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### **Dear Colleagues,**

As the sixteenth season of the Sandler Center for the Performing Arts comes to a close, I am pleased to present this Annual Report of our activities on behalf of the OVG 360 management team. Fiscal Year 2023 proved to be quite a resounding success for the Sandler Center. We have seen over \$2 million in gross ticket sales from 341 events and over 138,000 patrons have enjoyed this beautiful venue. A record breaking \$179,407 in admission tax has been generated this year.

Highlights for the year included singer/songwriter Christopher Cross, Amy Grant, The Oak Ridge Boys and Postmodern Jukebox. The Sandler Center also hosted the successful seasons of our resident companies, including the Virginia Symphony Orchestra, Ballet Virginia, Virginia Beach Chorale and Symphonicity.

Oak View Group partnered with several facets of the community to provide free entertainment throughout the season. We worked with the City of Virginia Beach VB GIGS, free summer concerts on the plaza, and free emerging artist series for a total of 20 community events.

The upcoming season promises to be even more exciting as the Sandler Center welcomes world-renowned artists like, Celtic Women, Chris Botti, Joe Bonamassa, Kathleen Madigan, and Lake Street Dive. The Sandler Center is also excited to be presenting several world-class events like the Vienna Boys Choir, Derek Hough, Peking Acrobats and Black Opry.

We at Oak View Group are proud to provide a world-class venue to our community, and with it a phenomenal sixteenth season of great performances. We are looking forward to continuing our mission to serve as one of the region's finest cultural centers and to remain a steadfast community landmark for the City of Virginia Beach.

