



**2024
ANNUAL
REPORT**

PUEBLO MEMORIAL HALL

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PUEBLO MEMORIAL HALL

STATEMENT OF PURPOSE

Pueblo Memorial Hall is a theater in the heart of Downtown Pueblo, with production abilities for concerts, theatrical plays and more, boasting 1,600 seats. Memorial Hall serves tens of thousands of attendees each year to some of the best entertainment the city has to offer.

Oak View Group's mission at Pueblo Memorial Hall is to:

- Drive economic impact in the Downtown Pueblo area.
- Operate in a fiscally responsible manner.
- Consistently provide superior customer service.
- Provide the residents in Southern Colorado a place to meet, play, and experience events that enhance living in Pueblo, CO.

"We believe in the POWER of live events. - As a company and as individuals we are committed to actively empowering and strengthening our communities. We recognize and embrace our responsibility as global citizens to mobilize and scale our resources to connect people and inspire positive and substantive change around the globe." - Oak View Group





PUEBLO MEMORIAL HALL

MESSAGE FROM GENERAL MANAGER KEVIN ORTIZ

It is with great pride that I present the 2024 annual report for Pueblo Memorial Hall. This past year was marked by continued momentum, community connection, and significant achievements that helped solidify our venue as a top-tier destination for live entertainment in Southern Colorado.

In 2024, we hosted 62 events with over 36,300 attendees, welcoming guests from across the country—with the largest tourist attendance coming from Colorado Springs and Cañon City. We sold more than 30,000 tickets, and our top-performing shows—Felipe Esparza, Three Dog Night, and Tracy Lawrence—brought unforgettable experiences to our stage and showcased the diversity of programming we strive to offer the Pueblo community.

Financially, we are proud to report that we beat our budget by \$58,979, a testament to the strength of our programming, the hard work of our team, and the ongoing support of our patrons. This year also saw continued growth in fan engagement, with an increase of 1,900+ new social media followers, reflecting our ongoing efforts to expand our reach and connect with audiences both locally and beyond.

We remain committed to bringing high-quality entertainment to Pueblo while creating memorable experiences for every guest who walks through our doors. Our focus moving forward is to build on this momentum, continue strengthening partnerships, and explore new opportunities to serve and uplift the community.

I'd like to extend my sincere gratitude to the City of Pueblo, the community members who continue to support our events, and the dedicated staff of Oak View Group at Pueblo Memorial Hall. Your passion, commitment, and collaboration are what make this venue truly special. Here's to another successful year of growth, entertainment, and community events.

