

SANDLER CENTER FOR THE
PERFORMING ARTS


OAK VIEW GROUP

annual report

2024-25

SANDLER CENTER
for the
PERFORMING ARTS
A year in review...

 757.385.2787  201 Market Street, Virginia Beach VA 23462



CONTENTS

Mission Statement	3
Message from David Semon	4
Overview of the Sandler Center	5
Overview of Oak View Group	6
Who We Are (Staff Heirarchy)	7
Show Highlights	8
Resident Highlights	10
Revenue Story	11
Investing in the Venue	12
Marketing Metrics	13
Looking Ahead FY26	14



Dionne Warwick
July 25, 2024
Photo by Jeff Moore

The Sandler Center for the
Performing Arts

MISSION STATEMENT



**"EVERYONE AT THAT THEATER
IS ABSOLUTELY AWESOME.
HAD SUCH A GREAT NIGHT."**

- John T.

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.

A message from General Manager

DAVID SEMON



As the eighteenth season of the Sandler Center for the Performing Arts concludes, I am pleased to present this Annual Report on behalf of the Oak View Group management team. In Fiscal Year 2025, the Sandler Center hosted 343 events and welcomed nearly 139,000 patrons through its doors. These events generated \$2.5 million in gross ticket sales and contributed \$165,093 in admission tax revenue.

Reflecting on the past year, it's clear that the Sandler Center continues to be a hub of energy, creativity, and cultural enrichment for the Virginia Beach community. The success of this season is a testament to the invaluable support from our patrons, performers, and

community partners—each playing a vital role in shaping another remarkable year.

We were fortunate to host a diverse lineup of performances and talent, welcoming acts such as the Violent Femmes, Bored Teachers Comedy Tour, Men at Work, The Pink Floyd Laser Spectacular, and comedian Kathleen Madigan. Looking ahead, the momentum continues with an exciting slate of upcoming performances including Anjelah Johnson-Reyes, Gov't Mule, Il Divo, Old Crow Medicine Show, Joe Bonamassa, and Gabby's Dollhouse Live!

At Oak View Group, we take great pride in managing a venue that not only showcases world-class

talent but also serves as a cornerstone of cultural life in Virginia Beach. Our mission remains focused on delivering exceptional entertainment experiences while supporting the city's vibrant arts community.

Thank you for your continued trust and engagement. We look forward to welcoming you back for another incredible season at the Sandler Center for the Performing Arts.

Sincerely,

DAVID SEMON



"THIS IS A BEAUTIFUL VENUE, EASY TO FIND WITH FREE GARAGE PARKING IN 2 LOCATIONS LOCATED NEARBY. STAFF IS WARM AND FRIENDLY AS WELL AS PROFESSIONAL AND KNOWLEDGEABLE."

- Susan K.