Sincerely, David Semon

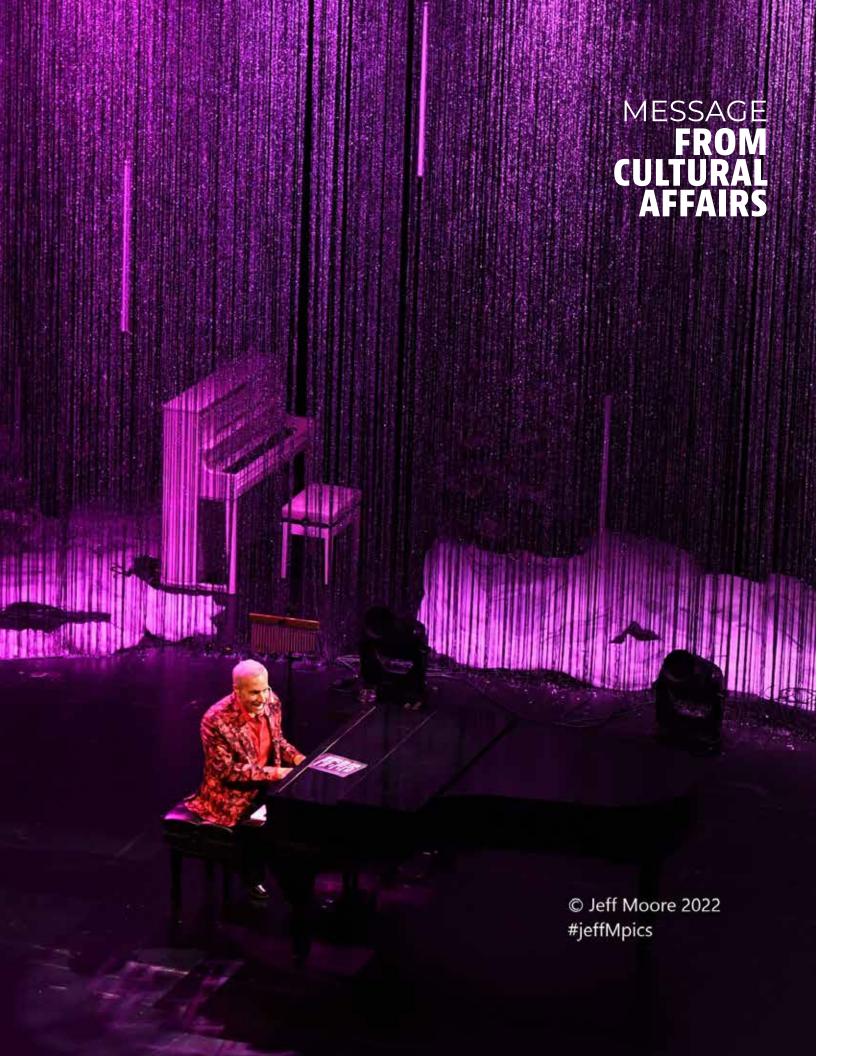
**David Semon** 

OVG360 GENERAL MANAGER SANDLER CENTER FOR THE PERFORMING ARTS



Sandler Center for the Performing Arts

Annual Report 2022-2023





# CITY OF VIRGINIA BEACH CULTURAL AFFAIRS DEPARTMENT DIRECTOR EMILY SPRUILL LABOWS

#### **Dear Friends,**

As we've emerged from the shadow of a pandemic, and returned to full venues, full stages, and hearts and minds full of a desire for connection, the Sandler Center continues to grow as a pillar for our community's social, physical, and economic wellbeing. I constantly reflect on how this world-class cultural icon speaks to the rich diversity of our City and means so much to our citizens.

Arts and culture are vital components not just for the quality of life for our residents, but also make us attractive to visitors. Last November, Virginia Beach was recognized by Conde Nast Traveler as a top destination, in part because of our collective commitment to fostering an environment where arts and culture are open and available to all.

Everything the Virginia Beach Cultural Affairs Department does centers on people, which is directly reflected in our mission to engage residents and visitors through meaningful arts, heritage and cultural experiences that connect and strengthen communities. We feel a sense of duty to help our vibrant art scene continue to prosper now and into the future.

We applaud all the staff, performers, volunteers, donors, community partners and audiences who have made the Sandler Center a premier arts destination in Hampton Roads for 16 years and counting!

Emily Spruill Labows
CULTURAL AFFAIRS DIRECTOR
CITY OF VIRGINIA BEACH



**DAVID SEMON**GENERAL MANAGER



SANDY DITMAN REGIONAL DIRECTOR OF FINANCE

## MEET THE TEAM



MELISSA MOURA
DIRECTOR OF EVENTS



**LUCY ARMITSTEAD**BOX OFFICE MANAGER



RUSSELL BROWN
DIRECTOR OF PRODUCTIONS
& OPERATIONS



MICHELLE JENKINS
DIRECTOR OF MARKETING



**PEGGY LEFTWICH**VOLUNTEER COORDINATOR



STEFANIE MCGILL OFFICE MANAGER



**DAVID LATOUR**ASSISTANT PRODUCTION



NADINE PANICCIA MARKETING & SALES MANAGER



MCKENZIE DUNFORD EVENT COORDINATOR



**DENISE MOWRY**BOX OFFICE SUPERVISOR



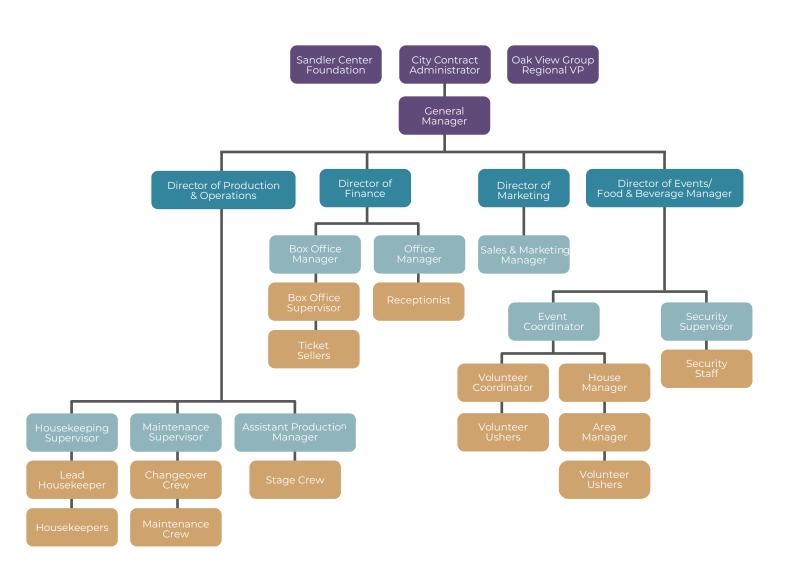
KYMBERLY NASH HOUSEKEEPING SUPERVISOR



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.