Sincerely,

Kevin Ortiz General Manager



ABOUT OAK VIEW GROUP

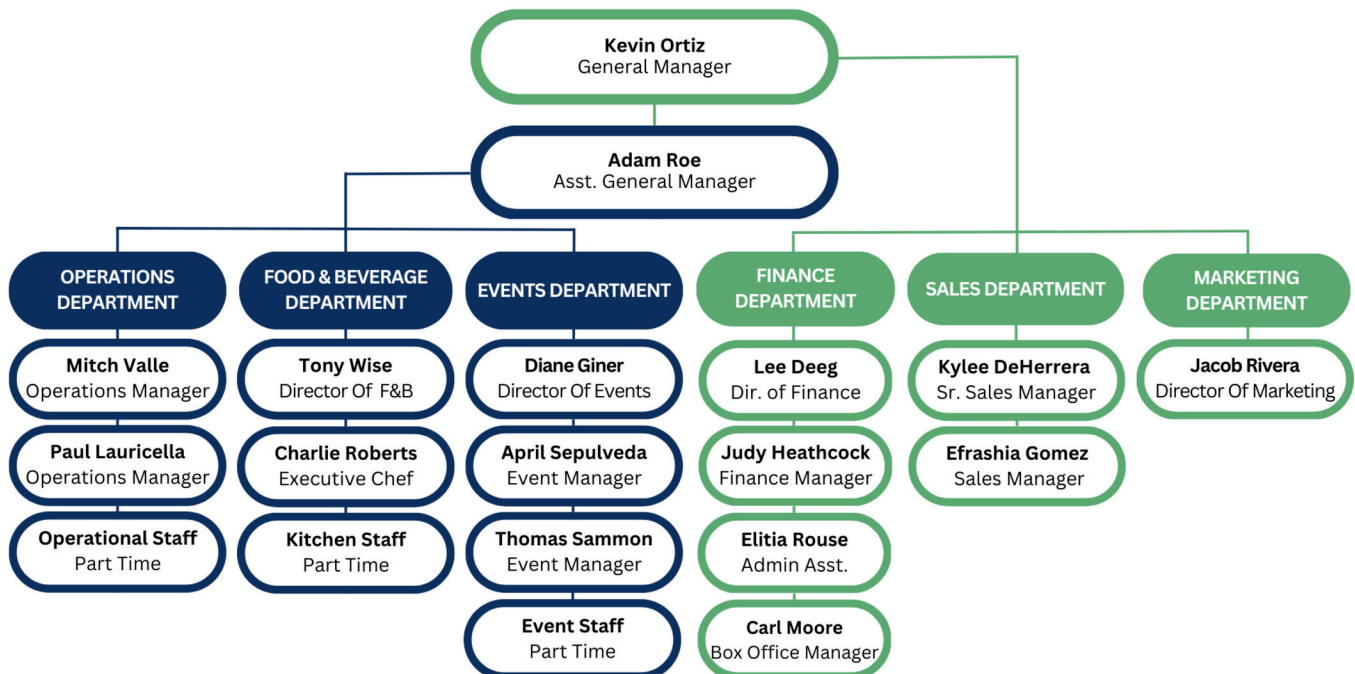
MEMORIAL HALL'S VENUE MANAGEMENT PARTNER

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 300 client-partners spanning arenas, stadiums, convention centers, performing arts centers, cultural institutions, and state fairs around the globe, Oak View Group 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, Oak View Group helps facilities drive value through excellence and innovation in food services, booking and content development, sustainable operations, public health and public safety and more.

Oak View Group is proud to be the exclusive management company for Pueblo Memorial Hall since the renovation was completed in 2014.

OAK VIEW GROUP

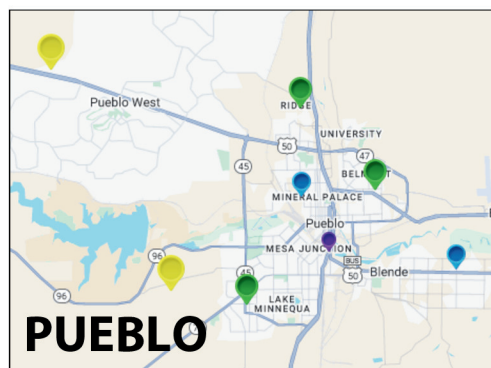
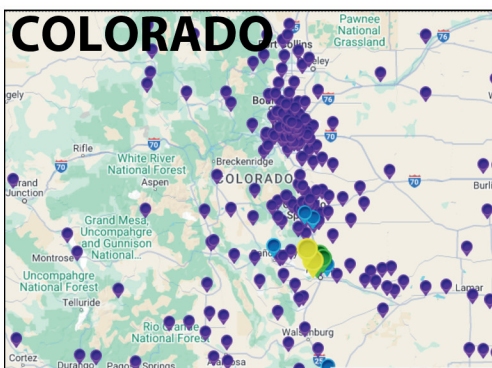
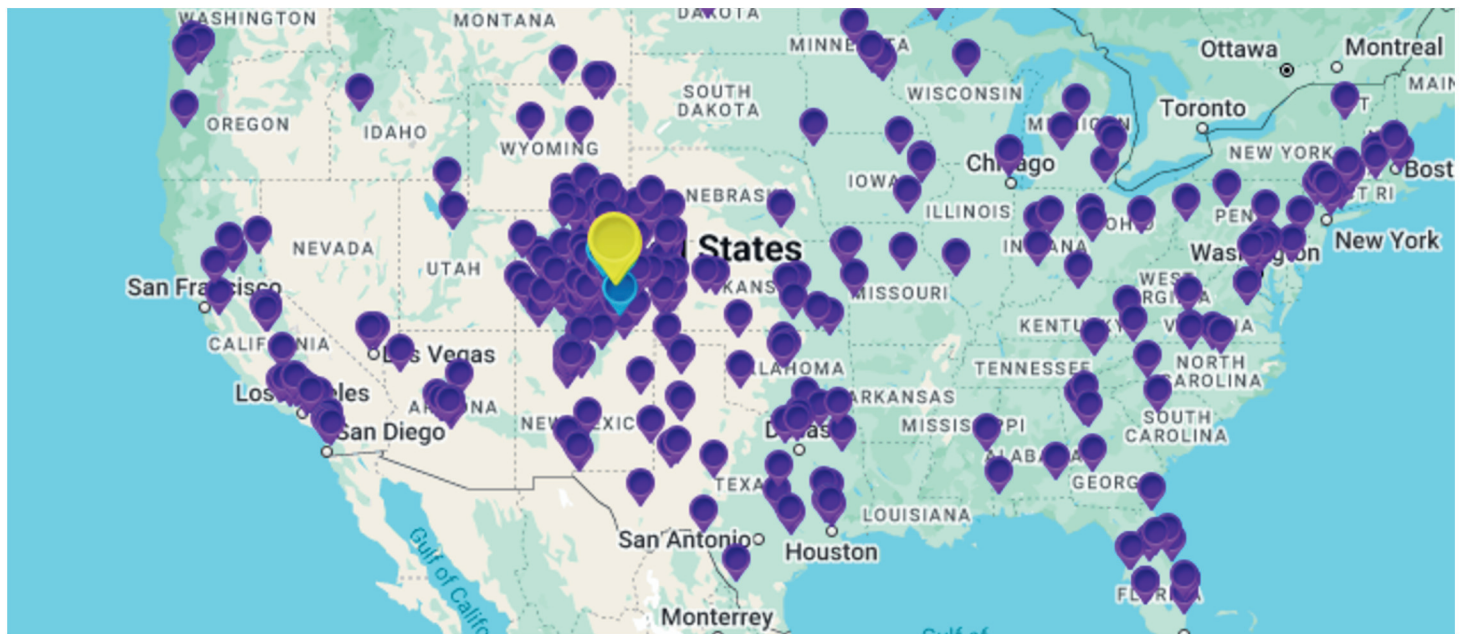
MEET THE STAFF