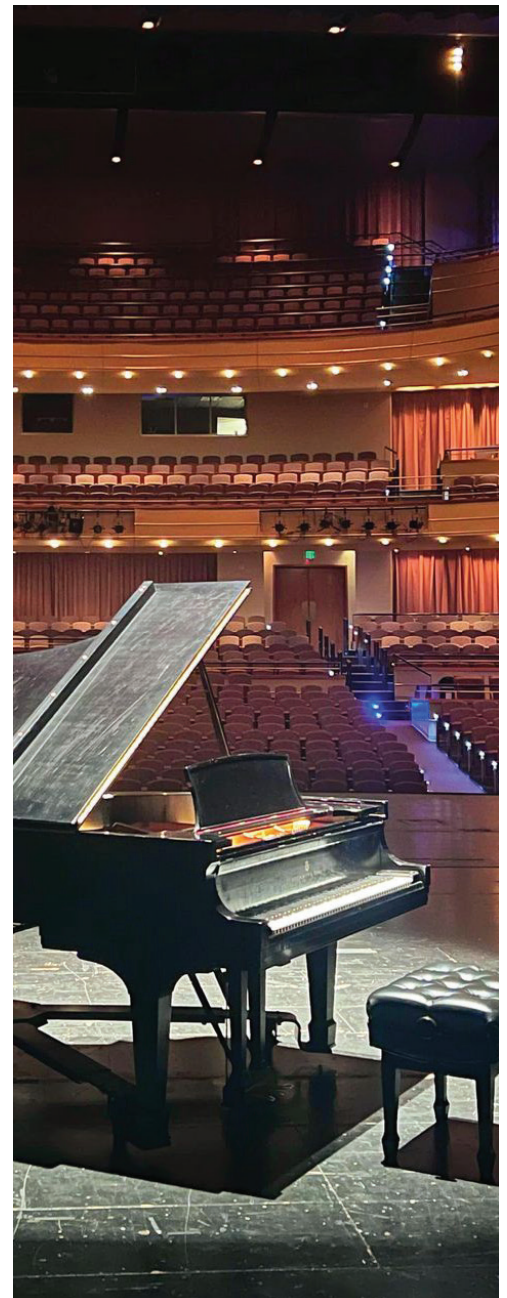
OVERVIEW OF THE SANDLER CENTER



"BEAUTIFUL LOCATION, PARKING IN NEARBY
PARKING GARAGES ARE CONVENIENT. LOTS OF
PLACE TO EAT WITHIN WALKING DISTANCE."

- Jordan B.

- 01** 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.
- 02** The three-level performance hall comfortably seats 1,308 patrons.
- 03** Only 100 feet separate the front of the stage from the furthest seat in the house.
- 04** 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.
- 05** 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.
- 06** 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.
- 07** The sound system in the performance hall consists of over 150 individual speakers, powered by over 20,000 watts of amplification.
- 08** 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.
- 09** 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.





MAKING A POSITIVE DISRUPTION IN THE ENTERTAINMENT & HOSPITALITY INDUSTRY

OVG360 is a full-service venue management company specializing in sports, live entertainment, and hospitality. Our portfolio of 300+ client-partners spans arenas, stadiums, convention centers, performing arts centers, cultural institutions, and state fairs around the globe. Service-oriented and driven by social responsibility, OVG360 helps facilities drive value through excellence and innovation in food services, venue operations, booking and content development, sustainable operations, public health and safety, parking, premium and corporate sales, marketing and more.

EXPERIENCE & APPROACH

Our approach to operating is unparalleled. Maintaining a focus on creating premium content that promises to deliver a unique guest experience is what drives our team. The depth of our resources, industry experience and relationships are unmatched throughout the industry. Our team looks forward to capitalizing on our resources to help clients achieve their goals and obtain unparalleled results.

