



BUDDY HOLLY HALL OF PERFORMING ARTS AND SCIENCES AND LEGENDS GLOBAL NAME SHANNON HALL GENERAL MANAGER

(LUBBOCK, TX – September 29, 2025) [Buddy Holly Hall of Performing Arts and Sciences](#) in Lubbock, Texas has announced the appointment of Shannon Hall as general manager. The venue is managed by [Legends Global](#), premier partner to the world's greatest live events, venues, and brands.

With more than 20 years of experience in the live entertainment industry, Hall brings a dynamic blend of strategic leadership, operational expertise, and community-centered vision to one of Texas's premier cultural venues.

Hall joins Buddy Holly Hall following a distinguished 17-year tenure at the Broward Center for the Performing Arts in South Florida, where she held a variety of roles that evolved into senior leadership. Beginning in the marketing department, she transitioned into finance, ultimately culminating in her appointment as general manager of the Rose and Alfred Miniaci Performing Arts Center – an affiliated venue operated by the Broward Center at Nova Southeastern University. In this role, Hall integrated her expertise in marketing, finance, programming, and community engagement to drive growth and elevate the venue's impact.



Prior to her time at the Broward Center, Hall built her foundation at some of the most respected organizations in the performing arts industry, including Broadway Across America and Live Nation Concerts, where she gained expertise in ticketing, accounting, executive support, venue operations and audience development.

"Hall has had so many notable achievements throughout her career, from major contract negotiations and leading capital improvement projects, to unlocking new revenue streams and increasing ticket sales, all while remaining committed to diverse programming," said Brandon Berry, regional vice president for Legends Global. "All of these diverse experiences, combined with her passion for the power of live entertainment, Hall is poised to expand the venue's impact, elevate guest experiences, strengthen its role as a cultural cornerstone for West Texas and enhance its reputation as a premier destination for live entertainment and artistic excellence."

"We are beyond excited to welcome Shannon to Buddy Holly Hall and Lubbock," stated Dan Pope, Buddy Holly Hall Board Chair. "Her talent, experience, and enthusiasm make her a great fit for both our venue and the people we serve throughout our community."

“I’m honored to begin this exciting new chapter with Legends Global at Buddy Holly Hall,” said Hall. “Live entertainment has shaped both my professional journey and personal passion. I’m eager to build on the Hall’s reputation for excellence while deepening its connection to the Lubbock community. I’m especially grateful to the mentors, colleagues, and family members who have supported me throughout my career—particularly my husband, sons, and the incredible women in my life who helped me balance motherhood with a demanding career.”

About the Buddy Holly Hall of Performing Arts and Sciences

The Buddy Holly Hall of Performing Arts and Sciences is a 222,000-square-foot, state-of-the-art performing arts center in Lubbock, Texas. Proudly, the ‘Home to Broadway in Lubbock’ and The Buddy Holly Hall is a destination for professional concerts, theater, and a multitude of community events. In addition to our 2,300-seat beloved Helen DeVitt Jones Theater, The Buddy Holly Hall also houses our Crickets Theater with a capacity of 392 plus our campus provides a multitude of flex spaces for private events. As a 501(c)(3) nonprofit operated by Legends Global, The Buddy Holly Hall is dedicated to building community through extraordinary experiences, creative collaboration, and inclusive access to the arts, entertainment, and education. Learn more at BuddyHollyHall.org.

About Legends Global

Legends Global is the premier partner to the world's greatest live events, venues, and brands. We deliver a fully integrated solution of premium services, including feasibility & consulting, owner’s rep, sales, partnerships, venue management, hospitality, merchandise, and content & booking. Through our white-label approach, we keep our partners front and center while leveraging the power of our global network: over 450 venues, 20,000 events, and 165 million guests annually. To learn more, visit us at www.LegendsGlobal.com and follow us on [LinkedIn](#) and [Instagram](#).

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