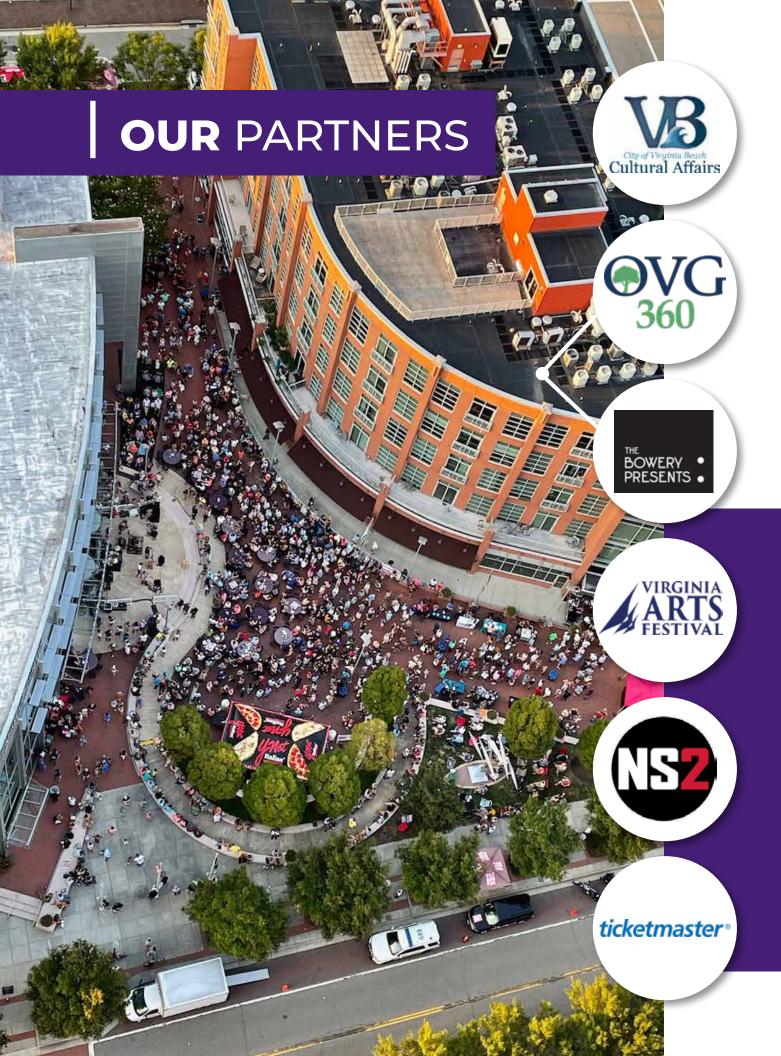


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# **ADDITIONAL SPACES** The Sandler Center boasts a 2,400-square-foot studio theatre that can be set up for a theatrical production with full lights and sound or a sit down dinner for 120. The 900-square-foot Wood Founders Room provides a more intimate 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.

## **FACILITY** OVERVIEW

- Opened on November 3, 2007, this 86,497-squarefoot 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.



## **SANDLER CENTER CONCERT SERIES SPONSOR**



### **ASSOCIATE** SPONSORS







### **EVENT SPONSORS**



















## **CAPITAL IMPROVEMENTS**



#### **PROJECTORS**

Purchased new projectors for the Classroom and Miller Studio Theatre



Purchased a new walk-behind carpet extractor

**PLAZA TENT** 

Purchased a new outdoor tent and

LED lighting for Ynot Wednesday

**Installed Belzona** coating on the chiller



#### LIGHTING

Upgraded our theater lighting control from Unison to Paradigm

> **Purchased new LED** theatrical lighting (10 source 4's and 9 cyc lights)

## **SUMMARY OF ACCOMPLISHMENTS**

341 EVENTS

**138,467** ATTENDEES

## **HIGHEST** GROSSING EVENTS

Rumours of Fleetwood Mac Little Feat **RAIN** ABBA The Concert



### **CONCESSION** SALES









**COOKIES** 







The Oak Ridge Boys pose with local 96-year-old superfan Mary Wheat, whose story was covered in the Virginian-Pilot.

