



201 Market Street
Virginia Beach, VA 23464



ANNUAL REPORT
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MESSAGE FROM THE GENERAL MANAGER



DAVID SEMON

Dear Colleagues,

As we wrap the 2021-2022 fiscal year and our fifteenth season presenting live events at the Sandler Center, I am reminded of highlights from the past year. We welcomed 111,021 guests into the building to experience 319 unique, diverse events. We saw gross ticket sales of \$1,807,667 which returned \$163,322 to the City of Virginia Beach in admission taxes. But perhaps the greatest highlight of all has been restoring the theatre to full capacity and meeting our budget—the aspiration of every venue in the world after this long expanse of trying times.

2021-2022 presented a host of great shows in the theatre. Our resident companies alone produced 32 events. Ballet Virginia, Symphoncity, Tidewater Winds, Virginia Arts Festival, Virginia Beach Chorale, Virginia Musical Theatre, and Virginia Symphony Orchestra returned in full force to present first-rate symphonies, concerts, musical theater, and world-class ballets. Additional information about these events can be found on page 18. The Sandler Center also continued to exhibit an array of multicultural events, featuring artists like Arturo O'Farrill and the Afro Latin Jazz Orchestra, the Danish String Quartet, and Ballet Folklórico de México de Amalia Hernández.

Continuing our partnership with concert promoter NS2, the Sandler Center played host to a variety of big-name acts—Tommy Emmanuel, Travis Tritt, The Beach Boys, Kathleen Madigan, The Price is Right Live, and the list goes on and on. (Turn to page 16 for a full catalog of shows.) In 2022, the “Great Performance Series” of seasons past evolved into the “Sandler Center Concert Series,” creating an exciting new opportunity for sponsors to attach their name to performances year-round. Out of this agreement, the “Langley Federal Credit Union Concert Series” was birthed, finding sold-out success with its very first show, the incomparable Patti LaBelle.

And speaking of sold-out shows, on March 11, 2022, Celtic Woman appeared at the Sandler Center before a standing-room-only audience. It was their first time in the Sandler Center, and we were met with a glossy, polished, and very popular production. We were also pleased to present two other women of note—The Indigo Girls—a welcome addition to the season after 10 years of offers.

Outside the main stage, following continued delays from COVID-19, 2021 presented a delayed start for the Ynot Wednesday free summer concert series on the plaza, with 10 shows running from July – September. However, 2022 reintroduced a full line-up of concerts and then some—14 shows, kicking off with a celebratory 150th Ynot Wednesday on June 1. Everyone can agree, it's great to be back!

Looking to the future, we are excited to continue our mission of delivering diverse and high-quality content while promoting the arts in the City of Virginia Beach. Bowery Presents, NS2, and a variety of other promoters will continue to bring top name artists to the Sandler Center this coming year. We are also looking forward to continued partnerships with the City of Virginia Beach, Langley Federal Credit Union, Ynot Italian, LifeNet, Ruth's Chris Steakhouse, and Southern Auto Group. With the dedicated efforts of our hard-working staff, 2022-2023 may shake up to be our best year yet.

Thank you for your continued support,

David Semon

**OVC360 GENERAL MANAGER
SANDLER CENTER FOR THE PERFORMING ARTS**



CITY OF VIRGINIA BEACH
CULTURAL AFFAIRS
DEPARTMENT DIRECTOR
EMILY SPRUILL LABOWS

Dear Friends,

As we approach the 15th anniversary of the opening of Virginia Beach’s Sandler Center for the Performing Arts, I cannot help but remember the many people who made the dream of this cultural arts gem a reality. And as we emerge from the previously unimaginable shuttering of arts venues around the globe due to the pandemic, once again I reflect on the many people who kept our community’s artistic heartbeat going so we could re-open the Sandler Center’s doors in grand and glorious fashion.

Everything the Virginia Beach Cultural Affairs Department does centers on people, whether that be the eager audiences, talented performers, passionate volunteers, generous donors or dedicated staff; it is all about helping people feel connected to one another, to the past or to something that stirs their soul.

Our mission is to engage residents and visitors through meaningful arts, heritage and cultural experiences that connect and strengthen communities. We know that the arts are the lifeblood of strong, healthy communities, and the pandemic shutdown only reinforced that people are hungry to experience those meaningful connections again. We feel so privileged to be part of the thriving arts community that is helping people re-connect.

We celebrate the continued success of the Sandler Center, with tremendous appreciation for all the individuals and groups who contribute to this success. You are the reason this fantastic performance space continues to be a premier arts destination for the Hampton Roads region.

Emily S. Labows
Emily Spruill Labows
CULTURAL AFFAIRS DIRECTOR
CITY OF VIRGINIA BEACH

“ We feel so privileged to be part of the thriving arts community that is helping people re-connect.”



