



Sioux City Announces Oak View Group as New Private Management and Food Service Partner at Sioux City Convention Center

SIOUX CITY, IA (January 22, 2024) – The [City of Sioux City Council](#) today announced the expansion of its contract with [Oak View Group](#), the global sports and entertainment company, to include management as well as food and beverage services for the [Sioux City Convention Center](#). The contract is scheduled to begin on April 1, 2024.

The announcement is a key component in the continuing business development at the Convention Center. Oak View Group will play a key role in collaborating on event attraction, food and beverage enhancements, and marketing and sponsorship growth.

“OVG has a successful track record of facility management, both locally and across the country,” said **Bob Padmore, City Manager for Sioux City**. “We look forward to this new partnership with the Sioux City Convention Center.”

The Sioux City Convention Center expands Oak View Group’s footprint in the Sioux City market joining [Tyson Events Center](#) and [Orpheum Theatre](#) as properties managed by both OVG360 and OVG Hospitality, divisions of Oak View Group. In addition, OVG360 manages booking services at the [Seaboard Triumph Foods Expo Center](#) and OVG Hospitality manages food and beverage service at select locations at [Sioux Gateway Airport](#).

Since taking over the Tyson Events Center, OVG360 has reduced the annual operating subsidy and maintained a high level of booking content for the market including top-name shows such as Disney On Ice, Harlem Globetrotters and Hot Wheels Monster Trucks Live and concerts such as Doobie Brothers, Judas Priest and upcoming shows with Journey and Sam Hunt. At the Orpheum Theatre, Oak View Group has reduced the operating deficit by improving the overall mix of content and making improvements in concession operations. Both venues have been upgraded with digital payment processing systems for faster transaction times.

“We are honored that the City of Sioux City has entrusted Oak View Group to guide the next chapter of the Sioux City Convention Center,” said **Greg O’Dell, President, Venue Management, OVG360**. “We see this as an incredible opportunity to bring our depth of experience in the marketplace and around the globe to elevate the visitor experience, support the surrounding community, and drive sustainability. With our relentless pursuit of operational excellence, we look forward to further establishing the Sioux City Convention Center as a leading destination for meetings and conventions.”

Planning begins immediately to ensure a seamless transition for Sioux Center Convention Center clients, guests and employees. Nick Palmiotti, a hospitality industry veteran and current general manager of Oak View Group's properties in Sioux City, will also oversee the vision and operations for the convention center.

It has been an active time for Oak View Group's convention center business. The company was recently awarded management contracts for Chicago's McCormick Place, the largest convention center in North America, Tulsa's Cox Business Convention Center and Grand River Center in Dubuque, IA -- growing a portfolio that also includes the Miami Beach Convention Center, Atlantic City Convention Center, the Kay Bailey Hutchison Convention Center in Dallas, Overland Park Convention Center in Kansas, Duke Energy Convention Center in Cincinnati and many others.

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's mission is to be a positive disruption to business as usual in the sports, live entertainment, and hospitality industries. OVG is world-renowned as the leading full-service live entertainment and hospitality group, with 10 major new arenas either open or under development including: Climate Pledge Arena at Seattle Center; UBS Arena in Belmont Park, NY; Moody Center in Austin, TX; Acrisure Arena in Greater Palm Springs, CA; and CFG Bank Arena in Baltimore, MD; as well as arena development projects for Co-op Live in Manchester, UK; Anhembi Arena in São Paulo, Brazil; FirstOntario Centre in Hamilton, ON; a New Arena and entertainment district in Las Vegas, NV; and a New Arena in Cardiff, Wales. OVG360 is a full-service venue management, hospitality solutions, and venue services company servicing more than 400 arenas, stadiums, performing arts centers, culture institutions, and convention centers world-wide. More information at OakViewGroup.com, and follow OVG on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#).

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