## **2022-2023**CONCERT SERIES

THE SANDLER CENTER
FOR THE PERFORMING
ARTS PRESENTED 22
PERFORMANCES AND
EVENTS AS PART OF THE
LANGLEY FEDERAL CREDIT
UNION CONCERT SERIES,
WHICH INCLUDED:

Anjelah Johnson-Reyes **Christopher Cross** Rumours of Fleetwood Mac Joanne Shaw Taylor Jim Brickman The Oak Ridge Boys Demetri Martin Cirque Zuma Zuma Welcome to Night Vale The Moody Blue's John Lodge Lewis Black Bored Teachers Comedy Tour The Monkees Celebrated by Micky Dolenz Scott Bradlee's Postmodern Jukebox Piano Battle Chapel Hart Little Feat: Boogie Your Spring Away Tour Ancient Aliens LIVE Super Diamond - The Neil Diamond Tribute RAIN - A Tribute to the Beatles Amy Grant

**ABBA The Concert** 

## **SELF-PROMOTED**EVENTS



### **SANDLER CENTER**MILLER JAZZ SERIES

The Sandler Center Miller Jazz Series returned in 2022 for its fifth year. Held in the intimate Miller Studio Theater, four jazz shows were presented between June and September of 2022, and were attended by over 314 guests.



#### YNOT WEDNESDAY SUMMER CONCERT SERIES

The Ynot Wednesday free summer concert series on the plaza presented fourteen free shows for its fourteenth season in 2022, running from June through September. Featuring title sponsor Ynot Italian and presented by Southern Auto Group, the concert series also partnered with Sinclair Communications, White Claw, APEX Entertainment, 360 IT Partners, and ROX Rapid Overland Xpress. Ynot Wednesday had over 23,483 attendees in 2022.



## **OUT OF THE BOX**WINTER CONCERT SERIES

The Out of the Box Emerging Artist Series celebrated it's 10th year in the Miller Studio Theatre. Booked in partnership with Paul Shugrue, host of the WHRV radio program, Out of the Box, the 2023 concert series was attended by over 1,400 guests over the course of eight weeks. The Sandler Center sold VIP tables, which sold out each week, and moved several performances into the lobby to allow for extra table sales.



**RESIDENT** COMPANIES

VIRGINIA MUSICAL THEATRE















Resident performing arts companies, community groups, and educational organizations form the backbone of the performing arts at the Sandler Center. In the 2022-2023 season, our resident companies hosted 73 events with over 49,080 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, and Virginia Arts Festival.

#### **Virginia Musical Theatre**

- Always Patsy Cline
- Grease
- School of Rock
- · Catch Me If You Can

#### **Virginia Symphony Orchestra**

- · Electric Bass Superstar
- Dr. Suess at the Symphony
- · Rhythm and Respighi
- Power and Promise
- Hogwarts Hullabaloo
- · Halloween Spectacular
- · Jingle Bell Jam
- Holiday POPS!
- Shining Stars
- · Animals at the Symphony
- Mozart's Requiem
- · Violinist Gil Shaham Returns
- · Broadway Rocks
- · From the Silk Road to the Planets

#### **Symphonicity**

- Masterworks I: "Glacier"
- · Masterworks II: "Winter Dreams"
- Masterworks III: "Earthrise"
- · Masterworks IV: "Pines of Rome"
- · Symphonicity POPS!
- · 40th Annual Messiah Sing-Along
- Symphonicity 2023 Lollipop Concert "Aesop's Fables"

#### **Virginia Beach Chorale**

- · A Christmas Wish
- · There's No Tune Like a Show Tune

#### **Ballet Virginia**

- The Nutcracker
- Coppelia

#### **Tidewater Winds**

· Christmas in Heaven

#### **Virginia Arts Festival**

- · Ballet Hispanico
- · Mark Morris Dance Group
- Olga Kern

## **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
- · Bay Youth Orchestras of Virginia
- · Danceland II School of Dance
- Denise Wall School of Dance
- Dream Maker National Talent Competition
- Encore Dance Center
- Performing Arts Academy of Virginia Beach
- PiN Ministry
- Platinum National Dance Competition
- The Hurrah Players
- Turquoise School of Dance
- USAF Heritage of America Band

- Virginia Voices International
- World Class Talent
- Richard Fee Foundation
- Illharmonic Orchestra
- Celtic Throne
- Chesapeake Homes
- Mythics Inc
- The Chrysm Institute
- · Governor's School for the Arts
- Moonlight Dance Studio
- Elevate Performing Arts
- · Ukrainian Principal Artists