MESSAGE
FROM
CULTURAL
AFFAIRS

MEET THE TEAM



DAVID SEMON
GENERAL MANAGER



SANDY DITMAN
REGIONAL DIRECTOR
OF FINANCE



MELISSA MOURA
DIRECTOR OF EVENTS



LUCY ARMITSTEAD
BOX OFFICE MANAGER



TODD MCKEATING
REGIONAL DIRECTOR
OF SALES



RUSSELL BROWN
DIRECTOR OF PRODUCTIONS
& OPERATIONS



MICHAEL BOSO
ASSISTANT PRODUCTION
MANAGER



MICHELLE JENKINS
DIRECTOR OF MARKETING



STEFANIE MCGILL
OFFICE MANAGER



MCKENZIE DUNFORD
EVENT COORDINATOR



DENISE MOWRY
BOX OFFICE SUPERVISOR



PEGGY LEFTWICH
VOLUNTEER COORDINATOR



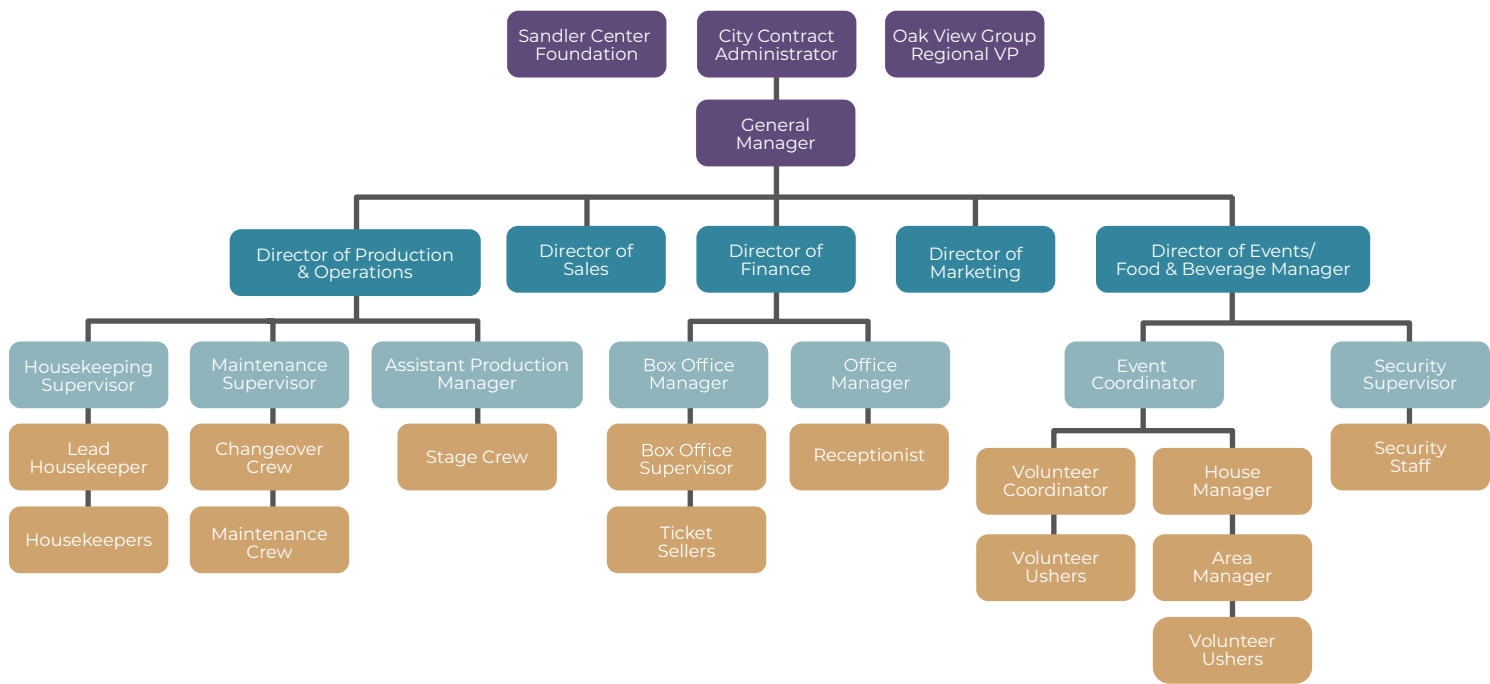
DAVID LATOUR
MAINTENANCE SUPERVISOR



KYMBERLY NASH
HOUSEKEEPING SUPERVISOR



JUDY WATSON
RECEPTIONIST



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.

