# SANDLER CENTER FOR THE PERFORMING ARTS ANNUAL REPORT









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# A MESSAGE FROM SPECTRA VENUE MANAGEMENT SANDLER CENTER FOR THE PERFORMING ARTS GENERAL MANAGER, DAVID SEMON





### Dear Colleagues,

With the end of the 2019-2020 fiscal year, we have closed our thirteenth season! The end of this fiscal year looked different than previous years; however, we still welcomed 107,159 guests into the Sandler Center to experience 267 unique and diverse events. We saw gross ticket sales of \$1,428,650 which returned \$128,958 to the City of Virginia Beach in Admission Taxes.

This year, we navigated an unprecedented time with COVID-19. While multiple shows and events had to be rescheduled or cancelled, our staff was proactive and navigated this time to the best

of their ability. I am proud of our quick responses and ability to navigate a situation unlike any before. During this time our team updated policies and procedures, created a resource for the community with the Virtual Stage Coastal Virginia Facebook Group,

hosted the first-ever virtual Ynot Wednesdays concert series, and worked with the other Hampton Roads entertainment venues to discuss reopening plans and procedures. While we know the upcoming 2020-2021 fiscal year will present new challenges for our team, we look forward to working with the City of Virginia Beach, our regional non-profit performing arts groups, National Shows 2 (NS2), and our other partners to provide world-class talent in a safe environment for the Hampton Roads community.

Now I would like to take a second to reflect on our year before COVID-19. Our Resident Companies presented 50 events this year. Always providing exceptional performances, our Resident Companies include Ballet Virginia, 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. More information on their events can be found on page 18.

Our mission with each Great Performance Series is to bring in highly rated arts and entertainment acts to the area. This year was no exception. We hosted talented and accomplished acts including Bobby Bones, Bernadette Peters, Jon Batiste, and Three Dog Night, just to name a few. A full list of events can be found on page 16. By showcasing world-class talent from across the globe right here in Virginia Beach, we welcomed new and returning guests to our building to experience the arts firsthand. Also, this year our Great Performance Series engaged our local community organizations with the Philippine Cultural Center of Virginia, Council of United Filipino Organizations of Tidewater, Virginia Beach Sister Cities Organization, and Fil Fest for the Brooklyn Manila Project show and the African American Cultural Center for the Jon Batiste and Arturo O'Farrill shows. We look forward to continuing these partnerships in the future, along with many others in the city.

In 2019, we presented the 3rd year of the Sandler Center Jazz Series. In 2020, we presented the 7th year of the Out of the Box Winter Concert Series. Unfortunately, due to COVID-19, the 2020 Sandler Center Jazz Series, Dancing with the Seniors, Senior Summer Camp, and Ynot Wednesdays Summer Concert Series were affected.

In 2019, we were also able to reveal a redesigned website. This mobile-friendly site allows us to make real-time updates while offering more user-friendly capabilities and accessibility features. The design is intended to match the cultural entertainment that the Sandler Center offers. Every detail from the background matching the seats in the main performance hall to the curves in the images was designed with the building in mind.

Looking forward to the future, we are excited to continue our contracts and partnerships with the City of Virginia Beach, Sandler Center Foundation, Ynot Italian, NS2, TowneBank, LifeNet Health, Ruth's Chris Steakhouse, and Southern Auto Group. NS2 will continue to bring top name artists to the Sandler Center next year. We are excited to continue our mission to deliver diverse and high-quality content while promoting the arts in the City of Virginia Beach. Additionally, we will be implementing our reopening plans and procedures. We are working with the City of Virginia Beach, local health and city officials, and the CDC to be able to host events in a safe and clean environment.

Thank you for your support,

David Semon Spectra Venue Management General Manager Sandler Center for the Performing Arts

# **A MESSAGE** FROM CITY OF VIRGINIA BEACH **CULTURAL AFFAIRS DEPARTMENT DIRECTOR, EMILY SPRUILL LABOWS**



Dear Friends,

This past year has been filled with both some of our greatest experiences, and some of our greatest challenges, in our arts and cultural community, in our City, and throughout our nation. The COVID-19 pandemic shuttered the physical doors of arts organizations around the world, including right here at the Sandler Center for the Performing Arts. While this clearly made a significant impact, the resiliency and creativity of the artists, arts organizations, and staff involved with the Sandler Center continues to keep the love of the arts going, even while the bright lights of the stage are temporarily off. From the Virtual Stage Coastal Virginia Facebook Group to virtual concerts from resident organizations and more, the Sandler Center has adapted to a "new normal," and continues to provide excellent arts and cultural experiences for residents and visitors.

