR PROGRAMMING

Reaching seniors in Hampton Roads is a priority for the Sandler Center. The Sandler Center's Senior Education and Outreach Programs have been designed to provide unique opportunities for Hampton Roads seniors to interact and learn about the arts. The Sandler Center takes great pride in programming these special events.

Atlantic Shores' Senior Summer Camp sponsored by Sandler Center Foundation, Senior Services of Southeastern Virginia and BailaFuzion continue to reach seniors in the summer months with free weekly programming. Classes such as Zumba, Yoga, and line dance were offered, and local seniors raved over the opportunity to try new and exciting classes with professional instructors each week.

This year's Atlantic Shores Dancing with the Seniors reached record numbers in attendance expanding to two separate dance classes. Two full classes of seniors were enrolled in the nine week session and learned a wide variety of dancing dexterities including Ballroom, Latin, Cultural, Line Dancing, and more through the leadership of Marquita Bianca, one of Hampton Roads' most talented Dance instructors with BailaFuzion! Participating as title sponsor for a fifth consecutive year, Atlantic Shores was pleased with both programs yet again. The series was also sponsored by The Sandler Center Foundation and Senior Services of Southeastern Virginia.





# SANDLER CENTER MEMBERSHIP

The programs and performances at the Sandler Center are made possible by the generous support of dedicated members who value the arts in their community. In addition to supporting premier theatrical, music, and dance performances, Sandler Center membership enhances the lives of thousands of school children throughout Hampton Roads through matinees, ACCESS the ARTS, and All-City Music programs sponsored by the Sandler Center Foundation. **In its third year, the membership program is growing with a 53% increase.**







## FACILITY OVERVIEW

### **INTIMATE AND FOCUSED VIEWING:**

The three-level Performance Hall comfortably seats 1,308 with only 100 feet separating the front of the stage and the furthest seat in the house. The first row is within 10 feet from the stage, creating a truly intimate experience.

### **STATE-OF-THE-ART AUDIENCE COMFORT:**

All levels of the auditorium are equipped with high volume, low-velocity air supply that creates immediate comfort for the audience without the sound of rushing air. 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.

### **INCREDIBLE ACOUSTICS AND SOUNDPROOFING:**

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. The sound system in the Performance Hall consists of over 150 individual speakers, powered by over 20,000 watts of amplification. The sound reinforcement system in the theatre is the state-of-the-art NEXO Line Array speaker





system. It incorporates NEXO amplifiers, digital processors, and flow speaker arrays that allow the Center to maintain a completely digital signal path from its sound mixing console to its amplifier outputs.

#### **ADDITIONAL SPACES:**

The Sandler Center boasts a 2,400 square foot studio theatre that can be set up for a theatrical production with full lights and sound or a sit-down dinner for 125. The 900-square foot Wood Founders Room provides a more intimate event location, accommodating roughly 60 guests. The Grand Lobby and Upper Lobbies total over 12,000 square feet with flexible set-up options, two concession booths, a merchandise booth, coat room, and a box office. There also two classrooms with audio/visual capabilities on the upper levels that can easily accommodate a meeting or lecture.

#### **PARKING AND LOCATION:**

Located in the heart of the Virginia Beach Town Center, the Sandler Center is within easy walking distance of over 40 restaurants and shops, and steps away from over 3,000 free parking spaces throughout the complex.



# CAPITAL IMPROVEMENTS

**Sandler Center for the Performing Arts continues to strive toward providing a comfortable and efficient experience to tours, performers, and patrons. In an effort to progress these experiences, Sandler Center has made facility improvements:**

## **Sandler Center Stage Look Package Upgrade**

This new package offers a myriad of set dressing options to choose from that range from simple and elegant, to more modern and elaborate. Utilizing a mixture of fabric panels and columns, framed patterns, and accented by LED color-changing par lights, we are able to achieve multiple stage designs with nearly unlimited variations and possibilities.

## **Sandler Center LED Lighting Upgrade**

The new lighting console offers us the ability to control newly developed LED lighting products and more fluidly incorporate intelligent moving lights into different productions. Purchasing from 4Wall Entertainment's Usedlighting.com website saved the Center almost \$4,000 while still having the console under warranty. 4Wall's Used Lighting has available support and is superior in terms of being both show and user-friendly.

