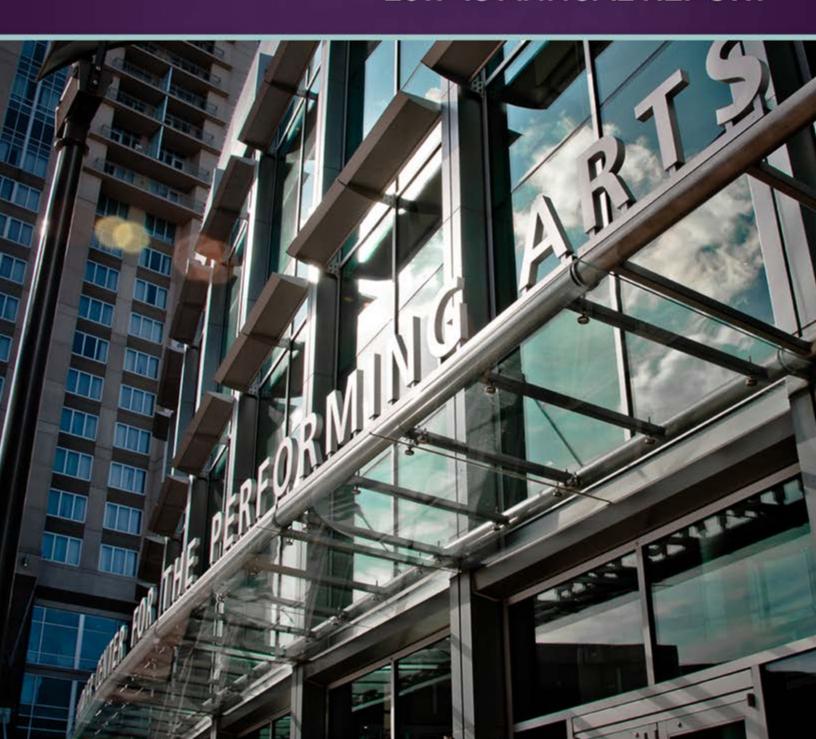
SANDLER CENTER FOR THE PERFORMING ARTS

2017-18 ANNUAL REPORT







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



Dear Colleagues,

It is with great pleasure that I present the 2017-2018 Annual Report to the community. Fiscal Year 2018 saw gross ticket sales of \$1,647,144 which returned \$147,993 back to the City of Virginia Beach in Admission Taxes. The Sandler Center hosted 456 events and welcomed 176,586 guests to the Sandler Center.

The 2017-2018 Great Performance Series hosted talented and accomplished acts including Greek Composer Yanni, American singer/songwriter Randy Newman, PJ Masks Live!, guitarist Tommy Emmanuel, International Tango superstars in Tango Fire, tribute band Birdland All-Stars, traditional Irish band The Chieftains, and musician Marie Schneider. 2017-2018 marks the first year of our exclusive booking partnership with NS2, National Shows 2. The Great Performance Series and NS2 showcases superlative acts from across the globe, right here in Virginia Beach.

Our resident arts organizations staged 160 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.

We continue to offer free entertainment to Hampton Roads through our Dancing with the Seniors, Senior Summer Camp, "YNot Wednesdays?" summer concert series, and "Out of the Box" winter concert series. This year marked our 10th anniversary of "YNot Wednesdays?" and the 7th year of "Out of the Box," Dancing with the Seniors and Senior Summer Camp. We are excited to continue to grow these events and host more unique events for Hampton Roads. Looking forward to the future, we are excited to continue our contract with the City of Virginia Beach, YNot Italian and NS2. NS2 will continue to bring over 30 performances to the Sandler Center each year. We are excited to continue our mission and deliver diverse and high-quality content, while promoting the arts in the City of Virginia Beach.

Sincerely,

General Manager, Sandler Center for the Performing Arts





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



Dear Friends,

The past year has been a transformational year for the arts and culture in Virginia Beach. Cultural Affairs' focus on the implementation of the Arts Plan 2030, the City's first strategic plan for the arts, has resulted in exciting and positive projects for the City. We continue that positive momentum with the world-class and diverse performances, experiences, and educational programs for the arts at Sandler Center for the Performing Arts.