The Virginia Beach Cultural Affairs Department serves more than 550,000 people at approximately 1,000 cultural events throughout the City each year in support of City Council's goals. Since 2007, the Sandler Center has been the stage for many of these cultural events, enriching the lives of residents and visitors through experiences and educational programs for the arts. It serves as a cornerstone of the flourishing Town Center residential and business area and represents Virginia Beach's growth as a cultural and corporate force. Prior to the onset of COVID-19, the Sandler Center hosted another excellent year of programming, bringing 107,159 people to 267 events in 2019-2020.

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 provides world-class facilities to local organizations including Ballet Virginia, 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. The resident companies give the Sandler Center a unique local identity while adding to the success of the thirteenth season by providing 50 unique events prior to COVID-19.

Together, we are making a more vibrant Virginia Beach, using art as a tool for revitalization and community pride and creating new landmarks. One by one Virginia Beach's exciting cultural initiatives are changing the face of our city and establishing Virginia Beach as the leader in the arts in Virginia. I applaud Spectra, the Sandler Center Foundation, and those who are providing important cultural programs to our City, both in person and virtually. We look forward to even more success in the future as we continue to transform Virginia Beach through the arts and re-emerge into a new era of our cultural community.

Sincerely,

Emply S. Labours

**Emily Spruill Labows Cultural Affairs Director** City of Virginia Beach



**General Manager** 



Sandy Ditman **Regional Director of Finance** 



Nikki Martin **Event Manager** 



Lucy Armitstead **Box Office Manager** 



Megan Boyle **Marketing Manager** 



**Production Manager** 



**Stefanie McGill Office Manager** 



**Raenell King Event Coordinator** 



Peggy Leftwich **Volunteer Coordinator** 



Sherrie Distaso **Box Office Supervisor** 



**Elizabeth Nicodemus Box Office Supervisor** 

Ashley O'Donnell Marketing Coordinator







Melissa Moura **Operations and F&B Manager** 



Michael Boso **Assistant Production Manager** 



Jackee Washington Lead Housekeeping Supervisor

## MISSION STATEMENT

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.

## **OUR** PARTNERS

 $57\,552\,7000$ 



FACILITY **OVERVIEW** 

- Opened on November 3, 2007. A 86,497-square-foot building, managed since its opening by Spectra Venue Management.
- Three-level performance hall comfortably seats 1,308 patrons.
- Only 100 feet separating the front of the stage and the furthest seat in the house.
- 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.
- 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.
- 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 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.
- Additional spaces:

VIRGINL

- 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 120.
- The 900-square-foot Wood Founders Room provides a more intimate event location, accommodating roughly 50 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.
- Two classrooms with audio and visual capabilities on the upper levels that can easily accommodate a meeting or lecture.
- 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.

educate Linspire Lenrich



### **CAPITAL IMPROVEMENTS**

The Sandler Center for the Performing Arts continues to strive towards providing a comfortable and efficient experience to tours, performers, and patrons. In an effort to progress these experiences, the Sandler Center has made the following improvements this year:

### **NEW CARPET**

Our office suites, green room, concert hall, and lobbies received a facelift this year with new carpet.

### **NEW RADIOS**

We upgraded 10 of our old radios to new radios.

### **NEW EXIT SIGNS**

This project was required to pass the annual fire inspection conducted by the fire marshal. When the building was built, contractors used tritium exit signs, which have a life expectancy of 20 years. We did not get the full life expectancy so we decided to switch to a hardwired exit sign.

### **10 YEAR TESTING OF DOCK SPRINKLER HEADS**

This project was required to pass the annual fire inspection conducted by the fire marshal. The loading dock sprinklers are outside and exposed to the elements, so they have to be tested every 10 years. The process requires 10% or 4 heads to be tested, whichever is greater. Once testing is complete new heads are installed to replace the ones removed if the test is passed. If the test was failed, all heads have to be replaced. We passed and only 4 heads had to be replaced.

### PURCHASE OF NEW SYSTEMS

This year the production department purchased the following new systems: Blu-ray player, Laser Projector, Spot Lamps, a MacBook, and a DMX Splitter for the video and lighting systems in the main performance hall.









