



City of Greensboro Announces Oak View Group as New Private Management Partner for Greensboro Coliseum Complex and Steven Tanger Center for the Performing Arts

Global sports and entertainment company selected after competitive RFP process

GREENSBORO, NC (March 5, 2024) – Following a unanimous vote by the Greensboro City Council this evening, the [City of Greensboro](#) announced [Oak View Group](#) as the successful bidder for private management and booking services contracts for the [Greensboro Coliseum Complex](#) and the [Steve Tanger Center for the Performing Arts](#).

The successful bid follows an extensive procurement process and includes managing the daily operations and booking services for the Coliseum Complex and the Tanger Center. The Greensboro Coliseum Complex is a multi-facility complex that serves the Greensboro community and its surrounding areas.

The Complex is made up of nine venues, the largest being the renowned 22,000-seat **Greensboro Coliseum**, which boasts a storied history of hosting prestigious sporting events and legendary artists. The Complex also includes the 167,000-square foot Special Events Center, White Oak Amphitheatre, Piedmont Hall, the Novant Health Fieldhouse, Greensboro Aquatic Center, The Terrace, ACC Hall of Champions, and the 300-seat Odeon Theatre.

The **Tanger Center** is a state-of-the-art theater that has hosted over 700,000 patrons for touring Broadway productions, concerts, the Greensboro Symphony Orchestra, and family entertainment since opening in downtown Greensboro two years ago.

CITY QUOTE

In addition to venue management, Oak View Group will play a key role in collaborating on event attraction, marketing, and sponsorship growth. OVG360, a division of global sports and entertainment company Oak View Group, currently provides management and booking services in venues worldwide, including arenas, stadiums, convention centers, performing arts centers and more. Properties managed by OVG360 include PPG Paints Arena in Pittsburgh, PA, home of the NHL's Penguins and concerts, the Atrium Health Amphitheater in Macon GA, a 12,000-capacity outdoor venue scheduled to open later this month, and McCormick Place, the largest convention center in the US.

"We are honored that the City of Greensboro has entrusted Oak View Group to guide the next chapter of the Greensboro Coliseum Complex and the Tanger Center," said **Peter Luukko, Co-Chairman, OVG360**. "We see Greensboro as an incredible growth market and value the

opportunity to shape unforgettable experiences and leave a lasting imprint on the cultural heartbeat of the city. In collaboration with our city partners, we also look forward to utilizing our depth of experience and industry resources to help grow the live entertainment offerings, elevate the attendee experience, and inspire a diverse workforce.”

Planning will begin immediately to ensure a seamless transition for Greensboro Coliseum Complex clients, guests, and employees.

CITY BOILERPLATE

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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