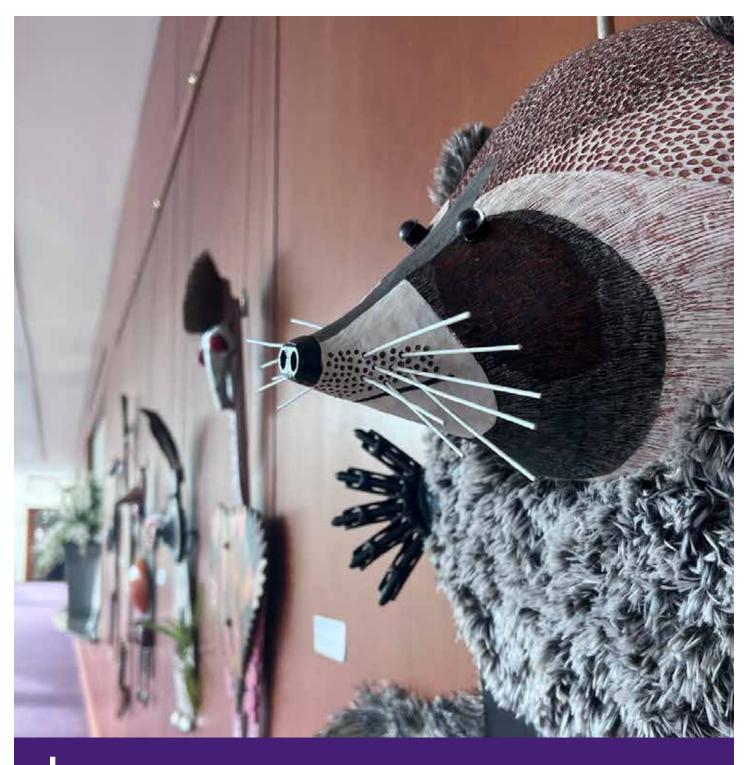
## SANDLER CENTER VOLUNTEERS

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!



14,675.5 HOURS DONATED

\$439,536 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 2022-23 for a total of 41 exhibits since the beginning of the gallery, with works by 128 artists displayed for patrons to visit and appreciate. In addition to solo exhibitions, this year featured two group shows, one curated by students from Virginia Wesleyan University, and the other by Chesapeake Bay Watercolorists.

Sandler Center for the Performing Arts

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## **MARKETING** DATA

## TICKET BUYER PROFILE

Married

58%





### **FACEBOOK**

22,533 Followers 5,443,223 Paid and Organic Impressions 11.3% increase in likes YTD



### **TWITTER**

5,591 Followers 451,796 Paid and Organic Impressions 0.9% decrease in followers YTD