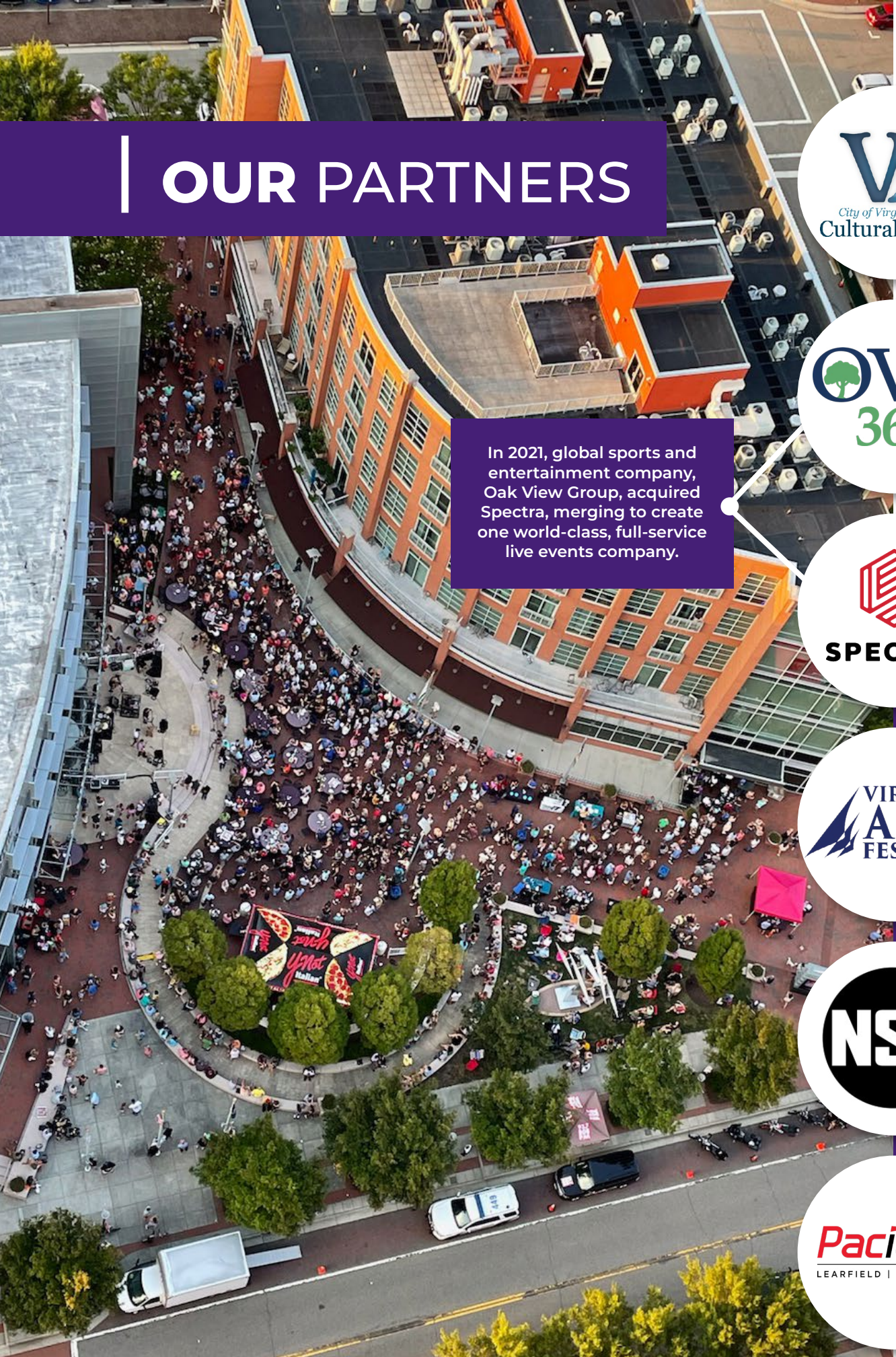
FACILITY OVERVIEW

- 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.
- The three-level performance hall comfortably seats 1,308 patrons.
- Only 100 feet separate the front of the stage from 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.
- 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.



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 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.



OUR PARTNERS



In 2021, global sports and entertainment company, Oak View Group, acquired Spectra, merging to create one world-class, full-service live events company.



SANDLER CENTER CONCERT SERIES SPONSOR

Langley

Save, Borrow & Spend Wisely

ASSOCIATE SPONSORS



EVENT SPONSORS





CAPITAL IMPROVEMENTS



SECURITY CAMERAS

Replaced existing security cameras with nine new HD cameras and installed hardware for DVR and mobile access:

- 16-channel Turbo DVR 7200 Series, capable of 16 analog or 16IP with 8TB hard drive
- 4 fixed 8MP interior cameras
- 1 exterior 2MP exterior PTZ camera with brackets and mounts
- 3 interior 2MP interior PTZ cameras



LOBBY GLASS

The lobby windows and glass awning were cleaned inside and outside by Fish Window Cleaners. Walker Laberge was also hired to replace a compromised seal between two panes of glass on one of the 68" x 64" blocks.



STAGE PAINT

The stage was repainted with Rosco Tough Prime, followed by a coat of StreetShoe NXT Waterbased Wood Floor Finish with XL Catalyst, a waterbased system formulated for high traffic wood floors, providing the durability and performance required for commercial, residential and sports floors.

