



OAK VIEW GROUP UNITES OVG FACILITIES & SPECTRA AS OVG360, EXPANDS SERVICES AND EXPERTISE FOR VENUE OPERATORS

**Reimagined Division Offers a Service-oriented, Socially Responsible
Approach to Venue Management**



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LOS ANGELES (February 25, 2022) – [Oak View Group](#), (OVG), the global venue development, advisory, and investment company for the sports and live entertainment industries, today announced it has rebranded its OVG Facilities division and its recent Spectra acquisition as **OVG360**.

In concert with its wide array of clients – arenas, stadiums, convention centers, performing arts centers, cultural institutions, fairgrounds, and beyond – OVG360 has designed a set of service companies focused on driving value for clients in every aspect of business. Drawing upon the lessons learned as an owner/operator in facilities all over the world, OVG360 is designed to offer expertise, resources, and guidance in the areas that matter most to venue operators. The service offerings include:

- Hospitality & Food Services
- Booking & Content Development
- Private Events & Curated Experiences
- Global Partnerships
- Premium Sales
- Integrated Marketing Solutions
- Public Safety
- Public Health, Sanitization & Ventilation
- Sustainable Operations
- Parking & Mobility Services
- Customer Service & Training
- Venue Financing Solutions
- Technology & Integration Consulting
- Procurement Support
- Owner's Representative & Project Management Services
- Retail Development

With an unmatched commitment to sustainability, OVG360 will assist venues and client-partners facing the urgent need to address climate change. The company is introducing GOAL (Green Operations and Advanced Leadership), a program that will provide venues with a roadmap on how to be more sustainable in their operations. The new global consulting and certification program, expected to launch shortly, will focus on environmental sustainability, health & wellness, and equity and social justice in our venues and our communities. OVG360 is in the process of working with a small group of leading, "Legacy Circle" venues, who together are helping define the roadmap for the industry.

Chris Granger, president of OVG360, said, "We need to act urgently, as operators and as humans, to make a difference in what is arguably the biggest fight of our lives. Sustainability, while critically important to all of us, is not a black and white issue. There are shades of green. Our opportunity is to meet venues where they are, across a number of different areas – water, carbon, waste, air quality, food sourcing, etc.- and provide them with a roadmap and tools that can help them operate more sustainably."

“We authentically understand the challenges and frustrations that owner/operators face because we are owners as well,” Granger said. “This isn’t transactional for us. We own buildings. We build buildings. We operate buildings. We put our own capital, our own reputations, and our own expertise on the line every day. As such, we have an opportunity is to share what we’ve learned, across all facets of the venue management business, with our clients, for the betterment of the venue, the artists, the athletes, and the communities in which we serve. Our clients know we are service-oriented, driven by social responsibility, and committed to their success.”

OVG acquired Spectra, one of the industry’s leading food and beverage and hospitality providers, in November 2021 to create the foremost full-service live events company. OVG Hospitality will work with client-partners to overhaul the venue food & beverage experience, with particular focus on local flavors; comfortable, approachable food; speed of service; and innovative partnerships that bring fun back into the food & beverage experience.

OVG360 oversees a combination of venue management, hospitality & food services, and global partnerships activities for over 200 venues across the globe, including Climate Pledge Arena in Seattle, the world’s first carbon-zero arena; UBS Arena in Belmont Park, NY; Acrisure Arena in Palm Springs, Calif.; Moody Center in Austin; Snapdragon Stadium in San Diego; Miami Beach Convention Center; Co-op Live in Manchester, UK; iconic Wembley Stadium in London; and the Singapore Sports Hub.



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About OVG360

OVG360, a division of Oak View Group, is a full-service venue management and hospitality company that helps client-partners reimagine the sports, live entertainment, and convention industries for the betterment of the venue, employees, artists, athletes, and surrounding communities. With a portfolio of more than 200 client-partners spanning arenas, stadiums, convention centers, performing arts centers, cultural institutions, and state fairs around the globe, OVG360 provides a set of services, resources and expertise designed to elevate every aspect of business that matters to venue operators. Service-oriented and driven by social responsibility, OVG360 helps facilities drive value through excellence and innovation in food services, booking and content development, sustainable operations, public health and public safety and more.

About Oak View Group (OVG)

Oak View Group (OVG) is a global sports and entertainment company founded by Tim Leiweke and Irving Azoff in 2015. OVG is focused on being a positive disruption to business as usual in the sports, live entertainment and hospitality industries and currently has eight divisions across four global offices (Los Angeles, New York, London, and Philadelphia). OVG oversees the operations of Climate Pledge Arena at Seattle Center

and UBS Arena in Belmont Park, NY as well as arena development projects for Moody Center in Austin, TX; Acrisure Arena in Palm Springs, CA; Co-op Live in Manchester, UK; and redevelopment projects for Enmarket Arena in Savannah, GA; Bell Bank Park in Mesa, AZ; and projects for Arena São Paulo in São Paulo, BZ; Royal Farms Arena in Baltimore, MD; FirstOntario Centre Arena in Hamilton, ON; and a New Arena in Cardiff, Wales. More information at OakViewGroup.com, and follow OVG on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#).

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