### **TOP GROSSING REVENUE EVENTS**



### **SUMMARY OF** ACCOMPLISHMENTS





### **AWARDS AND DISTINCTIONS**





### THE SANDLER CENTER FOUNDATION IS PROUD TO BE THE GREAT PERFORMANCE SERIES SPONSOR AND LARGEST CONTRIBUTING DONOR TO THE SANDLER CENTER FOR THE PERFORMING ARTS.

### MISSION

The Sandler Center Foundation's mission is to educate, inspire, enrich and build our community, to strengthen local arts organizations, and to instill an appreciation of the arts in future generations through the underwriting of world-class performances at the Sandler Center. The noble work of this non-profit Foundation can only be achieved in partnership with generous donors, loyal volunteers, talented performers, and passionate Board members. The Sandler Center Foundation fundraises to provide grants and funding to benefit our local performing arts programs. Learn more at SandlerCenterFoundation.org.



### **MEMBERSHIP**



The Sandler Center Foundation is made possible by the generous support of its loyal members who value the arts in the community. All membership dollars support the Sandler Center Foundation's mission. There are different levels of membership to fit any budget. Memberships last one year from the first date of contribution, which can be made annually, semi-annually, quarterly, or monthly. To become a member, visit the Sandler Center Foundation website: SandlerCenterFoundation.org.

### EDUCATION

The Sandler Center Foundation's Education Program is designed to integrate the arts through engaging and meaningful learning experiences that are intentionally aligned with school curriculum and Virginia Standards of Learning (SOLs). These offered programs are proven to have a positive impact on student learning and literacy, across socio-economic groups.

• Nearly **18,000 total students** served through the Education Program. Programming included student matinees and an interactive theatrical lighting STEAM (Science, Technology, Engineering, Arts, and Math) exhibit at three U.S. Navy STEM Workshops, which took place at the NAS Oceana Air Show, Naval Station Norfolk, and Norfolk Naval Shipyard.

• Over **6,917 students** in K through 8th grade attended an educational matinee. The Foundation provided funding for 57% of the student attendees.

• Through a total of **8 performances**, the Sandler Center Foundation's Education Program reached students from **82 schools and home school groups** in 9 cities with Comprehensive and SOL aligned and programming.

• The Foundation participated in a national Purdue University study analyzing the impact of performing arts on literacy skills. More than 6,694 students from 103 schools in 14 states participated. While the study is awaiting publication, it is known that the findings show that **performing arts DO have an impact on children's literacy**, with gains witnessed in testing across all socio-economic groups.

• Performances were researched and carefully selected by the Foundation

- The True Story of Pocahontas, November 12, 2019 (Grades K-5: 1,907 students attended)
- Have You Filled a Bucket Today? The Musical, December 3, 2019 (Grades K-4: 1,962 students attended)
- The Little Engine That Could Earns Her Whistle, December 4, 2019 (Grades K-3: 1,644 students attended)
- Harriet Tubman and the Underground Railroad, January 29, 2020 (Grades 3-8: 1,404 students attended)

### THE FOUNDATION SERVES THE COMMUNITY THROUGH THREE PILLARS: EDUCATION | COMMUNITY OUTREACH PROGRAMS | PERFORMANCE UNDERWRITING

### **COMMUNITY OUTREACH PROGRAMS**

The Sandler Center Foundation believes that arts programming is essential to a thriving community and cultural arts experiences should be accessible to everyone. Its Community Outreach Programs are focused on the military service members and veterans and their families, the special-needs community, first responders, and the community at large.

• The Foundation was proud to continue its support of Armed Services Arts Partnership (ASAP), which hosted a summer Comedy Bootcamp workshop series and graduation at the Sandler Center. ASAP's programs aid veterans, service members, military families, and caregivers through the arts.

• The Sandler Center Foundation hosted its second sensory-friendly performance on December 3, 2019. These programs are designed for those with sensory-input disorders, autism, or other developmental or cognitive disabilities, and their family members or caregivers. The event offers and opportunity for a judgment-free, welcoming, and relaxed arts experience. More than 150 patrons attended the event.

• The Local Heroes Program, designed to show appreciation to first responders and military service-members and their families by providing an opportunity to experience a Resident Company arts performance at the Sandler Center, continued. The program served applicants from Virginia Beach fire and EMS workers and was on track to serve more Local Heroes with performances March through May, which were postponed due to COVID-19.

