



SPORTS & ENTERTAINMENT AUTHORITY

HENRICO COUNTY, VIRGINIA

To wit:

A regular meeting of the Board of Directors of the Sports & Entertainment Authority of Henrico County, Virginia, was held at 10:00 a.m. on Wednesday, March 19, 2025, at the offices of the Economic Development Authority of Henrico County, Virginia, at 4300 East Parham Road, Henrico, VA 23228.

DIRECTORS PRESENT

Steven J. Yob, Chair
Shareema Williams, Treasurer
Jen Kostyniuk, Secretary
Perry Miller
Paula Pando

DIRECTORS ABSENT

Peter Farrell, Vice Chair

DIRECTORS PARTICIPATING ELECTRONICALLY

Todd 'Parney' Parnell

OTHERS PRESENT

Dennis Bickmeier, HSEA Executive Director
Dawn Miller, HSEA Staff
Michael McCormack, HSEA Staff
Megan Hazzard, HSEA Staff
Jacque Frame, HSEA Staff
Tom Yeager, HSEA Staff
Rob Welch, HSEA Staff
Heather Grubb, HSEA Staff
Alyssa Brown, County Attorney
Lauren Toombs, County Attorney
Fred James, Information Technology Systems Developer

Mr. Yob called the meeting to order at 10:05 a.m.

Electronic Participation

Mr. Yob informed the Board that Mr. Parnell was unable to physically attend the meeting in person due to personal travel. He stated that Mr. Parnell had requested to participate remotely from his location in Arizona. Mr. Yob stated that the Board had arranged for Mr. Parnell to be heard by all persons at the meeting location and that there was a quorum physically assembled at the meeting location.

With a motion by Mr. Yob seconded by Mr. Miller, the motion passed, and Mr. Parnell's electronic participation in the meeting was approved, with Ms. Pando, and Kostyniuk and Messrs. Miller, and Yob all voting "aye".

Approval of the January 15, 2025, Minutes

Mr. Yob asked if there were any corrections or additions to the minutes of the January 15, 2025, meeting. Hearing none, with a motion made by Mrs. Kostyniuk, seconded by Mr. Miller, the motion passed, and the minutes were approved, with Ms. Kostyniuk, and Pando, and Messrs. Miller, Parnell, and Yob all voting "aye".

Property Update

Mr. Bickmeier provided an update on HSEA owned properties that includes two parcels adjacent to Recreation and Parks and the St. Gertrudes / Outdoor Athletic Complex (OAC). There is a lot of activity with our OAC current rentals that includes discussion of a potential future tenant. The EDA owns the Crossing Golf Course. EDA and HSEA are aligned in the course's future with a goal to maintain the Dominion Energy Charity Classic. Pros Inc. will begin the renovation once it receives approval from Planning and permitting and secures capital. The local PGA Tour reps are actively working with tour sponsorships.

Mr. McCormack reported on the progress of Glover Park expansion, phase two. The expansion is a partnership with Glover Park and Prep Baseball Report (PBR) of which PBR is funding and building the four-diamond baseball complex. CHA is a local architecture and engineering firm overseeing the project. Current discussions include synthetic turf and lighting contracts. Progress is strong at Glover Park and new housing communities are being built in the area.

Mr. McCormack said HSEA has an operator's agreement with PBR, and that an estimated thirty tournament weekends will be hosted each year. The two baseball fields, one of which will have a small

stadium, will be able to host college events. The stadium will have fixed seating with options for future expansion.

Ms. Hazzard reported on the OAC. She noted that St. Gertrudes will continue to use tennis courts through an agreement. Faceoff Factory, Richmond Goalkeeping, Panthers Field Hockey, and Spidershotz rent the multipurpose fields, with more interest coming in and interest from a long-term tenant. These rental agreements provide revenue for HSEA. Ms. Hazzard noted that construction has begun next to the multipurpose fields. The development company needs access for Scott Farm infrastructure which requires access from OAC, so HSEA needs to discern what to do with the property while construction is going on.

The Crossings Golf Course is renovating the clubhouse and restaurant. The restaurant is scheduled to reopen in April. They have maintained the putting green and want to reopen the putting green and driving range. It was noted that the EDA holds the operating agreement and that will likely stay with the EDA since it owns the land.