A recent study found at the City of Virginia Beach's nonprofit arts and culture industry generates \$87.7 million in annual economic activity—supporting 2,875 full-time equivalent jobs and generating \$7 million in local and state government revenues. The Sandler Center's continued partnership with regional non-profit performing arts groups creates a dynamic collection of performances for the community to enjoy, as well as an economic return to the City. The Sandler Center is proud to provide our world-class facilities to these local organizations including Ballet Virginia International, 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 eleventh season by providing 160 events.

During the past season, 78,071 tickets were sold for Sandler Center performances. In turn these sales generated \$147,993 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.

I applaud Spectra, The Sandler Center Foundation and those who were involved in providing these important cultural programs to our City. We look forward to even more success in the future.

Sincerely,

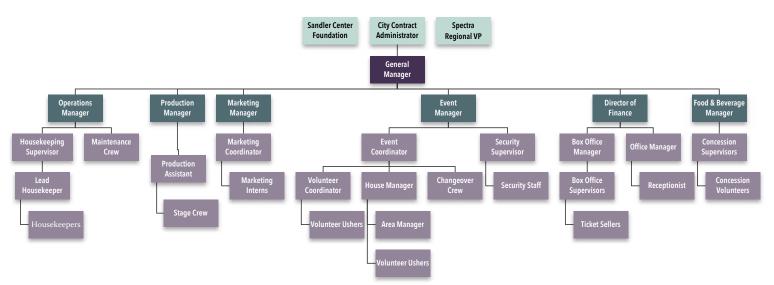
Emily Spruill Labows Director, Cultural Affairs

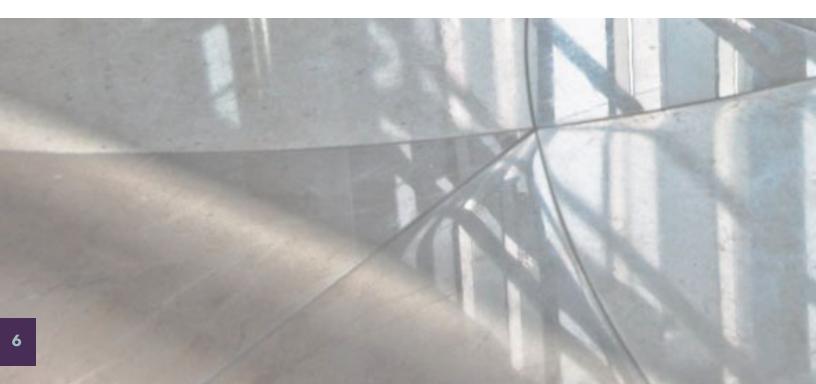
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City of Virginia Beach

ORGANIZATIONAL CHART







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.



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



2017/2018 GREAT PERFORMANCE SERIES SEASON HIGHLIGHTS

Art Garfunkel: In Close-Up

An Acoustic Evening with Patty Griffin & Lee Ann Womack

An Evening with Lyle Lovett and his Large Band: 2017 Cox Charities Benefit Concert

The Black Jacket Symphony Presents Pink Floyd's "Dark Side of the Moon"

Buddy Guy

Demetri Martin "Let's Get Awkward" Tour

An Evening With Randy Newman

PJ Masks Live! Time to Be a Hero

Tommy Emmanuel & David Grisman "C.G.P. & Dawg Tour"

Travis Tritt

Tango Fire

Birdland All-Stars featuring Tommy Igoe -The Art of Jazz

Black Jacket Symphony presents Tom Petty and the Heartbreaker's Damn the Torpedoes