### **INSTAGRAM**

4,141 Followers 11.3% increase in followers YTD



### **CYBER CLUB**

36,723 Subscribers 13.65% increase in subscribers YTD



RELAND

#### **WEBSITE** NUMBERS

**USERS** 

189,576

**REVENUE** 

1.1M

**SESSIONS** 

283,887

PAGE VIEWS 1,476,432

## HOW USERS ARE FINDING THE SITE

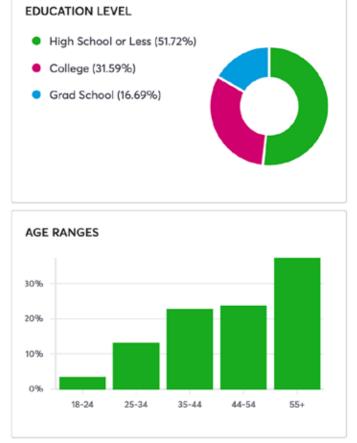
6%

1. Organic Search 46%

2. Direct Search 36%3. Organic Social 10%

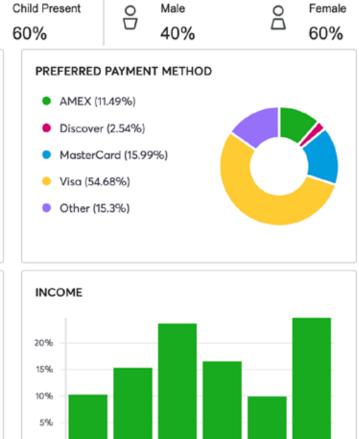
4. Referral

5. Other 2%



Identified Fans

10,841



\$0-30k \$30-50k \$50-75k \$75-100k \$100-125k \$125k+

## **TOP 10** PURCHASER ZIP CODES

Postal Code	Market	County / FSA	Tickets 🕶	% Total Distributed	Face Value	% Total Face Value	Tickets	% Total Distributed
23456, VA, USA	Norfolk-Portsmth-Newpt Nws	Virginia Beach City	2,085	6.94%	\$89,306.75	6.73%	843	2.81%
23454, VA, USA	Norfolk-Portsmth-Newpt Nws	Virginia Beach City	1,771	5.89%	\$76,953.57	5.80%	729	2.43%
23464, VA, USA	Norfolk-Portsmth-Newpt Nws	Virginia Beach City	1,720	5.72%	\$71,480.18	5.39%	657	2.19%
23455, VA, USA	Norfolk-Portsmth-Newpt Nws	Virginia Beach City	1,662	5.53%	\$71,034.45	5.36%	638	2.12%
23452, VA, USA	Norfolk-Portsmth-Newpt Nws	Virginia Beach City	1,623	5.40%	\$68,409.34	5.16%	639	2.13%
23322, VA, USA	Norfolk-Portsmth-Newpt Nws	Chesapeake City	1,511	5.03%	\$65,750.83	4.96%	603	2.01%
23451, VA, USA	Norfolk-Portsmth-Newpt Nws	Virginia Beach City	1,436	4.78%	\$70,296.46	5.30%	718	2.39%
23462, VA, USA	Norfolk-Portsmth-Newpt Nws	Virginia Beach City	1,275	4.24%	\$56,321.09	4.25%	403	1.34%
23320, VA, USA	Norfolk-Portsmth-Newpt Nws	Chesapeake City	1,065	3.54%	\$47,998.43	3.62%	402	1.34%
23453, VA, USA	Norfolk-Portsmth-Newpt Nws	Virginia Beach City	666	2.22%	\$28,015.63	2.11%	167	0.56%

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## **CELEBRATING**15 YEARS

In November 2022, the Sandler Center celebrated its 15th anniversary. An anniversary logo was created and included on marketing materials throughout the winter, including a plaza flag and a painted window mural outside the box office. The mural drew the attention of a sponsor, Southern Kia, for whom we reinterpreted the anniversary messaging to include a "Winter Nights at the Sandler Center" campaign, which incorporated the KIA logo in the branding and messaging of many December and January shows.

## **CREATIVE PROMOTIONS**

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



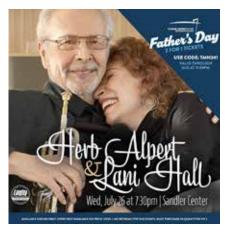




Shows were packaged into bundles in our multi-performance "...at the Sandler Center" campaigns. Both a cost-effective measure (shows were able to share just a portion of billboard, rack card, advertising costs instead of fronting the entire bill) and a creative way to get multiple shows in front of similar patrons, be they concert-goers, comedy fans, sci-fi lovers, or latin music afficionados!



The "Christmas in July Ticket Sale and Giveaway" ran for five days, offering a new discount and/or ticket contest every day, primarily focusing on increasing our email and social media databases.



Four shows participated in a 2-for-1 ticket deal sent out for Father's Day.



We had twelve participants in our Black Friday/Cyber Monday discount promotion, offering a 20% discount on resident company and rental shows.



Our 2022 holiday campaign focused on 12 upcoming shows, pitching the tagline for tickets, "Small enough for a stocking... big enough to make their whole year!"

**Sandler Center** for the Performing Arts



"Overall, great place and I know we'll be back. We are very fortunate to have such a great facility close by."

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

Clean venue with a very friendly staff. All seats seem to have a great view of the stage. I look forward to attending more events in the future.

"I want to thank
you and your team
for doing a great
job marketing [our]
show. I have been
reading the comments
from last night on
social media and
have seen some of
the videos that fans
have posted and it
appears that the
audience was extremely
happy with the show.

...your entire staff is first rate and lovely to work with. We are very appreciative!"

"Lovely venue. Extremely helpful and friendly staff."

"Fantastic concert!! Sandler Center was a comfortable venue and the staff is beyond reproach!"