A-10 Championship Week Recap

Mr. Bickmeier provided the A-10 Women's Basketball Championship tournament recap. He stated that this event is a collaboration with Richmond Region Tourism (RRT). It is a signature event with national exposure. He thanked Mr. Miller and Richmond International Airport, along with Ortho VA and The 288 Group partnerships, for their support of the Terminal Takeover court display. This display resonated with the arriving basketball teams. Mr. Bickmeier stated the HSEA is negotiating an extension agreement with the A10 conference with the next step of taking it to the conference athletic directors. It has the potential to be a two-year extension with a third-year option. The goal is to make this tournament, and others like it, a community event that would support a championship with out-of-town teams and a community that wants to come out and watch good women's basketball.

Ms. Hazzard represented HSEA as the A-10's primary contact. New initiatives to this year's championship week included the International Women's Day Brunch and Panel. It featured four speakers, including Board of Supervisor Ms. Roundtree. Approximately 100 registered for the brunch which included Saturday game day tickets. IWD brought in new sponsors and pushed corporate vouchers, and corporate reads highlighted the sponsors to make it a community event. The second new initiative was Chamber on the Courts sponsored by Hanover Chamber and ChamberRVA. 75 registered for the inaugural event. Also new to this year's tournament, was the selling of all session passes. The Education Day, hosted by two great emcees, entertained two thousand students over two days, Thursday and Friday. Students received a backpack full of goodies and educational items. HSEA is sending 2025 save the date to schools in Hanover, Henrico, Richmond, and to homeschool coop students.

Ms. Kostyniuk stated that the broadcast list reached 1.2 billion. Social media billboards on interstate 95 and the airport activation are evidence that marketing did a great job for this year's tournament. Mr. Bickmeier reported that the NBC nightly news ran a story on the NCAA teams featuring George Mason winning its first championship title at the Center. Local interviews continued past championship day.

Mr. Abbott managed all the team sparkle that occurred at the beginning of the games and during halftime. This includes the anthems and half-time entertainment and performances. Deep Run High School Advance Marketing class created a marketing campaign for the school that concluded with a wing eating contest during halftime. Mr. Bickmeier and Ms. Miller met with the students during multiple classes to help develop the promotional campaign. The Godwin Marketing class attended a job shadowing class held at the Center where HSEA and ASM staff shared their career experiences. The Team Hospitality gained momentum this year. With each successive win, George Mason's hospitality numbers grew to over 125 by Sunday. Rhode Island and Davidson also purchased hospitality spaces and school bands and cheer groups ordered box lunches, all increasing hospitality revenue. TV production ordered breakfast and lunch. The week was operationally well run and streamlined from 2024. There were four production companies onsite over 5 days which included ESPN+ & Peacock. Mr. Yeager commented that the experience Henrico provides is unique and reflects its attention to detail. The rapport that has been developed between HSEA and A10 is optimal.

Mr. Bickmeier noted that the HSEA team is actively looking at additional women's basketball opportunities in an attempt to grow the brand. He also noted that this opportunity is on the back end of the tournament week.

In conclusion, the goal is to create the welcoming environment from the time teams and visitors get off the plane all the way to arriving at the hotel room.

Committee Reports

Marketing & Guest Services

Ms. Kostyniuk reported the next meeting is scheduled for April 7th. She congratulated Ms. Miller and the HSEA team on the remarkable and effective A-10 Women's Basketball Championship week marketing campaign.

Facilities / Events

Mr. Parnell reported on the March 12, 2025, committee meeting. He stated that the committee reviewed upcoming events and usage of the fields. The Jefferson Cup is currently being held throughout the region. This event takes place over four weekends. Also discussed was A-10 Championship week and the successes of the entire event as well as the events within the event. The school bands were impressive and could inspire a future battle of the bands contest at the Center. The committee stressed the need to make sure our facilities facilitate repeat business. The committee will work on identifiable weak points to bring them back.

Strategic Planning

Ms. Pando reported on the January 27, 2025, committee meeting. She noted that the Strategic Planning placemat was reviewed which included a look at how the FY25/26 budget impacts the implementation of the strategic planning strategies such as the talent development, leadership training, annual training and conference attendance and hiring of the financial analyst. The 24/25 economic increase over 23/24 is due to the opening of the Center in late 2023 providing the County with the ability to host indoor events. The Center supports the social and cultural impact through education, through the community's

involvement, and its welcoming atmosphere. The committee discussed the private-public partnerships and sports tourism grants. The committee will prioritize the implementation of pre-defined goals.