• In response to COVID-19, Sandler Center Foundation and Sandler Center has developed the Virtual Stage Coastal Virginia Facebook Group to continue to bring the performing arts community together virtually. Sandler Center Foundation is assisting our local resident companies.

• Developed a "Standing Ovation" Campaign to celebrate and honor the essential workers, businesses, and individuals making a difference in our community.



The Sandler Center Foundation is committed to its original mission to provide a home for nine area Resident Companies and to ensure our community has access to world-class and culturally diverse performances through its underwriting of performances at the Sandler Center. The Foundation supports Sandler Center Resident Companies through its Giving Circle, which had its inaugural cycle in FY19. We awarded a total of \$25,000 among three of the Resident Company applicants with outstanding programs, which included: • Symphonicity's Handel's Messiah Sing-Along Binaural Recording Project • Virginia Symphony Orchestra's Happy Birthday, Beethoven, as part of their PB&J Family Series



SOCIAL DISTANCING KEEPS US APART, BUT THE PERFORMING ARTS WILL ALWAYS BRING US TOGETHER.

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### PERFORMANCE UNDERWRITING

 The Governor's School for the Arts' Summer Musical Theater Camp
In response to COVID-19, Sandler Center Foundation is supporting our local resident performing companies in preparation for the day when the Sandler Center's doors reopen.











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

**ABBA** The Concert Bert Kresicher (2 shows) **Bobby Bones** Bruce Bruce Eddie B Lewis Black Motown Christmas Richard Marx Rumours of Fleetwood Mac The Second City Tesla The Righteous Brothers Three Dog Night Amjad Ali Khan Arturo O'Farrill and the Afro Latin Jazz Ensemble Bach Cello Suites Festival Bernadette Peters **Brooklyn Manila Project** Jon Batiste

# - SELF PRÓMÓTED EVENTS

### 2020 OUT OF THE BOX WINTER CONCERT SERIES

The Emerging Artist Series "Out of the Box" was once again held in the Miller Studio Theatre. The Sandler Center partnered with Paul Shugrue and his WHRV radio program, Out of the Box. Our partners for the series included the Sandler Center Foundation, 4ag. org, Commonwealth Brewery, and California Pizza Kitchen in Town Center. Over 1,900 guests enjoyed the event over the nine weeks. The Sandler Center sold VIP tables and sold out each week, with two performances in the lobby allowing for extra VIP table sales. Additionally, CPK sold food providing our guests a satisfying meal before the show. This year we were able to engage Commonwealth Brewery as a sponsor. The proceeds from the Commonwealth Brewery beer went directly to the Sandler Center Foundation, resulting in nearly \$3,000.

### 2019 SANDLER CENTER JAZZ SERIES

The Sandler Center Jazz Series returned to the Miller Studio Theatre for its third year. It was once again met with tremendous support with four near sold-out performances. Over 400 guests enjoyed the intimate atmosphere of the Miller Studio Theatre. This year, we were able to engage Tarnished Truth Distillery as a sponsor. We created customized drinks like the Daddy-O and Jitterbug highlighting their specialized liquors. Our other sponsor for the series was The Alcaraz Fisher Justis Wealth Management Group of Wells Fargo Advisors.



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# RESIDENT COMPANIES

Resident performing arts companies, community groups, and educational organizations form the backbone of the performing arts at the Sandler Center. In the 2019-2020 season, our resident companies hosted **50** with over 46,000 guests attending their events.

The Resident Companies at the Sandler Center include Virginia Musical Theatre, Virginia Beach Chorale, Virginia Symphony Orchestra, Symphonicity, Ballet Virginia, Tidewater Winds, Virginia Arts Festival, Virginia Beach Forum, Virginia Beach Public Schools, and the Governor's School of the Arts.

### Virginia Musical Theatre

A Grand Night for Singing Chicago Rodgers and Hammerstein's Cinderella

Virginia Beach Chorale Beautiful Music, Ugly Sweaters

### Virginia Symphony Orchestra

Rachmaninoff and Ravel Once Upon A Symphony Halloween Spooktacular Brahms-Plus Pulitzer Prize Winning Composer Holiday Pops Jingle Bell Jam Happy Birthday Beethoven Berlioz Symphonie Fantastique Mahler Symphony No. 4 Stravinsky Firebird

### Symphonicity

Bach to the Future: Time Warp Bach to the Future: Timeless Threads Bach to the Future: Of Love, Loss, & The Divine 37th Annual Handel's Messiah Sing-Along 21st Annual Lollipop Concert: Bach to the Carnival