TAO Drum Heart

The Chieftains with Paddy Moloney

Maria Schneider Orchestra

YANNI 25th Acropolis Anniversary Concert Tour

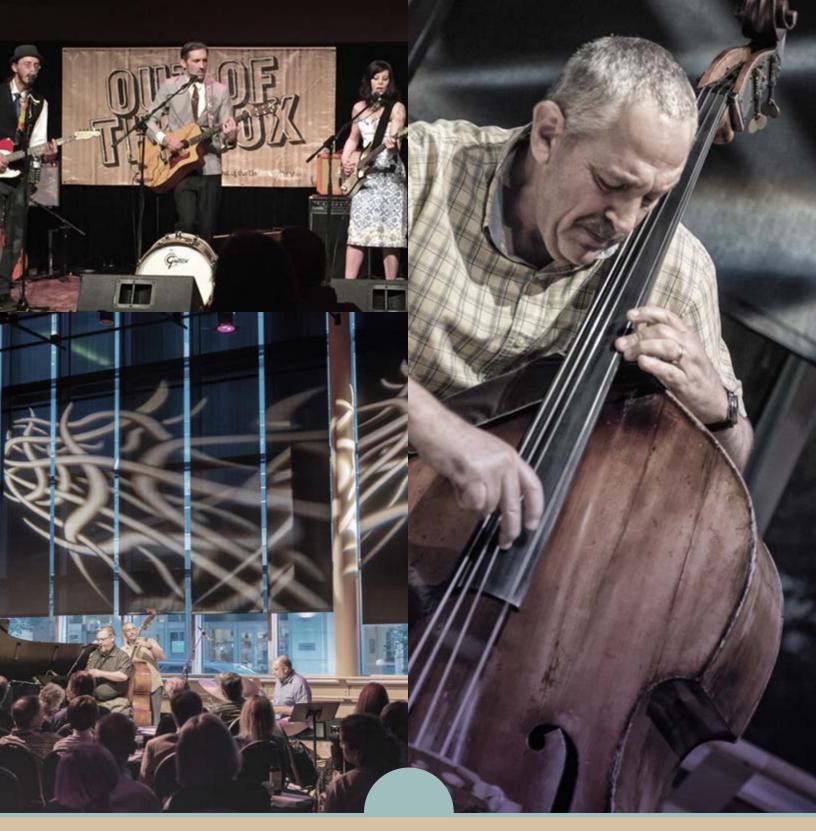
Steve Earle & the Dukes with the Mastersons

Black Jacket Symphony presents The Eagles' Hotel California

Brian Setzer "Rockabilly Riot" Tour







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**, **Miller Classical Series**, and **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.



VIRGINIA MUSICAL THEATRE CELEBRATING THE ART OF SINKS DANCE SINKS 1991

















RENTALS, RESIDENT COMPANIES AND CITY FUNCTIONS

RENTALS

The continued success of the Sandler Center can be attributed to one major theme: relationships. The Sandler Center is proud to host annual rental events such as Virginia Beach Education Foundation, Design Build Institute of America, Charles Barker, Moscow Ballet, Art Institute of Virginia Beach and PiN Ministry. The 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 **160** events hosted in the 2017-2018 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 **296** ticketed and non-ticketed events that brought in over **23,465** patrons.



MARKETING AND ADVERTISING NUMBERS

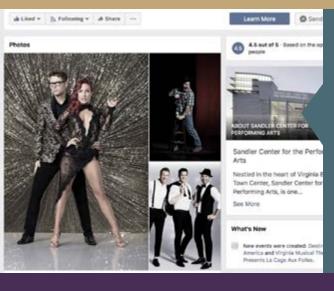


148,517

visitors to sandlercenter.org

67,300 Cyber Club

SOCIAL ME



442,246 REACH



1.724 3.135 **LIKES & COMMENTS INSTAGRAM FOLLOWERS**





(i) Instagram



















sandlercenter Follow



1,724 followers 752 posts

Welcome to the official Instagram of the #SandlerCenter! Follow us for exclusive photos, videos, announcements and more! at YnotTix.com