SUMMARY OF ACCOMPLISHMENTS

319
EVENTS

111,201
ATTENDEES

HIGHEST GROSSING EVENTS

Celtic Woman
Travis Tritt
Little Feat
The Price is Right Live

Purchased new 13" floor scrubber to clean and buff the marble floors

Replaced four of the large planters on the plaza

New 80 gallon HWH installed to service the dressing rooms

New washer and dryer purchased and installed

Replaced 13 restroom faucets with 1.5 GPM flow rate established by the EPA's WaterSense program



2748
SOUVENIR CUPS
GENERATING
\$19,365
IN REVENUE

CONCESSION SALES



4959
BEER



6256
WINE



2784
PRETZELS



1176
COOKIES



2021-2022 CONCERT SERIES

THE **SANDLER CENTER** FOR THE PERFORMING ARTS PRESENTED **16** PERFORMANCES AND EVENTS AS PART OF THE **SANDLER CENTER CONCERT SERIES**, WHICH INCLUDED:

Nitty Gritty Dirt Band
 Patton Oswalt Live
 Indigo Girls
 The Marshall Tucker Band
 Drew Lynch
 An Evening With Travis Tritt
 The Beach Boys
 Lyle Lovett and his Acoustic Group
 Ballet Folklórico de México
 Celtic Woman
 Kathleen Madigan
 Joe Bonamassa
 The Price Is Right Live
 Little Feat
 Three Dog Night
 Patti LaBelle



SELF-PROMOTED EVENTS



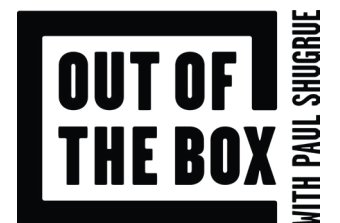
SANDLER CENTER MILLER JAZZ SERIES

The 2021 Sandler Center Miller Jazz Series returned for its fourth year, but was moved out of the Miller Studio and onto to the main stage of the Sandler Center due to ongoing effects of the COVID-19 pandemic. Cocktail tables were placed on the stage for those who wished for a more intimate view of the performances, and rows of theater seats were made available to patrons who wished for more social distancing. Three shows were held between August 2021 and October 2021, and were attended by over 350 guests.



YNOT WEDNESDAY SUMMER CONCERT SERIES

The Ynot Wednesday free summer concert series on the plaza returned for its thirteenth season in 2021. Also experiencing a delayed start due to the COVID-19 pandemic, the ten show series ran from July through September. Featuring title sponsor Ynot Italian and presented by Southern Auto Group, the concert series also partnered with Sinclair Communications, White Claw, Cantina Laredo, APEX Entertainment, and ROX Rapid Overland Xpress. Hoffman Beverage served both local and domestic beer, while Heaven Hill provided spirits. Ynot Wednesday had over 16,358 attendees in 2021.



OUT OF THE BOX WINTER CONCERT SERIES

The *Out of the Box* Emerging Artist Series celebrated its 9th year in the Miller Studio Theatre. Booked in partnership with Paul Shugrue, host of the WHRV radio program, *Out of the Box*, the 2022 concert series was sponsored by Three Notch'd Craft Kitchen & Brewery in Town Center. Over 1,450 guests enjoyed the event over eight weeks. The Sandler Center sold VIP tables, which sold out each week, and moved two performances into the lobby to allow for extra table sales. Three Notch'd sold food from their nearby kitchen, providing guests with burgers, pretzel bites, and other appetizers during the show. Traditionally held between January and March, *Out of the Box* experienced a delayed start attributed to ongoing effects of the COVID-19 pandemic, and ran instead from February through April.

RESIDENT COMPANIES

VIRGINIA MUSICAL THEATRE



SYMPHONICITY
DANIEL W. BOOTHE — MUSIC DIRECTOR & CONDUCTOR



Tidewater Winds
Concert Band

25 VIRGINIA ARTS FESTIVAL
2022

Virginia Beach FORUM

GS ARTS
The Governor's School for the Arts

Resident performing arts companies, community groups, and educational organizations form the backbone of the performing arts at the Sandler Center. In the 2021-2022 season, our resident companies hosted 32 events with over 31,781 guests in attendance.

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

Virginia Musical Theatre

- Mamma Mia!
- Over the Rainbow
- The Full Monty

Virginia Beach Chorale

- Hot Chocolate and Cinema Sticks
- Sing Me to Heaven

Virginia Symphony Orchestra

- Gershwin Rhapsody in Blue
- Marsalis New Work + "New World"
- Halloween Spooktacular (PBJ)
- JoAnn Returns!
- Eric Jacobsen + Branford Marsalis
- Jingle Bell Jam! (PBJ)
- Holiday Pops!
- The Mozart Experience (PBJ)
- Tchaikovsky Symphony No. 4
- Kishi Bashi Meets The Symphony
- Blastoff: A Symphony in Space (PBJ)
- Beethoven's Ninth!