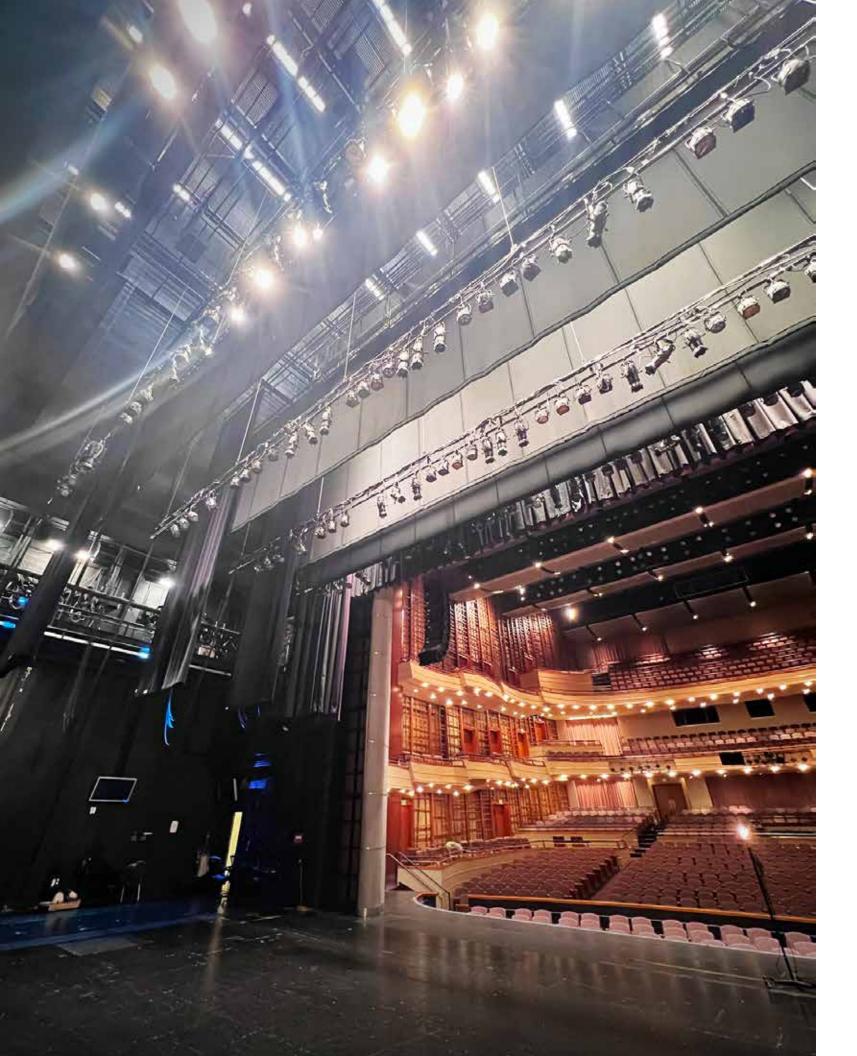
"I love going here! Staff and volunteers are friendly and helpful!"

"Acoustics are amazing and every seat in the house has a great view of the stage. Parking is easy and free. Seats are comfortable and if you want to go out to dinner beforehand, you have many options that are walking distance."

"...as a venue, it's beautifully designed with a nice layout. The snack bars had fair prices and friendly volunteers. The theater was also accessible and located near many stores and restaurants."

"The venue and the show were both terrific. The building and the staff were terrific and professional. The show was not only magnificent, but the cast came in the lobby and we thoughroughly enjoyed them even more!"

"Staff was friendly and helpful. I had a great time! I can't wait for my next show!"



## **FUTURE** OUTLOOK

There are so many things to look forward to in the 2023 – 2024 season, and we are anticipating another year of even more memorable, high-quality performances.

The Langley Federal Credit Union Concert series will continue into the new season, featuring exciting shows like Bobby Bones, the Kenny Wayne Shepherd Band, Pablo Cruise & Jim Messina, The Gipsy Kings, and Croce Plays Croce.

Our booking relationships with Bowery Presents and NS2 continue to thrive, bringing dozens of exciting concerts to the venue - many for the first time. Partnerships with resident and rental companies also remain as strong as ever, promising a stocked calendar of events for the new year.

As always, we anticipate great things for our ongoing partnerships with the City of Virginia Beach, Ynot Italian, TowneBank, Ruth's Chris Steakhouse, and Southern Auto Group, among a host of other sponsors returning for a variety of event engagements.

As we continue to load the events calendar with shows for the 2023 – 2024 season, it's easy to see that this upcoming year will be one of the best ones yet – we hope to see you there!

## **SEE YOU**NEXT YEAR!