linktr.ee/sandlercenter

Followed by vmtheatre, vabeacharts, virginia_opera + 1 more





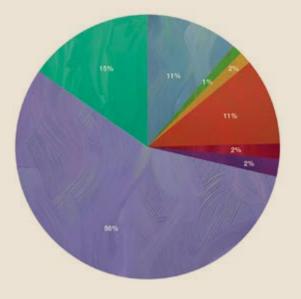
TWITTER FOLLOWERS 173,400





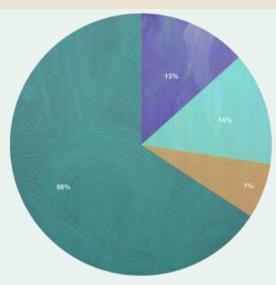
Ticket Buyers by City

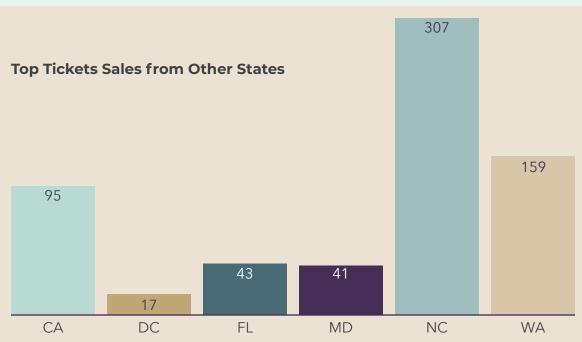




Virginia Out of Market: (outside of Hampton Roads)













OUT OF THE BOX- WINTER CONCERT SERIES

Emerging Artist Series "Out of the Box" held in the Miller Studio Theatre, closed out its run with approximately 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 music. The Sandler Center also offered VIP tables for purchase and sold out each week. The series also introduced local sponsorship opportunities and partners.







UNION MISSION

This year, employees of the Sandler Center for the Performing Arts volunteered at Union Mission. Union Mission was founded in 1892 with the mission to provide for the homeless and poor throughout the Hampton Roads Community. The staff assisted Union Mission with sorting clothing and canned food.

VOLUNTEERS

Our volunteers play an integral part of the Center and they elevate the success of the events with their energy and dedication. Continued this year, the volunteers planned and organized "YNot Wednesdays?" Kids' Crafts activity using their own ideas, and it has been a great success and added value to "YNot Wednesdays?". The Sandler Center staff is truly grateful to have them as valuable members of the organization.

2U5ACTIVE TOTAL VOLUNTEERS

DONATED

20,532.23

HOURS OF THEIR TIME IN 2017

\$506,941.25



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 ten new exhibitions** for a total of 40 exhibits since the beginning of the gallery, with more than 65 artists displayed for patrons to visit and appreciate.





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 Education 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 Matinée Series.





Through the Sandler Center Foundation's Education Program, over

16,000 students

in pre-K through 8th grade attended an educational matinée.

The Foundation provided funding for 84% of the attendees.

My Father's Dragon November 20, 2017 3rd grade

Miss Nelson is Missing November 21, 2017 Pre-K through 4th grade

The Lightning Thief
January 30, 2018
1st through 7th grade

Nugget & Fang February 5, 2018 Pre-K through 2nd grade

Freedom Songs: The History of Black Music March 7, 2018 3rd through 6th grade

Moon Mouse: A Space Odyssey March 22, 2018 Kindergarten through 8th grade

Sleeping Beauty
Lecture Demonstration
Presented by Richmond Ballet,
the State Ballet of Virginia
April 17-19, 2018
Kindergarten through 5th grade





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 South Eastern Virginia and BailaFuzion continues to reach seniors in the summer months with free weekly programming. Classes such as Zumba, Yoga, and line dances 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 seventh consecutive year, Atlantic Shores, along with the Sandler Center Foundation and Senior Services of Southeastern Virginia were pleased with both programs yet again.

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 supports the Sandler Center Foundation's mission to educate, inspire enrich and build our community, strengthen local arts organizations, and instill an appreciation of the arts in future generations through the underwriting of world-class performances at the Sandler Center. The Foundation's programs focus on education, community programs and performance underwriting.

- Last year, over 16,000 students attended an educational matinée at the Sandler Center; 84% of the students attended with funding from the Sandler Center Foundation.
- Every year the Sandler Center Foundation provides funding for students from Title I schools or other educational programs in need to attend a matinée.
- The Local Heroes Program recognized the commitment of educators, the military and first responders who provide exemplary service through their professions to our community. Since 2015, the Sandler Center Foundation has provided tickets to over 700 Local Heroes and their family members to enjoy a performance by one of our talented Resident Companies.
- In May 2018, the Sandler Center Foundation partnered with Virginia Arts Festival to bring Bernstein on Broadway to the Sandler Center.