Mr. Bickmeier noted that the Strategic Planning placemat was presented to the Board of Supervisors during the Legislative Budget Review. The Board of Supervisors provided feedback on the placemat as well as HSEA's impressive progress and current successes.

Finance

Ms. Williams reported next quarterly committee meeting is scheduled for April 11, 2025. The committee has a full agenda that includes review of budgets and the increased headcount for finance role.

HSEA Team Monthly Report

Mr. Bickmeier offered the SEA Team monthly report to the Board for January and February due to the cancellation of the February Board meeting. During January the Richmond Volleyball Club held its annual Volley on the James tournament with 177 teams playing at the Center with the balance having played at the Convention Center. The tournament had over 21 thousand in attendance over the course of the three-day event. Futsal RVA Mid-Atlantic Regional Tournament sold out indicating expansion opportunities. The Center was a pickup and shower site for regional residents during the water crisis. This effort was staffed by 900 volunteer hours. HSEA can look into how many residents used the shower facilities. The water pickup was outdoors, and the County may be able to provide the numbers of cases distributed.

January's economic impact was \$5.4 million. The increase from 23/24 to the current fiscal year is tied back to bringing on the Sports & Events Center. December's hotel occupancy was up 2.3% year over year, noting Henrico and Hanover percentages were up while Chesterfield and Richmond reported a downturn.

The business development team continued with their busy schedule of event planning, recaps, prospects meetings.

During February, HSEA hit its stride with hosting indoor and outdoor sporting events with the year's first outdoor soccer event, CCL Adidas National Cup. The games were played at the River City Sports Complex and Glover Park. Coaches for a Cure and Tyrant Wrestling entertained six thousand visitors and athletes through the door. The Center hosted Virginia AAU Volleyball and Special Olympics with nice opening ceremony that included a cauldron lighting. The Special Olympics has a heavy volunteer and law enforcement effort. The Center hosted the first Virginia High School League girls wrestling tournament.

February's economic impact was reported to be over \$7 million. The Strikers Ultimate Cup will be included in the March economic impact report.

January hotel occupancy for Henrico was up 2.5%. Mr. Bickmeier noted that due to the water crisis, the hotel's occupancy was impacted. The overall regional occupancy for January was 0.1%

There are a lot of good events coming up in March with the Jefferson Cups third and fourth weeks. The Jefferson Cup Coaches Day is an extra day, so it positively impacts our hotel rooms.

February 4th, 2025, HSEA had the honor of unveiling an impressive wall graphic recognizing the impact of legendary professional tennis athlete, Arthur Ashe. This is on display at the Center.

Guest parking at the Center is a continual work in progress especially now due to the south lot reconditions. A 1.4-acre parcel has been purchased by Henrico County. This will become parking with construction managed by the Recreation and Parks Department. Hotel being built.

The FY 25/26 ASM / SEC budget is being developed.

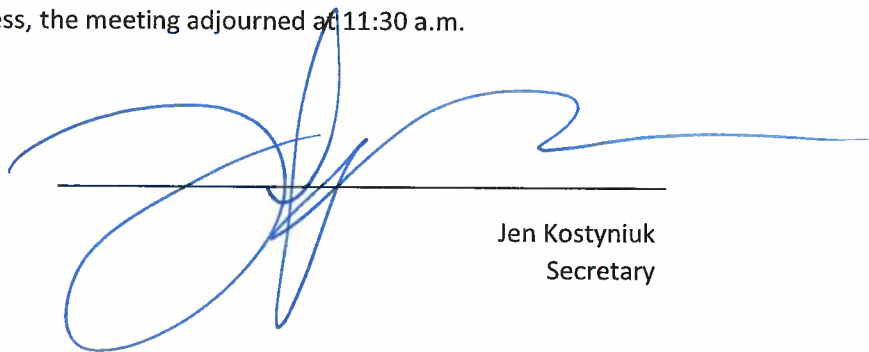
Old Business

Ms. Frame and Mr. James provided a brief update regarding the All-Virtual meeting logistics. HSEA and County Information Technology department met to discuss all virtual board and committee meeting logistics and the set up. The meeting will be held via WebEx. Board meeting attendees, including public attendance, will be available through a WebEx Link. County IT will assist during the meeting should their services be needed.

New Business

Adjourn

There being no further business, the meeting adjourned at 11:30 a.m.

A large, stylized handwritten signature in blue ink, consisting of several loops and a long horizontal stroke extending to the right.

Jen Kostyniuk
Secretary