



Marcus Performing Arts Center Announces Oak View Group As Exclusive Hospitality Partner

*A new culinary program launches Sept. 30, bringing
local flavors and faster service to MPAC audiences*

(Milwaukee, WI – September 16, 2025) – The Marcus Performing Arts Center (MPAC) today announced a new partnership with Oak View Group (OVG), the global leader in live event venue development, management, premium hospitality services, and 360-degree solutions, as its exclusive hospitality provider. The partnership places a strong emphasis on showcasing local vendors, enhancing speed and convenience of service, and reinforcing a shared commitment to sustainability.

Beginning September 30, OVG Hospitality will manage all food and beverage services at the Marcus Performing Arts Center, including bars, food kiosks, private events, and public performances. In addition to enhancing the experiences guests already enjoy, OVG Hospitality will introduce new offerings that showcase regional vendors and deliver an experience as memorable offstage as it is onstage.

"At the Marcus Performing Arts Center, our goal is to create extraordinary experiences for our guests," **said Kevin Giglinto, MPAC President & CEO**. "By combining OVG Hospitality's expertise with our commitment to our community and the arts, we're elevating every aspect of the guest experience, reinforcing MPAC's role as a premier destination for the arts."

The first production to debut the new hospitality program will be *MRS. DOUBTFIRE*, opening on September 30 at 7:30 p.m. as part of the 2025/26 Johnson Financial Group Broadway at the Marcus Center Season. Tickets are available now at [MarcusCenter.org](https://marcuscenter.org). Guests of the Broadway musical comedy will enjoy a specialty cocktail for the occasion called Doubtfire!, which combines Casamigos jalapeno tequila, agave and guava sour, topped with ginger beer.

"Working with a venue as iconic as the Marcus Performing Arts Center gives us the opportunity to do what we do best – bring local flavor to life in a way that complements the performances on stage," **said Ken Gaber, President, OVG Hospitality**. "Having spent several years working in hospitality in Milwaukee, I know firsthand how much pride this city takes in its food and its culinary talent, and that is reflected in our approach to enhancing the guest experience."

With OVG Hospitality on board, guests can look forward to a fully cashless experience and more points of service throughout the venue. The number of bars for performances in Uihlein Hall will increase across all five levels, ensuring quicker and more convenient access at every turn. Intermission service will also be expanded to all levels. In keeping with MPAC's strong local ties,

approximately 90 percent of vendors featured are based in the Milwaukee area, reflecting the region's rich culinary culture and homegrown traditions.

As one of Milwaukee's cultural cornerstones, the Marcus Performing Arts Center continues to serve as a gathering place for all, bringing people together through world-class performances and shared experiences. This new partnership with OVG Hospitality ensures MPAC delivers not only unforgettable moments on stage but also hospitality that reflects its standing as one of Southeastern Wisconsin's leading performing arts destinations.

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