Symphonicity

- Masterworks I: "In Motion"
- Masterworks II: "In the Wind"
- 39th Annual Messiah Sing-Along
- Symphonicity 2022 Lollipop Concert "Just Believe"
- Masterworks III: "In a Dream"
- Masterworks IV: "In Time"
- Masterworks V: "In Jazz"

Ballet Virginia

- The Nutcracker
- Sleeping Beauty

Tidewater Winds

- "Santa Swings!"

Virginia Arts Festival

- Holiday Spectacular: 'Tis the Season to Swing
- Arturo O'Farrill and the Afro Latin Jazz Orchestra
- Malpaso
- Music of Queen-A Rock Symphony
- Danish String Quartet

RENTALS & OTHER FUNCTIONS

Much of 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 non-profit groups to commercial organizations to dance organizations to the City of Virginia Beach, these events brought thousands of patrons to the building. Some of these organizations and events include:

- Academy of Classical & Contemporary Dance
- Anchor Church
- Armada Hoffer
- Bay Youth Orchestras of Virginia
- bella Dance
- Danceland II School of Dance
- Denise Wall School of Dance
- Donovan-Wayne Lynch Foundation
- Dream Maker National Talent Competition
- Encore Dance Center
- Greenbrier Christian Academy
- Luther Vandross Experience feat. Danny Clay
- Marcelito Pomoy
- Performing Arts Academy of Virginia Beach
- PiN Ministry
- Platinum National Dance Competition
- The Art Institutes
- The Hurrah Players
- The Pink Ride
- Turquoise School of Dance
- US Tours
- USAF Heritage of America Band
- Virginia Voices International
- World Class Talent



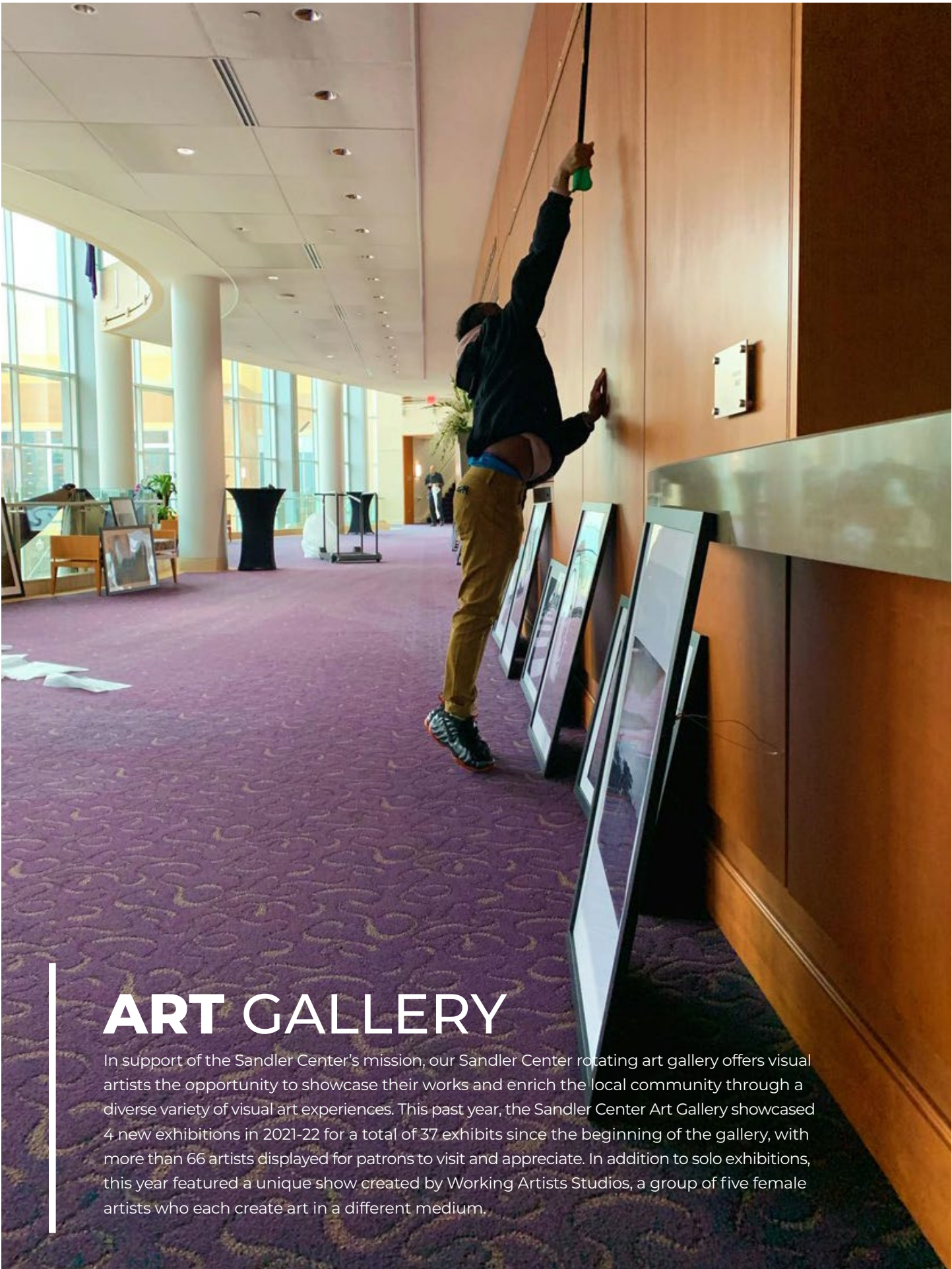
SANDLER CENTER VOLUNTEERS

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!