INTIMATE AND FOCUSED VIEWING:

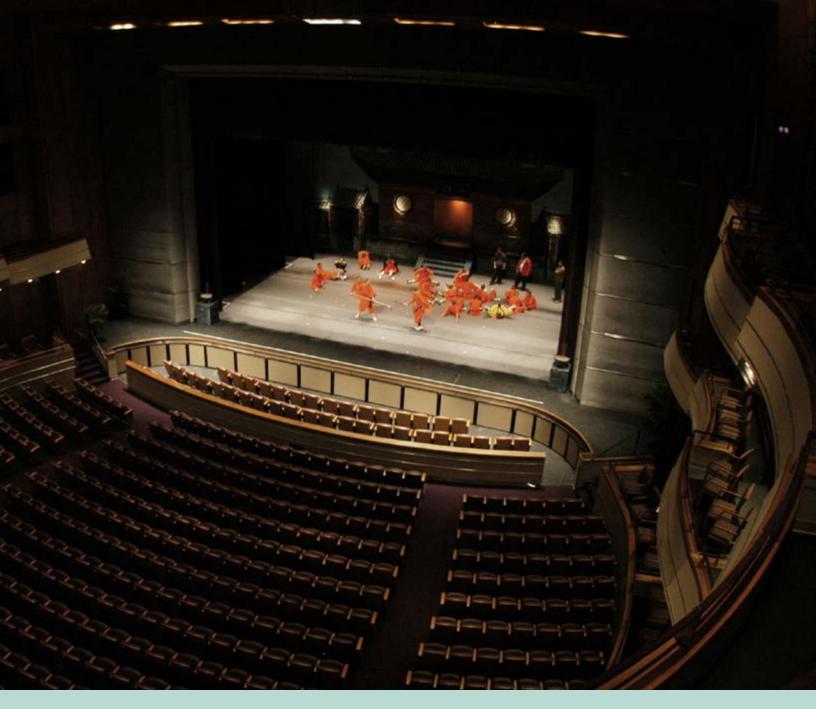
The three-level Performance Hall comfortably seats 1,308 with only 100 feet separating the front of the stage and the furthest seat in the house. The first row is within 10 feet from the stage, creating a truly intimate experience.

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:

Video display upgrade

Our new plaza and lobby video screens, as well as new displays for the concession's booth and HDMI cameras for the stage view and orchestra pit, allow us to take advantage of today's best graphics and video formats. Furthermore, we were able to retain and re-purpose the old screens to increase our ability to monitor events in the theater from multiple locations.

Flame-retardant treatment for curtains

All of the curtains in the Performance Hall and Miller Studio were professionally cleaned and re-treated with a flame-retardant. The fire panel received maintenance this year as well.

Steinway Grand Piano

Our concert grand piano also received new hammers, felts, and strings to keep it in pristine condition for several more years.

Office Computers

In an ongoing program to procure the best equipment for our Administrative staff, eight of the oldest computers in inventory were replaced by new, smaller, and faster machines.

Rigging Inspection

Texas Scenic Company inspected all of our lines, ropes and pulleys in our fly system and we passed with flying colors.

New lecterns

Two custom wooden lecterns built to match our Performance Hall architecture replaced older plastic ones and with the addition of wireless microphones really add panache to our clients' presentations.

Stage Floor

After some careful research and good advice, we took a DIY approach to this sizable project and replaced and painted the entire top layer of our stage floor. All of our summer Dance Companies and competitions were happy with this one, for sure.

Video Switcher Suite

We purchased used a rack of professional equipment that will greatly expand our capabilities in the Performance Hall with video presentations. The ability to switch between multiple inputs without having to let the audience see a mouse scrolling around has raised our sophistication to the next level.