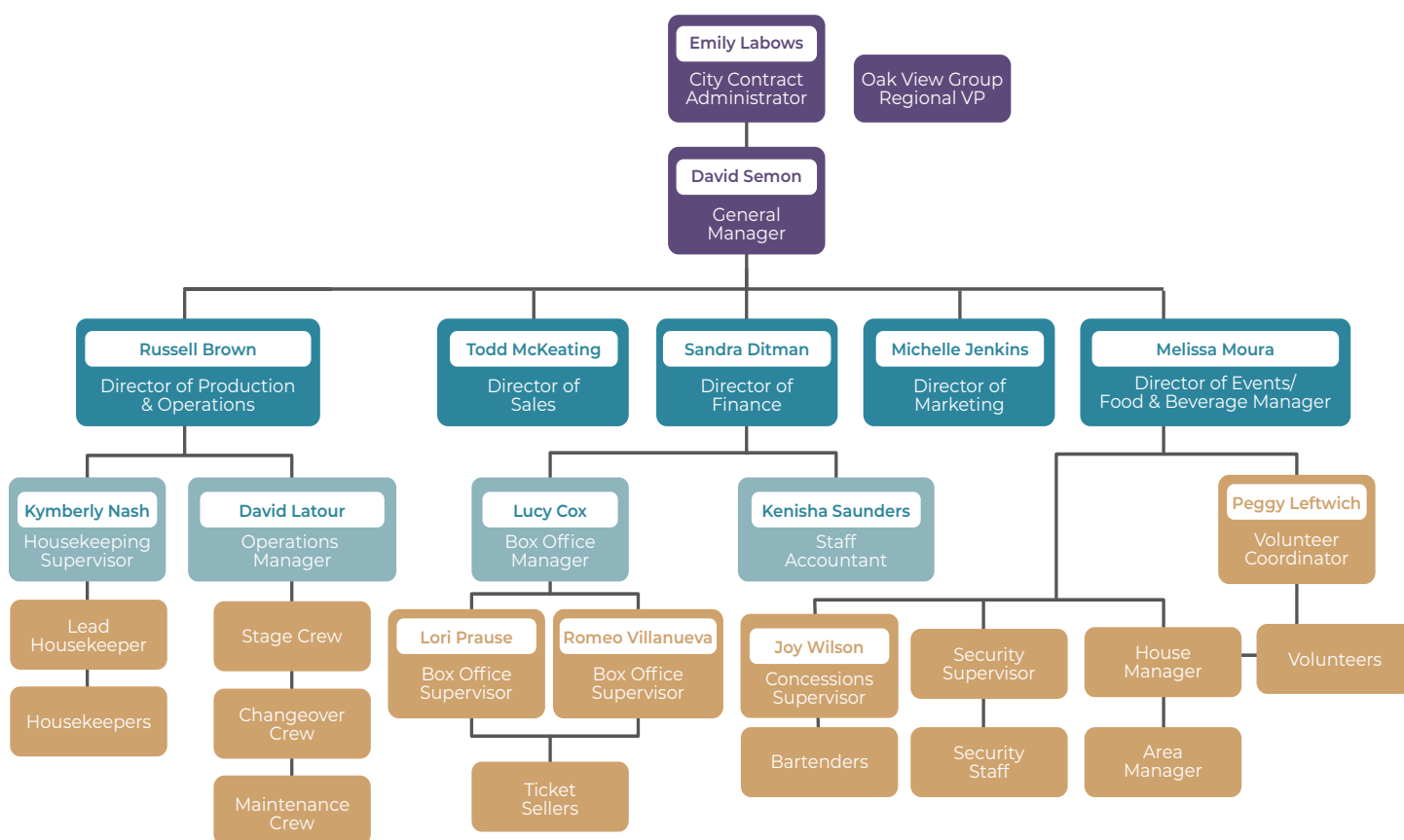
VENUE MANAGEMENT

OVG360 has one simple goal – to provide venues with customized services that produce results. Every venue, market, and venue owner is unique; each has different characteristics, missions, and goals. Therefore, OVG 360 believes each venue requires and deserves customized strategies and solutions to maximize its success. Our services are unrivaled and designed to deliver unprecedented results.