160
VOLUNTEERS

13,990
HOURS
DONATED

\$419,009
IN SAVINGS



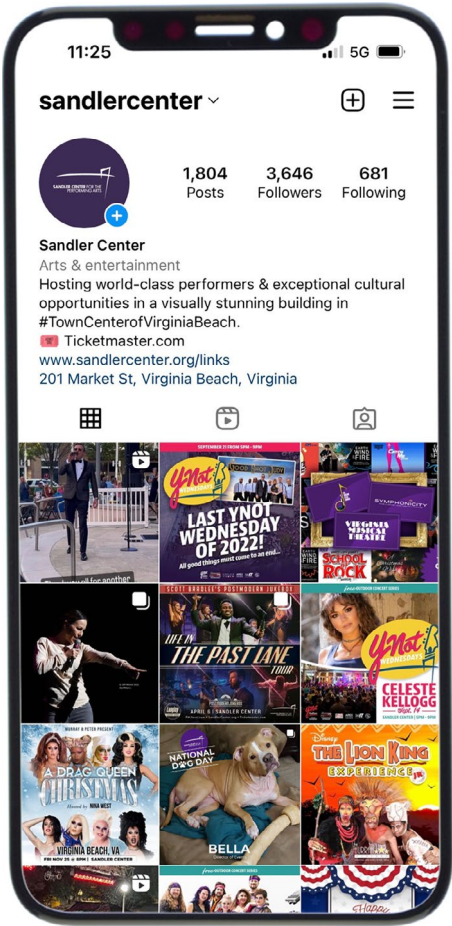
ART GALLERY

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 4 new exhibitions in 2021-22 for a total of 37 exhibits since the beginning of the gallery, with more than 66 artists displayed for patrons to visit and appreciate. In addition to solo exhibitions, this year featured a unique show created by Working Artists Studios, a group of five female artists who each create art in a different medium.

MARKETING DATA

CREATIVE PROMOTIONS

To encourage engagement with fans, the Sandler Center implemented multiple creative promotions across our website, eblasts, and social media platforms.



FACEBOOK

19,915 Likes
904,795 Paid and Organic Impressions
9.57% increase in likes YTD



TWITTER

5,721 Followers
149,100 Organic Impressions
0.2% increase in followers YTD



INSTAGRAM

3,646 Followers
17.75% increase in followers YTD



CYBER CLUB

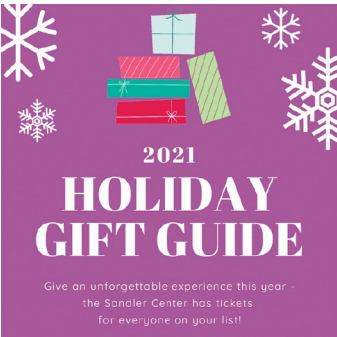
26,900 Subscribers



We created an animated Halloween social media campaign to give away 4 tickets to popular comedian Drew Lynch.



Our Black Friday/Cyber Monday discount promotion was a success for all participants.



The 2021 Holiday Gift Guide strategized thematic gift giving across all genres of shows - proving again, we have something for everyone!



The St. Patrick's Day "Pot of Gold" ticket giveaway for The Price is Right Live also proved to be a very popular social media campaign.



During the holiday season we held a naming contest for the two large toy soldiers in our lobby. Physical voting was held with write-in ballots, and the Top 10 selections were put to an online vote. The winning names? **Hamilton and Frederick!**