Uninterruptible Power Supplies

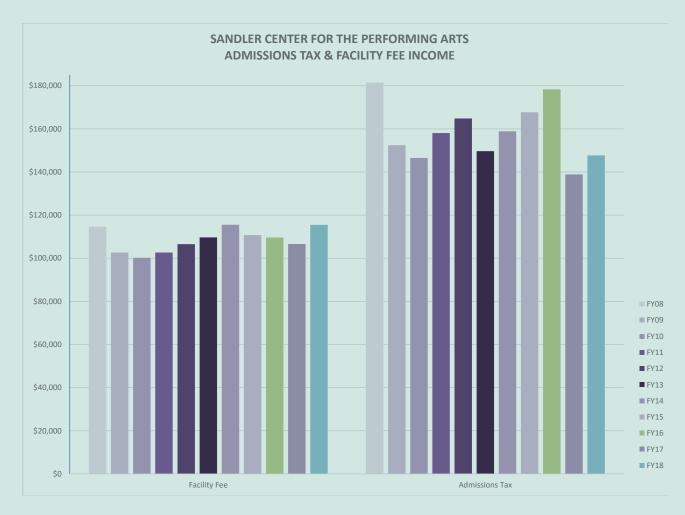
After a rash of brown-outs and power surges, we installed battery back-ups and surge protection on all key sensitive electronic equipment from the box office to the light booth. This has already proved to have been an effective measure.

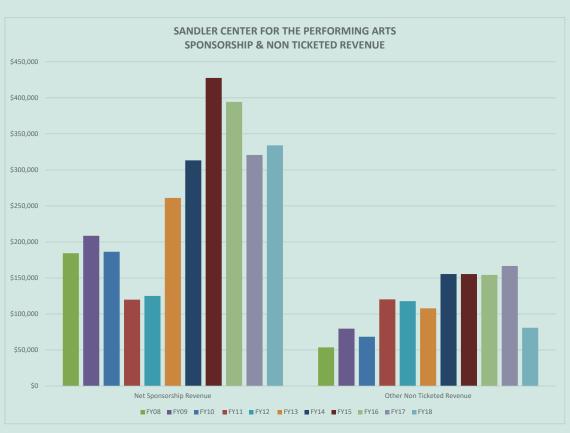
Orchestra Shell Lift

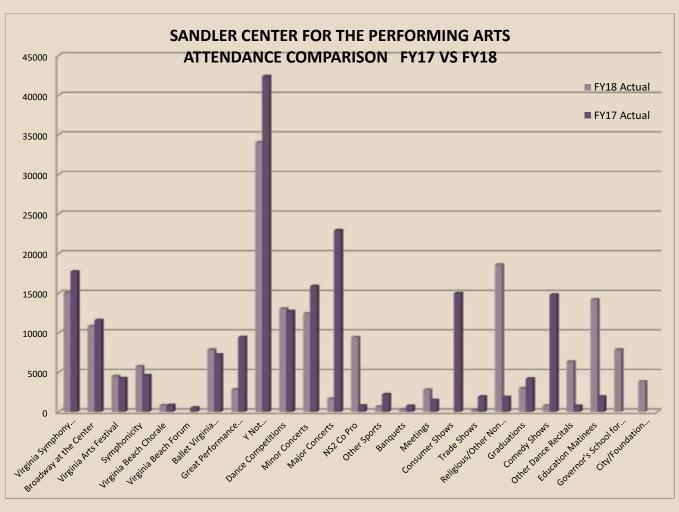
When it's time for Virginia Symphony Orchestra, Symphonicity, or the All-City Music Festival to take the stage, it's time to install the acoustic shell. Our professional stagehands use a custom pair of jacks to move the 30-40-foot-high wall sections carefully into place. We updated one of them this last year with a newer, more ergonomic model that will allow us to increase efficiency without sacrificing safety.

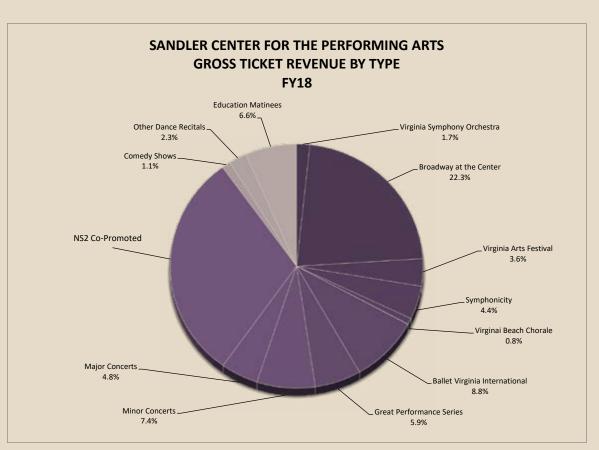
Concessions

With the Sandler Center taking Food & Beverage in house this year, we have made a few improvements to our concessions stands. We ordered new menu boards to display the variety of items offered in concessions, as well as updated our POS systems.