WHO WE ARE: STAFF HEIRARCHY



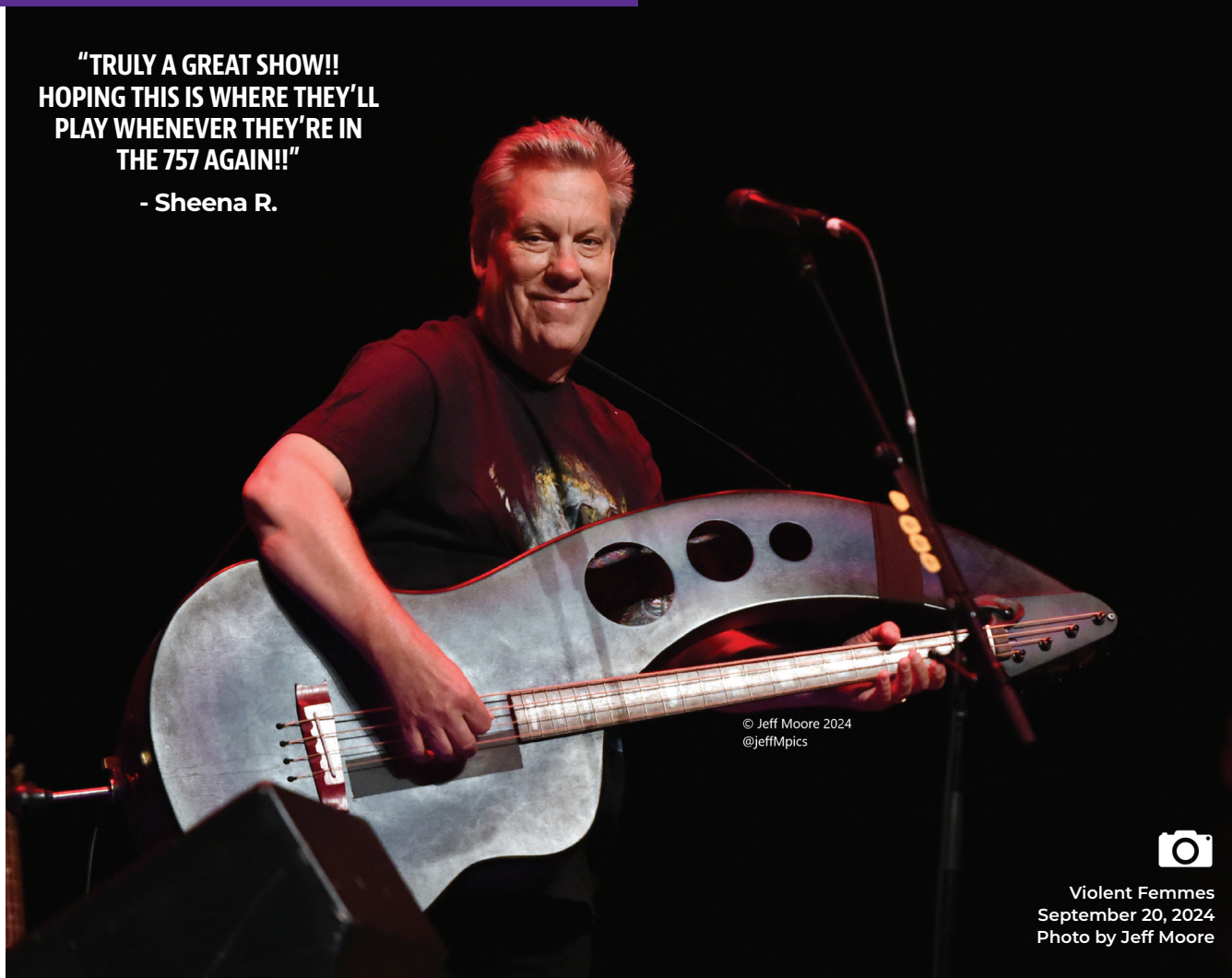
The Sandler Center hosted 343 events in the 2024-2025 season

SHOW HIGHLIGHTS

HIGHEST GROSSING SALES AND ATTENDANCE

"TRULY A GREAT SHOW!!
HOPING THIS IS WHERE THEY'LL
PLAY WHENEVER THEY'RE IN
THE 757 AGAIN!!"

- Sheena R.



VIOLENT FEMMES

Violent Femmes played the Sandler Center to a packed house of 1,301 people, hitting gross sales of \$74,042.50 - the highest of the year.