WEBSITE NUMBERS

USERS 149,053

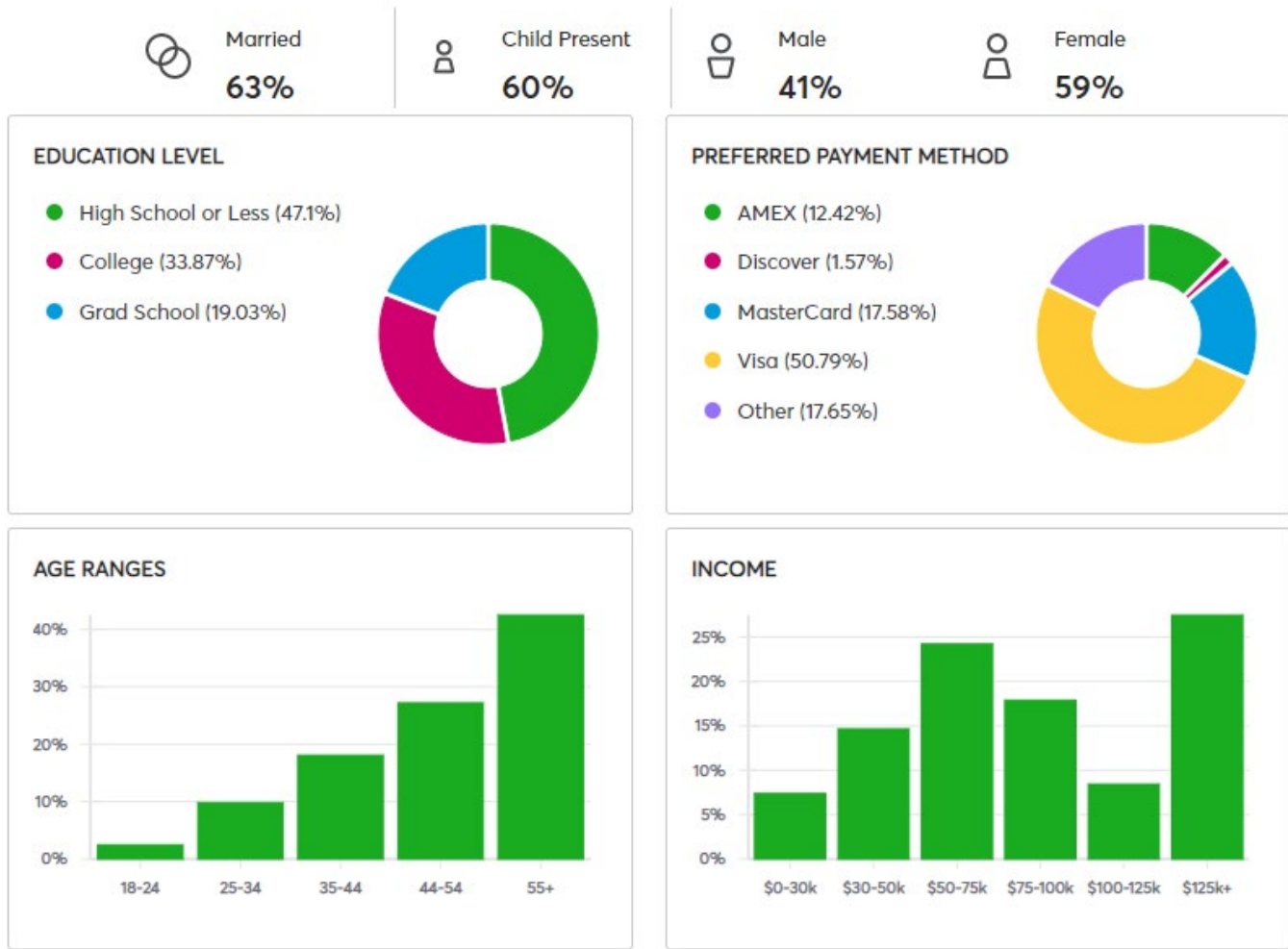
SESSIONS 157,132

PAGE VIEWS 547,412

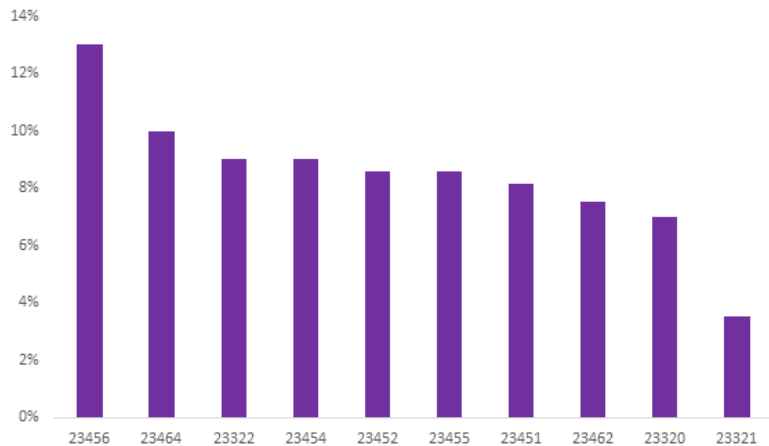
HOW USERS ARE FINDING THE SITE

- 1. Organic Search 52%
- 2. Direct Search 32%
- 3. Organic Social 9%
- 4. Referral 7%

TICKET BUYER PROFILE



TOP 10 PURCHASER ZIP CODES



BIG TICKET CAMPAIGN

2022 marked the return of the annual Ynot Every Event sweepstakes, coming back for its seventh year. One lucky fan was awarded two tickets to every ticketed event in 2022 at the three Hampton Roads OVG360-managed venues (Sandler Center, Chartway Arena, S.B. Ballard Stadium) and free pizza for a year provided by Ynot Italian.