### **Ballet Virginia** The Nutcracker

**Tidewater Winds** Holiday Concert

**Virginia Arts Festival** Strike Up The Bands for the Fanfare to the Military & Democracy Concert



















# **RENTALS & OTHER FUNCTIONS**

With **\267** this year, the continued success of the Sandler Center can be attributed to the relationships built over the years

with returning clients hosting annual events at the building along with new clients each year. The Sandler Center understands the importance of treating every event and client in a way that emphasizes our appreciation for their continued patronage. From nonprofit groups to commercial organizations to dance organizations to the City of Virginia Beach, 102 ticketed and non-ticketed events brought thousands of patrons to the building. Some of these organizations and events include:

- Armed Services Arts Partnership (ASAP)
- Art Institute of Virginia Beach
- Battle Royale
- Charles Barker
- DEJA
- Design Build Institute of America
- Home for the Holidays
- Hurrah Players
- Ignite Hampton Roads
- Moscow Ballet
- Pin Ministry
- ReInvent Hampton Roads
- Turquoise School of Dance
- US Navy Band
- USAF Heritage of America Band
- Virginia Beach Education Foundation
- Virginia Voices International
- Wings Over America
- World Class Talent
- Zeiders American Dream Theatre











## VOLUNTEERS

Our volunteers play an integral part of our team. They elevate the success of the events with their energy and dedication. The Sandler Center staff is truly grateful to have them as valuable members of the organization. They perform tasks as ushers, ticket takers, concession volunteers, and much more! Volunteers can also become a part of the Volunteer Ambassador Program, where they assist in spreading the word about the Sandler Center Foundation.



### COMMUNITY PROJECTS

This year, employees of the Sandler Center once again volunteered at Toys for Tots. Throughout December, we collected toys at the Box Office and were met with tremendous support from the community. The boxes were overflowing! At the end of the month, we donated all the toys collected and we volunteered at the local Toys for Tots distribution center, where we helped sort toys and get the building ready for distribution week.

## **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 Art Gallery showcased 3 new exhibitions for a total of 33 exhibits since the beginning of the gallery, with more than 58 artists displayed for patrons to visit and appreciate. Additionally, this year we held the first-ever virtual live exhibition. Artist Glen McClure talked about his art collection "Apprentice to Light: The West of Ireland" over Facebook Live since COVID-19 postponed his artist reception.

# MARKETING DATA





Facebook 961,214 Paid and Organic Impressions 7.68% increase in likes YTD

750,714 Organic Impressions 1.87% increase in followers YTD

3,093 Followers 177,981 Organic Reach 32.63% increase in followers YTD

# **36,000** CYBER CLUB SUBSCRIBERS

This year the website was upgraded. The new site is mobile-friendly and was designed with the building in mind. The background of the site matches the seats in the main performance hall!

> Website Numbers 260,105 Users 287,855 Sessions 1,116,126 Page Views



1. Direct Search - 99,381 2. Organic Search - 66,811 3. Referral - 24,370 4. Social - 16,654

> How Users Are **Finding The Site**

# **TICKETING INFORMATION**

State of Virginia

0 - 100 100 - 249 250 - 499 500 - 2,500 2,501 - 500,000

**United States** 





### VIRGINIA BEACH, VA 23454 VIRGINIA BEACH, VA 2345 VIRGINIA BEACH, VA 2345 VIRGINIA BEACH, VA 2345 VIRGINIA BEACH, VA 23455 VIRGINIA BEACH, VA 2346 VIRGINIA BEACH, VA 2346 CHESAPEAKE, VA 2332 CHESAPEAKE, VA 2332 VIRGINIA BEACH, VA 23453 NORFOLK, VA 23518 SUFFOLK, VA 23435 NORFOLK, VA 23505 CHESAPEAKE, VA 23323 NORFOLK, VA 23508 CHESAPEAKE, VA 23321 NORFOLK, VA 23503 SUFFOLK, VA 23434 NORFOLK, VA 23507 NORFOLK, VA 23502 1000 1500 2000 2500 3000 500 Total OrderQty

### Top 20 Zip Code Sales

# ANNUAL BIG TICKET CAMPAIGN



This year marked the sixth year for our annual Ynot Every Event sweepstakes. One lucky fan is awarded two tickets to every ticketed event in 2020 at the three Hampton Roads Spectra managed venues (Sandler Center, Chartway Arena, S.B. Ballard Stadium), free pizza for a year provided by Ynot Italian, and \$500 for cab rides from Coastal Rides. The prize also includes season tickets for ODU Football and Basketball.