Violent Femmes formed in 1981 as an acoustic punk band playing on the

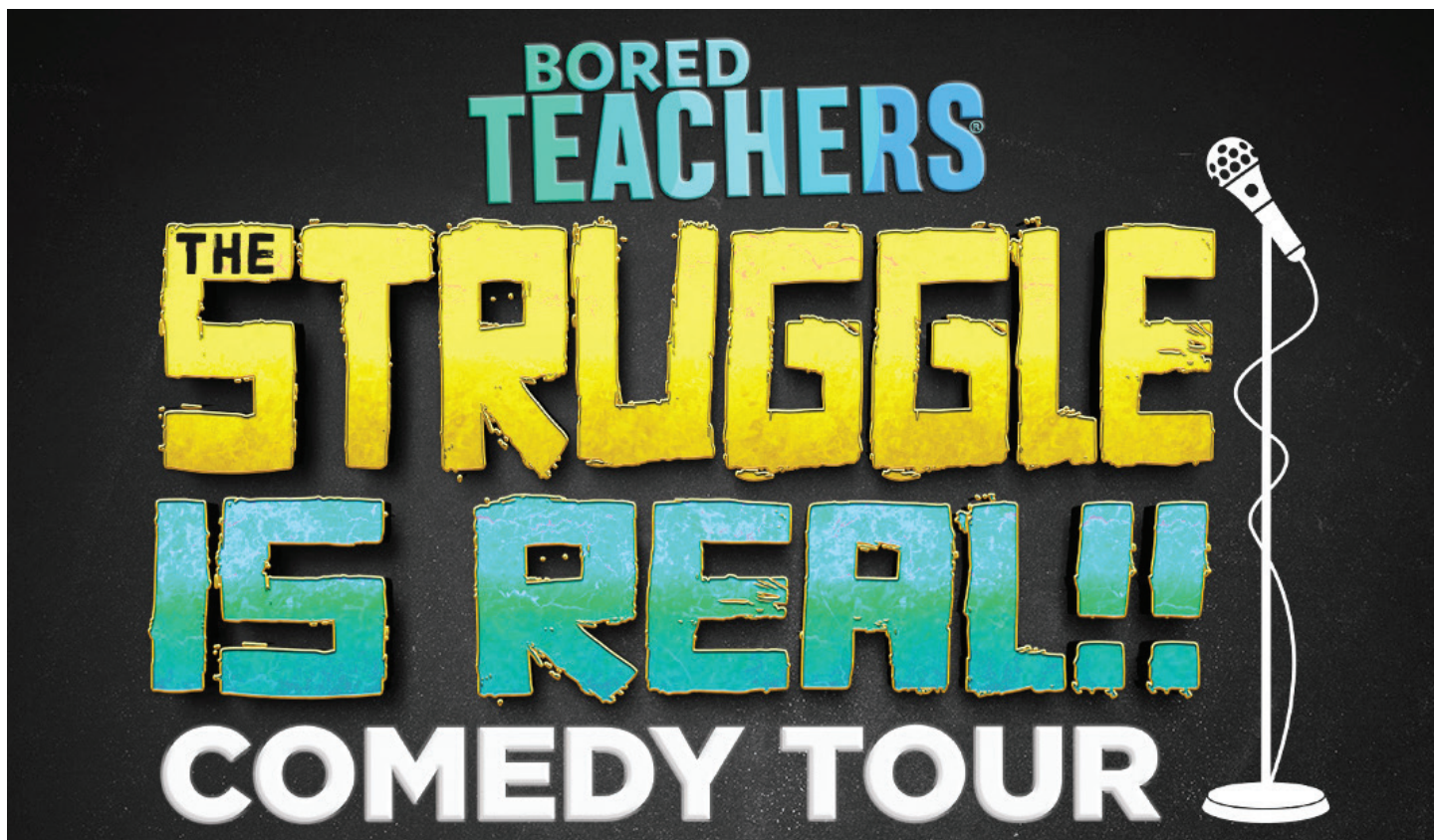
streets of Milwaukee, Wisconsin. Their main influences at that time were Gene Vincent and the Blue Caps and The Velvet Underground. Their goal was to rock harder than any other acoustic act on the planet.

More than 40 years into their careers, Violent Femmes continue to attract young audiences on tour, create lasting music, and inspire people of all ages.

2024 - 2025

SHOW HIGHLIGHTS

HIGHEST GROSSING SALES
AND ATTENDANCE



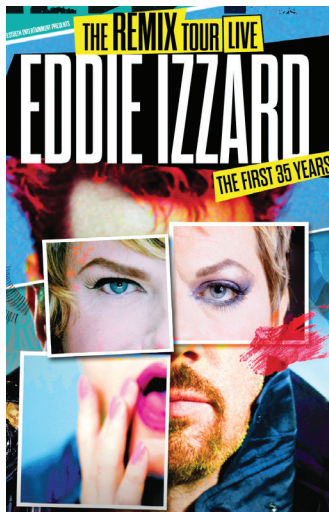
BORED TEACHERS: 1,285 SOLD | \$65,052.50 GROSS

A CELTIC CHRISTMAS | 11.29.24



1,289 Sold | \$69,545 Gross

EDDIE IZZARD | 10.18.24



843 Sold | \$61,839.50 Gross

KATHLEEN MADIGAN | 3.28.25



1,212 Sold | \$59,981 Gross

THE NUTCRACKER | 12/20 - 12/22



6,018 Sold | \$268,376.90 Gross

RESIDENT HIGHLIGHTS



Resident performing arts companies, community groups, and educational organizations form the backbone of the performing arts at the Sandler Center.

The resident companies at the Sandler Center include Virginia Musical Theatre, Virginia Beach Chorale, Virginia Symphony Orchestra, Symphonycity, Ballet Virginia, Tidewater Winds, and Virginia Arts Festival.