The contest ran from November 8 - December 8, 2021 with a winner selected at random on December 10 from the pool of entries. A celebratory dinner at Ynot Italian kicked off the year for winner Rachel Lowe on January 15, 2022. Since January, Rachel has been able to attend a number events including Travis Tritt, Kathleen Madigan, Joe Bonamassa, The Price is Right Live, and Little Feat.

RESULTS

Executed November 8 - December 8
TOTAL ENTRANTS: 5,600

Ynot Every Event 2022

The Big Announce
Monday, November 8 at 10am

Websites:
YnotTix.com
SandlerCenter.org
ChartwayArena.com

Press Release
Drop-in on Sinclair Communications with free pizza delivered by Slice. US 106, BOB and 96X will do Facebook live videos and give shoutouts.

Station Visit:
Drop-in on Sinclair Communications with free pizza delivered by Slice. US 106, BOB and 96X will do Facebook live videos and give shoutouts.

Eblast Reach
Sandler Center: 36,000
Chartway Arena: 110,000

Social Media Organic Reach
(Paid support will add add'l. value!)

Sandler Center
Facebook: 20,220
Twitter: 5,671
Instagram: 3,349

Chartway Arena
Facebook: 20,891
Twitter: 7,154
Instagram: 2,979

Scan here to enter or visit YnotTix.com

The biggest and best live entertainment giveaway in Hampton Roads is BACK!

3 VENUES.
HUNDREDS OF EVENTS.
YNOT ITALIAN PIZZA FOR A YEAR.

REGISTER BY DECEMBER 3, 2021 FOR YOUR CHANCE TO WIN!

FAMILY SPECIAL
18" Traditional Cheese Pizza
6pc. Garlic Bread & a 2L Soda
\$25.99

Add'l. Deliverables
5000+ Flyers/Box Toppers
• QR Code directs to YnotTix.com
• Coupon will bring people into restaurants
• Distributed to Ynot locations, Monarch Way restaurants, Chartway Arena and Sandler Center box offices, Sinclair Communications distribution, Town Center businesses, and Todd McKeating
• Flyer on the exits of events
50 Posters
• QR Code directs to YnotTix.com
• Distribution as listed above
30: Commercial Spot for Arena Boards and Social Media
Sinclair Radio Stations:
• \$19,840 promotional value

Winner Dinner
Date TBD (January 2022): We will lock in several date options ahead of time for the winner to choose from.
• Big Ticket
• Big Blue (ODU Mascot) on site
• Media Event w/balloons
• Cupcakes with Ticket

Scan here to enter or visit YnotTix.com

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HUNDREDS OF EVENTS.
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FAMILY SPECIAL
18" Traditional Cheese Pizza
6pc. Garlic Bread & a 2L Soda
\$25.99

24 Sandler Center for the Performing Arts

Annual Report 2021-2022 25

“Great music venue! Excellent sound! First class! Good vibes! It's a rockin' house!”

“Love this venue!! [I] really appreciate the friendly and professional staff/employees. The atmosphere is ideal for an audience member as well - great acoustics, seating and stage. Definitely well worth it to attend a show here, highly recommend!”

“An awesome small theater, with great sound. Very nice experience.”

“Absolutely astonishing! Went to watch the Nutcracker being performed and the theatre itself was elegantly structured and remarkably designed. No matter what row/level you were in, you had a full display of the show and an experience of the artistic atmosphere surrounding. This was an experience that we'll remember for quite some time...”

“We really enjoyed our night out at the Sandler Center. A beautiful local venue, near some great restaurants and the parking is an easy walk away. Looking forward to coming back.”

TESTIMONIALS



FUTURE OUTLOOK

There are so many things to look forward to in the 2022 – 2023 season. We are thrilled to throw open our doors at full capacity for another year of memorable, high-quality performances.

And when it comes to bringing these great shows to our door, we've enlisted the help of a few new players. A new booking relationship with Bowery Presents will bring dozens of exciting new concerts into the venue, while our ongoing partnerships with resident companies, rental bookers, and NS2 will continue to thrive. 2022 – 2023 promises to be a year of firsts, as we invite both tried-and-true and brand-new artists, singers, comedians, and podcasters to join us at the Sandler Center for the very first time.

Many of these new shows will be presented as part of the Langley Federal Credit Union Concert Series, a partnership formed in 2022 that will continue into the next season. We also look forward to a continued affiliation with Towne Bank as they've recently signed on to be the presenting sponsor of the popular Miller Jazz Series, returning for a new season in 2023. And as always, we anticipate great things for our ongoing partnerships with the City of Virginia Beach, Ynot Italian, LifeNet, Ruth's Chris Steakhouse, and Southern Auto Group.

2022 – 2023 is going to be a tremendous season – we hope to see you there!

SEE YOU NEXT YEAR!





**SANDLER CENTER FOR THE
PERFORMING ARTS**