## **Lobby Bench Reupholstering**

The Sandler Center utilizes bench seats throughout the venue for various events. These benches are frequently moved and have served as a seat for thousands of patrons for 10 years, and as a result, they see a lot of wear and tear. As a part of this project multiple fabrics were discussed to find the perfect fit for long term use. The final fabric chosen was a new updated stain resistant fabric suitable for 10 more years of use.

## **Upgraded Building Sign Stands**

The Sandler Center hosts over 480 events per year and almost all of these events require us to use our standing signs throughout the building. Moving and replacing signage in the stands caused them to look weathered over time. This year custom sign holders have replaced original sign stands. The new standing sign holders are made completely out of wood and are more durable to movement. To complement the look, the Sandler Center logo was added to each stand.







# REVENUE GENERATED



**ADMISSIONS**  
TAXES GENERATED:  
**\$140,650**

**SPONSORSHIP  
REVENUE:**  
**\$348,123**

**Gross Ticket  
REVENUE:**  
**\$1,547,147**

**480**  
EVENTS

Facility Surcharge  
**Generated:**  
**\$106,564**

**169**  
**RESIDENT ART**  
ORGANIZATION EVENTS

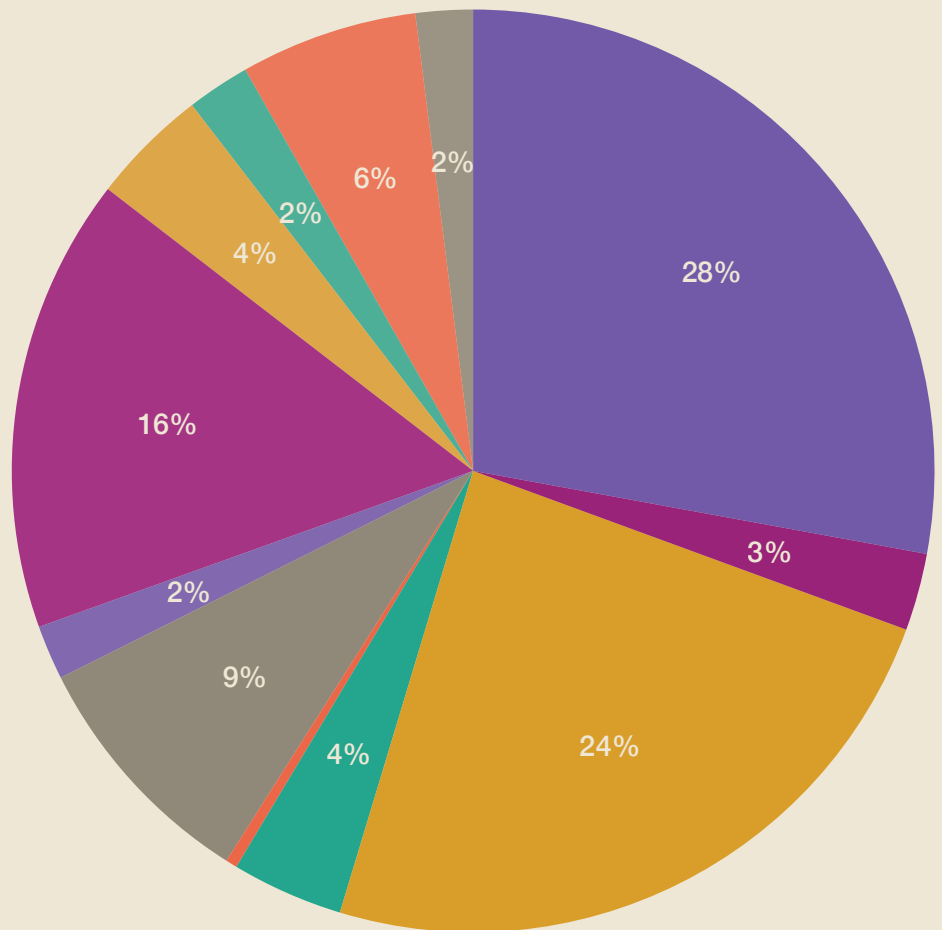
**195,747**  
**PATRONS**

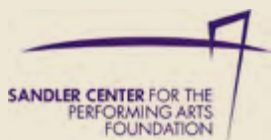


## SANDLER CENTER FOR THE PERFORMING ARTS

### Gross Ticket Revenue By Type FY17

- Great Performance Series 27.8%
- Virginia Symphony Orchestra 2.7%
- Virginia Musical Theatre 24%
- Symphonicity 3.9%
- Virginia Beach Chorale .4%
- Ballet Virginia International .2%
- Non-profit Ticketed Rentals 1.9%
- Commercial Rentals 15.9%
- Comedy Shows 4.1%
- Other Dance Recitals 2.2%
- Education Matinees 6.2%
- Virginia Arts Festival 2%





## GREAT PERFORMANCE SERIES SPONSORS

The Sandler Center for the Performing Arts greatly relies on the generous support of corporate sponsors to bring the best of the performing arts to Virginia Beach and to provide education and cultural opportunities to enrich the community. Associated Sponsors for the 2016-2017 season included TowneBank, Norfolk Southern, Ruth's Chris, and LifeNet Health.