Ballet Virginia

- The Nutcracker
- Snow White

Virginia Beach Chorale

- Love Is All You Need
- Harmony Around The Tree

Virginia Musical Theatre

- Beautiful
- A Christmas Carol
- Annie
- Footloose

Virginia Symphony Orchestra

- Pictures at an Exhibition
- Saint-Saëns' Organ Symphony
- Halloween Spooktacular
- Psycho In Concert
- Rachmaninoff's Second Symphony
- Jingle Bell Jam
- Holiday POPS!
- Dancing Princesses
- West Side Story Symphonic Dances
- Mozart's Jupiter Symphony
- Sleepover at the Museum
- Symphonie Fantastique
- The Music of Star Wars

Symphonicity

- East Meets West
- Full Circle
- Harmony Around The Tree
- 42nd Annual Messiah Sing-Along
- The Snowman
- Heaven's Door
- High Seas Adventure
- An Irish Tribute

Tidewater Winds

- Harmony Around The Tree

Virginia Arts Festival

- Cinderella
- MAHLER Symphony No. 9
- Punch Brothers
- Kelli O'Hara
- Coffee Concert I
- Coffee Concert II



2024 - 2025

REVENUE STORY



While overall revenue and admission tax collections were lower than in previous years, the 2024–25 season at the Sandler Center still reflected strong community engagement and steady activity. With 343 events hosted and a total attendance of 138,273, the venue generated \$2.5 million in ticket sales and brought in \$165,093 in admission tax. Although we operated at a loss this year, the continued demand for performances and high level of event activity going into FY26 underscore the Sandler Center's vital role as a hub for arts and entertainment in the region.



CONCESSIONS

In FY25, the Sandler Center saw concessions sales of 4,973 beers, 8,886 glasses of wine, 2,973 craft cocktails, and 9,957 bottles of water. In addition to our regular food sales - 2,618 pretzels, 1,092 cookies - we also introduced a popcorn maker to our kitchen, selling 1,521 boxes.



VOLUNTEERS

Volunteers play a vital role at the Sandler Center, serving in key positions such as ushers, ticket takers, and concessions staff. In FY25, the Sandler Center welcomed 168 dedicated volunteers who contributed an impressive 15,612.70 hours of service. Their efforts resulted in a cost savings of \$496,483.86 for the organization.



SPONSORSHIPS

FY25 saw the return of the TowneBank Jazz Series and Ynot Wednesday, presented by Southern Auto (with title sponsor Ynot Italian). A host of additional sponsors, including APEX Entertainment, Ruth's Chris, California Closets, Armada Hoffer, High Noon Sun Sips, Hoffman Beverage, Tidewater Community College, Ion Solar brought our total gross sponsorships for the year to \$285,480. An increase in Ynot Wednesday sponsorship revenue has been an ongoing positive trend, even as overall event attendance has been on the decline.



"THE QUALITY OF SOUND, COSTUMES,
FACILITIES, PERFORMERS AND STAFF
WERE EXCELLENT! BEST IN AMERICA!"

- Cora

INVESTING IN THE VENUE EXPERIENCE



JJ Grey & Mofro
October 24, 2024
Photo by Jeff Moore

After 18 years, the Sandler Center still looks new, thanks in no small part to yearly capital improvements. FY25 focused on several important upgrades that ensure both the longevity of the facility and the quality of the guest experience. The roof over the lobby and stagehouse was replaced to protect the building's core spaces from weather-related wear. A complete overhaul of the chiller system by Trane R'Newal, along with an upgrade to the HVAC controls, will help maintain efficient climate control for another 20 years. The Miller Studio Theatre floor was refinished to preserve its functionality and appearance. Backstage and performance capabilities were also enhanced with a production network upgrade, a new sound console and IO, and a new lighting console—ensuring the Sandler Center remains a top-tier venue for artists and audiences alike.

