



City of Greensboro

Melvin Municipal
Office Building
300 W. Washington Street
Greensboro, NC 27401

Agenda Report

File Number: 2024-198

Agenda Item# I.1.

Agenda Date: 3/5/2024. **Department:** Coliseum

Meeting Type: Council Meeting **Category:** General Business Agenda

Title: 2024 – 198 Resolution to Authorize the Award of a Contract to Global Spectrum, LP
D.B.A. OVG360

Council Priority: Place an ‘x’ in the box.

- | | |
|--|--|
| <input type="checkbox"/> Safest City | <input type="checkbox"/> Most Skilled Workforce |
| <input type="checkbox"/> Easiest Place to Do Business | <input type="checkbox"/> Most Connected City |
| <input type="checkbox"/> Youth Sports Capital | <input checked="" type="checkbox"/> Hub of Recreation and Entertainment |
| <input type="checkbox"/> Abundance of Attainable Housing | <input type="checkbox"/> Other/Admin <u>Briefly Explain 3 word maximum</u> |

Council District: All

Public Hearing: No

Advertising Date/By: N/A

Contact 1 and Phone: Larry Davis, Ext. 2002

Contact 2 and Phone: Taiwo Jaiyeoba, Ext. 2002

PURPOSE:

A Resolution is required for the City of Greensboro to enter into a contract with Global Spectrum, LP dba OVG360 for facilities management and booking services for the Greensboro Coliseum Complex and the Steven Tanger Center for the Performing Arts.

BACKGROUND:

On November 11, 2023, the Procurement Services Division conducted a solicitation for the facilities management and booking services of the Greensboro Coliseum Complex and the Steven Tanger Center for the Performing Arts. In response to the City of Greensboro’s call for proposals, Global Spectrum, LP dba OVG360 provided a responsive bid.

A committee of fourteen community members, including several members of the War Memorial Commission and Tanger Center Board, reviewed the proposal and conducted an onsite interview with OVG representatives. The committee unanimously recommended that the City pursue a management agreement with OVG. Subsequently, City Council has met with OVG representatives with opportunities to ask questions regarding OVG’s plan and vision for the Coliseum Complex. With a proven track record of excellence, a passion for innovation, and a dedication to client satisfaction, OVG has demonstrated the experience and capacity necessary to

Vision Statement: “A Community with Endless Economic Opportunities and Exceptional Quality of Life.”

partner with the City in successfully managing the Greensboro Coliseum Complex and Steven Tanger Center for the Performing Arts.

BUDGET IMPACT:

The City's partnership aims to optimize revenue generation from the complex/center while minimizing costs. This involves a monthly management fee paid by the city, offset by a percentage of revenues from naming rights, sponsorships, suite sales, and other premium sources. The goal is to maximize utilization of the complex/center and associated revenue streams, ensuring a positive impact on the city's budget over the long term. By carefully analyzing costs and revenues, conducting sensitivity analyses, and making strategic recommendations, the partnership seeks to achieve financial sustainability while enhancing community access and economic benefits.

ACCOUNT NUMBER:

N/A

RECOMMENDATION / ACTION REQUESTED:

It is recommended that City Council approve a resolution to allow the City Manager to enter into a contract with Global Spectrum, LP dba OVG360 for the facilities management and booking services for the Greensboro Coliseum Complex and the Steven Tanger Center for the Performing Arts.