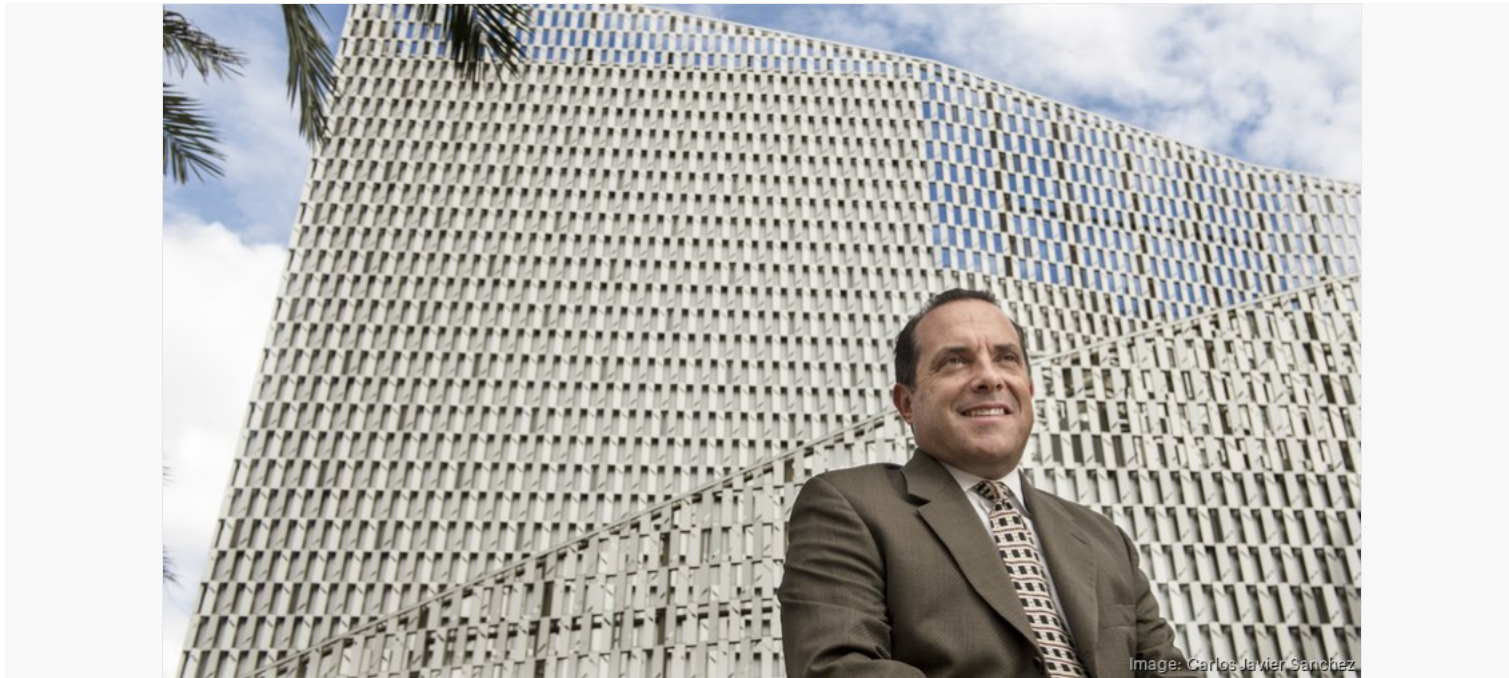


Media & Marketing

Tobin Center CEO eyes big business boost from global alliance

Oak View Group expected to connect SA theater and its entertainment entity with more live events and sponsors.




Michael Fresher, CEO of the Tobin Center for the Performing Arts and Tobin Entertainment, has aligned both with a global entertainment company.

CARLOS JAVIER SANCHEZ | SABJ



By [W. Scott Bailey](#) – Senior Reporter, San Antonio Business Journal
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As ticket and sponsorship revenue from live entertainment events in the U.S. continues to surge post-pandemic, [venue operators](#) are scrambling to grab more of that business.

In San Antonio, the Tobin Center for the Performing Arts and its affiliated organization, Tobin Entertainment, are making moves to take full advantage of that spike. They've teamed with Los Angeles-based Oak View Group, a global [venue development](#), advisory and investment firm specializing in live entertainment and led by some of the biggest names in the industry.

The Tobin Center has joined Oak View Group's Theater Alliance, a network of venues from across North America. It's a move that Michael Fresher, CEO of the Tobin Center and Tobin Entertainment, believes will benefit both entities through greater [event booking](#) and sponsorship support.

"Oak View Group reached out to us," Fresher said. "We have exclusivity in our market. We're the only theater that is going to be part of this alliance in San Antonio."

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It's the increased revenue opportunities the Tobin expects to gain through the alliance that drew Fresher's attention.

"The Theater Alliance supports these critically important institutions and helps them thrive," its director, Noël Mirhadi, said. "The alliance allows us to support The Tobin Center's continued growth and future success."

In San Antonio, the alliance will provide the Tobin a platform for booking, content development, procurement and sponsorship sales opportunities. OVG Vice President Joe Giordano said it will present member venues with opportunities they didn't know existed.

“We’ll take whatever shows that come their way, but that’s not why we got into this,” Fresher said, pointing to the enhanced revenue opportunities. “It really enhances our sponsorship efforts on a much more national platform.”

Prior to the pandemic, the Tobin Center launched Tobin Entertainment, which has booked and promoted events in dozens of venues across the U.S. It’s worked to build relationships with agents and acts and has become a key complement to the Alamo City theater’s operations.

Fresher believes Tobin Entertainment can also benefit from the OVG’s connections.

“We’re in 33 states and 88 cities now,” he said. “With Tobin Entertainment being a national entity, there are opportunities to work with Oak View Group on the sponsor and the booking side.”

T H E L I S T

Meeting & Convention Facilities

Total meeting space square footage

Rank	Prior Rank	Facility name, Prior year's rank
1	1	Henry B. Gonzalez Convention Center
2	2	JW Marriot San Antonio Hill Country Resort & Spa
3	3	Alamodome

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