2024 FINANCIAL PERFORMANCE

	ACTUAL	BUDGET	VARIANCE
Number of Events	62	40	22
Attendance	36,384	38,850	(2,466)
Direct Event Income	\$ 170,577	\$94,992	\$75,565
Ancillary Income	\$118,478	\$121,930	\$(3452)
Surcharge Revenue	\$78,335	\$75,285	\$3,050
Total Event Income	\$367,370	\$292,207	\$75,163
Miscellaneous Income	\$19,058	\$ 600	\$8,458
Advertising Income	\$0	\$5,100	\$4,900
Total Other Income	\$19,058	\$5,700	\$13,358
Indirect Expenses	\$672,335	\$642,793	\$(29,541)
OPERATING NET INCOME	\$(285,907)	\$(344,886)	\$ 58,979

Ticket Sales by Region



Top 5 City Market Share

1. Pueblo/West
2. Canon City
3. Colorado Springs
4. Rural Southern CO
5. Denver
6. Albuquerque



2024 KEY HIGHLIGHTS

62

TOTAL EVENTS

36,850+

TOTAL ATTENDANCE

30,020

TICKETS SOLD

\$1,150,793

TICKET GROSS REVENUE

TOP TICKET SELLERS

Felipe Esparza - 1,495

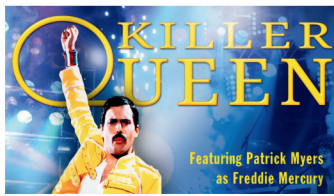
Three Dog Night - 1,355

Tracy Lawrence - 1,264

Wild Kratts - 1,196

Steve Trevino - 1,143

PUEBLO MEMORIAL HALL 2024 TICKETED EVENTS



PUEBLO MEMORIAL HALL

AUDIENCE GROWTH

In 2024, we contributed to the growing trend of acquiring new followers across all platforms. The level of fan engagement will be crucial for the success of future marketing initiatives for upcoming events. With Facebook as our primary channel for engaging with fans, we successfully added 1,900 engaged followers!



14,395 FACEBOOK FOLLOWERS
1,900 NEW FACEBOOK FOLLOWERS IN 2024



1,735 INSTAGRAM FOLLOWERS
176 NEW INSTAGRAM FOLLOWERS IN 2024



9,357 ACTIVE SUBSCRIBERS
4,506 NEW EMAIL SUBSCRIBERS IN 2024



209,000+ SITE SESSIONS



The entire Oak View Group Pueblo team would like to extend a heartfelt “Thank You” to the City of Pueblo, for allowing us to serve the community and for putting your continued trust into our team and supporting our success!