(1) TOWNE BANK





















OUR PARTNERS

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. The Great Performance Series was sponsored by the Sandler Center Foundation. Associated Sponsors for the 2017-2018 season included TowneBank, Ruth's Chris, and LifeNet Health.

ASSOCIATE SPONSORS

TowneBank Ruth's Chris Life Net Health

EVENT SPONSORS AND CORPORATE SUPPORTERS

PRA Group Mermaid Winery 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 11 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.

CONCESSIONS

In October, the Sandler Center took over Concessions. We are excited to grow our Food & Beverage program here and offer new and exciting items to our guests. We opened catering back up to preferred caters who offer customizable, full service catering.



"Great place to go any time of the year! Outdoor Concerts in the Summer, and warm and cozy Concerts inside in the Winter ...very clean, and the staff are extremely helpful ...Awesome place to go to have fun." - Linda Durrett

"YOU DID IT! Another successful meeting at the Sandler Center under our belt! The Sandler Center Team make everything so easy, I cannot thank you enough. It is a true pleasure to work with a professional group that is truly engaged in the needs of the moment and anticipates our needs staying ahead at every turn. Every year we are truly impressed. Thank you so much!"

- Teresa - Charles Barker

"the staff, hospitality, temperature, seating, program were all exceptional, 5 stars" -guest

"...thank you to you and your team for the hospitality and flexibility with the schedule. We got nothing but great reviews on how nice the venue and staff was. Thank you again."

- Jorge, USS Ford Chief Pinning Ceremony

"Can we go back and see another play?" - Student

"From the staff of 2017 Dynamic Fitness Battle Royale we would like take this time to thank the Sandler Center personnel for allowing us to host our event is such a gorgeous venue. The Sandler Center for the Performing Arts exudes class, beauty and sophistication and we hope that our event complimented those same attributes. Our athletes and attendees had nothing but good things to say as they witness the production of the 2017 Dynamic Fitness Battle Royale. Ellen and Russ ensured that all details were covered and the back stage crew left no stones unturned. The ushers were pleasant and answered everyone questions throughout the day. I'm sure we must have entered side entrance over a dozen times, but Ken greeted the team with a smile each time. It was a long day, but that's something that is greatly appreciated. We hope that your staff enjoyed the event as much as we did and look forward to hosting in 2018."

"A true gem of a performance hall we are very fortunate to have in Virginia Beach! There's not a bad seat in the house!" -guest

FUTURE OUTLOOK



Looking forward to the future, we are excited to renew our contract with the City of Virginia Beach and NS2. NS2 will continue to bring over 30 performances to the Sandler Center each year. We are excited to continue our mission and deliver diverse and high-quality content, while promoting the arts in the City of Virginia Beach. 2018-2019 season includes performances from Bobby Bones; Toto; Price is Right Live!; Daughtry; Eileen Ivers; Chris Botti; cultural events like Step Afrika, Savion Glover and the Tenors; and many more!

Our Resident Companies will provide another great year of diverse programming that will bring the community together. We are proud to have the following Resident Companies call the Sandler Center home: Ballet Virginia International, Symphonicity, Tidewater Winds, Virginia Symphony Orchestra, Virginia Arts Festival, Virginia Beach Chorale, Virginia Beach Forum, Virginia Musical Theatre, The Governor's School for the Arts, and Virginia Beach Public School.

Beyond our Resident Companies and Great Performance Series. Spectra staff at the Sandler Center look to continue its excellent outreach and community programs. We look forward to continuing our efforts to engage the Hampton Roads community through special Fine & Performing Arts programs at the Sandler Center.



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