The contest runs November 1-30 with a winner picked at random and announced in December. A celebratory dinner at Ynot Italian kicks off the year for the winner in January. Shawn has been able to attend events like Chicago, Lewis Black, and Bernadette Peters. We look forward to continuing Ynot Every Event in 2021 with Chartway Arena and Ynot Italian.





Results Executed November 1-30

- 2 Total # of Entrants for Contest: 6.610
- **3** Total **#** of Unique Email Addresses Collected: 2,874
- Total # of New Email Addresses Collected: 932

# **SANDLER CENTER** VIRTUAL STAGE

While the bright lights of the stage were off, the Sandler Center and Sandler Center Foundation worked together to be a resource for the community. Both organizations looked at ways they could support the community. During that time the Virtual Stage Coastal Virginia Facebook Group was created, where articles, stories, videos, pictures, and other content were shared. Content was curated around the following themes for each day of the week – Music Mondays, Trivia Tuesdays, Ynot Wednesdays, Family Fridays, and Spotlight Saturdays. One of the main objectives of the group was to share content about the resident companies. As of June 25, the group had 1,425 fans.

Along, with the Facebook Group the Sandler Center created a Virtual Sandler Center web page where videos of resident company performers practicing at home, activity pages, virtual concerts from past and future Sandler Center performers, virtual concerts from the Ynot Wednesdays series, and a virtual concert from Kellie Rose could be shared.

The annual summer concert series, Ynot Wednesdays, was taken virtual. The series was kicked off on May 6 and was continued until June 24\*. Good Shot Judy started the series with over 7,000 views. On average each band got 2,000 views on Facebook. Overall, the series was a success for additional social content and make goods for our sponsors.

\*At the time of print, the series was still being scheduled.









### **Artist Who Performed Virtually**

- 000000000000
- Good Shot Judy
- 🔎 Anthony Rosano
- 🔎 Logan Vath
- Chase Payne
- Ben Phelps Project
  - <sup>)</sup> Gratiot Lake Road
  - Rocky 7
  - <sup>°</sup> Kellie Rose
- 🔎 DJ Serius

"Thank you for your help in making last night a success. You are so kind, professional and knowledgeable. We truly enjoyed the evening. Again, thank you for all of your assistance with Christmas at the Sandler 2019!"

"Tonight I took my young daughters (8yo and 5yo) to see Cinderella with my mother in law. The show was gorgeous and beautifully produced. We thoroughly enjoyed ourselves. ...And I would ask that you pass on my appreciation to her and the rest of the staff involved directly... they need to know how much their kindness meant to us."

"Many thanks for your dedication to professionalism and quality customer service by offering nothing but the very best! On behalf of our entire Virginia Beach CVB crew, know that we greatly appreciate your hard work, professionalism and treasured partnership – they are all priceless!"

"I just wanted to say thank you to you and your crew for making last night such a success! Without a doubt, you are the most professional folks I've worked with in town, and it was just a pleasure to deal with you. Thank you!! Thanks again, and I look forward to working with you again in the future!"

"I want to extend my appreciation to you and the staff members for the providing the opportunity for some of my 5th grade strings kids to come see a concert at your venue."



### **FUTURE** OUTLOOK

Looking towards the future, the 2020-2021 season will bring our staff new challenges and new opportunities. The Sandler Center staff is working on plans and procedures to ensure the safety of our employees, performers, and guests for this year's events. We look forward to reopening our doors to provide world-class experiences right here in Hampton Roads. We are excited to be Together Again!

We welcome the ability to turn the forthcoming challenges into opportunities to engage our community and provide an outlet for entertainment. These past few months have allowed our staff to be creative in working from home and non-traditionally engaging the community with virtual content and concerts.

As we know this season will be different than any before, we will continue to engage our partners and community creatively and be a source of arts and entertainment whether in person or online. Lastly, we look forward to working with our partners The City of Virginia Beach, Sandler Center Foundation, Ynot Italian, NS2, TowneBank, LifeNet Health, Ruth's Chris Steakhouse, ROX, and Southern Auto Group on another season.

### SEE YOU NEXT YEAR!