### ASSOCIATE SPONSORS

TowneBank  
Norfolk Southern  
Ruth's Chris

### EVENT SPONSORS AND CORPORATE SUPPORTERS

Life Net Health  
PRA Group  
Atlantic Shores  
Senior Services of South Eastern Virginia

### EDUCATION PROGRAM SPONSOR

Sandler Center Foundation

## PARTNERS

### VIRGINIA ARTS FESTIVAL

Virginia Arts Festival, a leader in regional artistic management and promotion, provided extensive support and guidance throughout our six years of operation. Spectra Venue Management and Virginia Arts Festival worked closely to utilize key partnerships and maximize resources from associated entities.

### TICKETING AND FAN ENGAGEMENT

The Sandler Center entered into a ticketing agreement with Paciolan, the full-service ticketing subsidiary of Spectra. Spectra staff at the Sandler Center and ODU's Ted Constant Center continued the five-year sponsorship agreement with YNot Italian under which both organizations utilize the YNotTix ticketing system.

### CREATIVE CATERING

Creative Catering has continued to serve as the exclusive caterer of the Sandler Center. For 35 years they have provided Hampton Roads the very best in catering services and concessions for all catering needs.



# TESTIMONIALS



A true jewel in our midst. As a community, we in Virginia Beach are so fortunate to have access to such an intimate, acoustically perfect venue featuring world renowned artists, all with easy access and free parking!

- Jon Walp

"Hello, Dolly!" was wonderful! It was my first time visiting the Sandler Center, and I really liked the venue. It's a nice size auditorium for the theater shows and I think every seat in the hall must have a great view of the stage.

- Oscie Eastwood Sumner

Dancing with the Seniors Prom was a great success. The staff at the Sandler Center made the Senior Prom a very special event. Thank you!

- Eva Zahn

I attended Out of the Box for Bennett Wales and the Relief and they gave an outstanding performance; the vibe was upbeat and the audience was engaged. The venue was the perfect spot for their show; it was intimate and friendly! I look forward to hearing more from this band...terrific original songs with profound lyrics and great sound!

- Mary Watson

Amos Lee was one of the best sounding concerts I've ever heard. The acoustics of the Sandler Center had a lot to do with it. Amos himself said it sounded great. Very friendly and helpful staff as well.

- Jeff Church

# FUTURE OUTLOOK



Looking forward to 2017-2018 season, we are excited to renew our contract with the City of Virginia Beach and continue to deliver diverse and appealing content to the community of Virginia Beach. In partnership with the Virginia Arts Festival, we are proud to enter into an exclusive booking relationship with National Shows 2 (NS2) to bring over 30 performances and concerts to the Sandler Center. 2017-2018 season includes performances from Black Jacket Symphony, PJ Masks Live, Randy Newman and many more!

Our Resident Companies will provide another great year of diverse programming that will bring the entire community together. We are proud to have the following Resident Companies call the Sandler Center home:

Ballet Virginia International

Virginia Beach Chorale

Symphonicity

Virginia Beach Forum

Tidewater Winds

Virginia Musical Theatre

Virginia Symphony Orchestra

The Governor's School for the Arts

Virginia Arts Festival

Virginia Beach Public Schools

Beyond our Resident Companies and Great Performance Series, Spectra staff at the Sandler Center look forward to continuing our excellent outreach and community programs. The 2016-2017 season was a landmark year for our growth in senior programming and community events. We look forward to continuing our efforts to engage the Hampton Roads community through special programs in the fine and performing arts at the Sandler Center.



# OUR PEOPLE



**Back Row:** David Semon, Cindy Brewer, Michael Boso, Lucy Armitstead, Russell Brown, Melissa Moura, Meghan Calvagna  
**Front Row:** Sandy Ditman, Jackee Washington, Ellen Kipp, Caitlin DiSilvestro, Elizabeth Hammond