FY25 Capital Improvements:

- Replaced the roof over the lobby and stagehouse
- Trane R'Newal conducted a complete chiller overhaul to help it last another 20 years, including an upgrade to the HVAC controls
- The floor in the Miller Studio Theatre was refinished
- Production Network Upgrade
- New Sound console and IO
- New Lighting Console

MARKETING METRICS

Over the past year, the Sandler Center has seen statistical increases across social media, email, and Ticketmaster fan databases. Impression rates are at a high and our relationship with Ticketmaster continues to present notable increases in fan engagement and ticket sales. In FY25, nearly \$100K in ticket sales were driven by direct email revenue, and \$242K were attributed directly to SandlerCenter.org.



FACEBOOK

24,715 Followers
1.6M+ Paid/Organic Impressions
4.4% increase in followers YTD



INSTAGRAM

5,022 Followers
13% increase in followers YTD



X

5,483 Followers
3.4K Paid/Organic Impressions
-2.6% decrease in followers YTD



CYBER CLUB

57,002 Subscribers
13.56% increase in subscribers YTD



Identified Fans
3,940



Married
64%



Child Present
52%



Male
45%



Female
55%

EDUCATION LEVEL

- High School or Less (50.82%)
- College (29.19%)
- Grad School (19.99%)

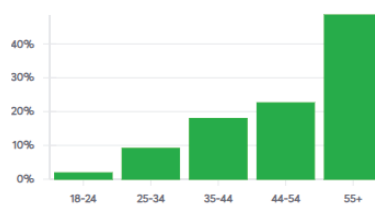


PREFERRED PAYMENT METHOD

- AMEX (9.17%)
- Discover (1.78%)
- MasterCard (16.91%)
- Visa (47.16%)
- Other (24.97%)



AGE RANGES



INCOME



ticketmaster®

Total Lifetime
38,115

New Past Year
9,932

New in Past 30 Days
875

LOOKING AHEAD: 2025-26



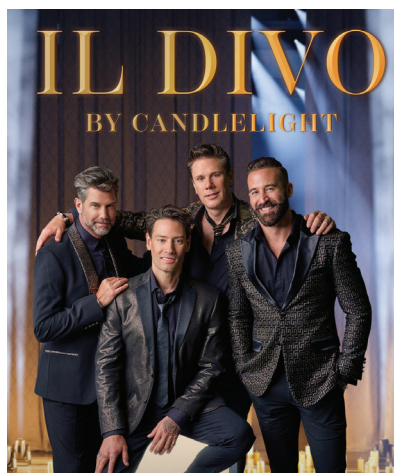
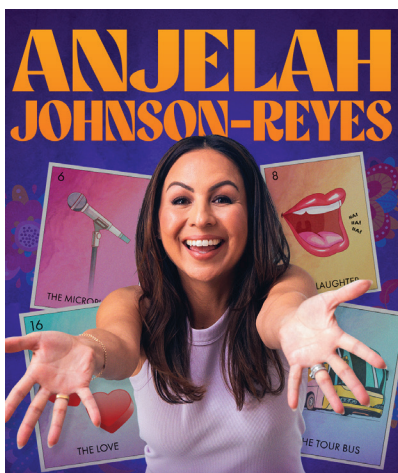
There's so much to be excited about in the 2025–2026 season, and we're looking forward to another year filled with unforgettable, top-tier performances. The Sandler Center's new lineup features an incredible mix of shows, including Anjelah Johnson-Reyes, Gov't Mule, The Price is Right Live, Old Crow Medicine Show, Il Divo, Ancient Aliens, Gabby's Dollhouse Live!, Justin Willman, Keb' Mo', Joe Bonamassa, The Simon & Garfunkel Story, Charlie Berens, and still more to be announced.

Our strong booking partnerships with Bowery Presents, NS2, and Outback continue to thrive, bringing dozens of exciting events to the venue—many appearing here for the very first time. We're also proud to continue our collaborations with our resident and rental partners, ensuring a vibrant and diverse calendar of programming throughout the year.

We remain deeply grateful for the ongoing support of our key

partners, including the City of Virginia Beach, Ynot Italian, TowneBank, Ruth's Chris Steakhouse, Southern Auto Group, and many returning sponsors who help make each season a success.

With a growing calendar of performances and events already taking shape, it's clear the 2025–2026 season is shaping up to be one of our best yet—and we can't wait to welcome you!





SANDLER CENTER
FOR THE PERFORMING ARTS

SANDLER CENTER
for the
PERFORMING ARTS
sandlercenter.org