



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, June 21, 2023, 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
Marielle McFarland, Secretary
J. Oscar Knott
Sheila S. Minor, Treasurer

DIRECTORS ABSENT

Yvette D. George

DIRECTORS PARTICIPATING ELECTRONICALLY

Vaughan Crawley, Vice Chair

OTHERS PRESENT

Dennis Bickmeier, HSEA Executive Director
Dawn Miller, HSEA Staff
Michael McCormack, HSEA Staff
Megan Hazzard, HSEA Staff
Jacque Frame, HSEA Staff
Sandra Fuentes, R&P Staff
Ryan Murphy, Deputy County Attorney

Mr. Yob called the meeting to order at 10:02 a.m.

Remote Participation

Mr. Yob informed the Board that Mr. Crawley was unable to physically attend the meeting in person due to a work conflict. He stated that Mr. Crawley had requested to participate remotely from his office located in the Administration Annex of the Western Government Center, Henrico, Virginia. Mr. Yob stated that the Board had arranged for Mr. Crawley to be heard by all persons at the meeting location and noted there was a quorum physically assembled at the meeting location.

Mr. Yob moved to approve Mr. Crawley’s remote participation, with a second by Mr. Knott. The motion passed with Mses. Minor and McFarland, and Messrs. Knott, and Yob voting “aye”.

Approval of the April 19, 2023, Minutes

Mr. Yob asked if there were any corrections or additions to the minutes. Hearing none, with a motion by Ms. Minor seconded by Ms. McFarland, the motion passed with Mses. Minor and McFarland and Messrs. Crawley, Knott, and Yob voting “aye”.

Mr. Yob introduced Sandra Fuentes. Ms. Fuentes provided her professional experience and background. Mr. Bickmeier noted that Ms. Fuentes is serving the Events/Facilities and Finance Committees in a consulting role, and he expects she will be appointed as a staff liaison once Ms. Fuentes transfers from the Division of Recreation and Parks to the Sports & Entertainment Authority.

Mr. Knott introduced Sharon Albert, who has a summer internship with the Purchasing Department.

Resolution - Award of Contract – Janitorial Services for Outdoor Athletic Complex

Mr. Bickmeier informed the Board that this resolution awards a contract for janitorial services for the Outdoor Athletic Complex. This is the property located at 490 Scott Road that was formerly owned by St. Gertrude’s. Staff, in coordination with the County’s Purchasing Division, issued a Request for Quotes on May 17, 2023. DL4K Services LLC submitted a quote for an annual price of \$7,986 for the requested services. The proposed contract is for a term beginning on July 1, 2023, and ending on June 30, 2024. The contract may be renewed for up to four additional one-year periods at a price not to exceed 3% above the prior year’s price. The resolution would authorize the Executive Director to execute the contract on behalf of the Authority. Staff recommends approval of the resolution.

Mr. Yob asked if there were questions. Ms. Minor asked how many bids were received. Ms. Frame responded three. Hearing no further questions, Ms. Minor moved to approve the Award of Contract – Janitorial Services for Outdoor Athletic Complex. Mr. Knott seconded the motion. Hearing no discussion, the motion passed with Mses. Minor and McFarland, and Messrs. Crawley, Knott, and Yob all voting “aye”.

Committee Reports

Marketing

Mr. Yob reported that the June 21st Marketing Committee discussed repeat business, ensuring facilities are maintained well, and customers' feedback. VA Tourism Leveraging Marketing Grant was awarded to SEA. It is designated for the Sports & Events Center marketing. HSEA will begin using the grant funding July 1, 2023. The Marketing RFP has closed, and a contract is expected to be awarded in July. The successful offeror will be responsible for building a large Sports & Events Center marketing campaign as well as an A-10 Women's Championship Basketball ticket sales campaign.

One of the Marketing Committee's goals is to study QR codes. The committee will visit facilities to assess the potential use of QR codes at the facilities to assist with providing information to visitors about what there is to do in the region. Richmond Region Tourism has offered to print window clings.

Facilities / Events

Ms. McFarland reported that the committee met June 14th. Recreation and Parks Park Services Assistant Manager, Matt Reynal attended as guest. Ms. Fuentes joined as a consultant. The committee discussed outdoor summer events such as Prep Baseball Report, Williamsburg Softball Stars, Summer State Tournament, Major League Fishing, MJBL Intercity Classic, ISSA and a new flag football event scheduled for August. The committee reviewed some possible new events like Go Ape and the Adventure Series which is similar to the Virginia Beach events rope course. The Sports and Events Center's future space and a potential long-term tenant was discussed. The next meeting is scheduled for July 10th.

The Operator RFP 10-day response window following issuance of the intent to award the contract closed June 20th. The County Attorney's Office is finalizing a draft agreement. The June 20th press event allowed an opportunity to discuss new opportunities like an ice-skating rink and snow tubing within the park system. Discussed the procedure for receiving Sports and Events Center event payments and noted that this procedure is in a holding pattern since this needs to be discussed with the future operator.

Strategic Planning

Mr. Knott provided the Strategic Planning report. The committee met on May 9th. The members reviewed vision and mission statements provided by The Collective Best, which had been further edited by the SEA staff to better align with the Authority's design. Mr. Knott presented the statements to the Board:

- **Vision:** Be a leading innovator in sports tourism and entertainment, establishing Henrico and the region as a premier U.S. destination.
- **Mission:** Strategically pursue, attract, and host sports and entertainment events, enhancing the economic, social, and cultural vitality of our community, by welcoming residents and visitors to world class venues within Henrico County.

SEA Key Pillars

- Sports Tourism & Entertainment Events
- Facility Development
 - New
 - Reimagining Existing and Maintenance

- Home-Grown Events
 - Own & Operate Events
 - Co-promote Events
- Growth & Development of Sports
 - Youth Participation
 - Schools
 - Support for Existing Events

Ms. Frame provided an update on The Collective Best (TCB) Strategic Planning progress stating there are a few items outstanding and the final two installment payments of \$7,500.00 are due at the fulfillment of Phases II and III. Mr. Bickmeier responded that SEA has not received a response to the last email sent June 13th. He stated SEA will make contact again and provide a progress report at the July 5th Strategic Planning meeting.

Mr. Bickmeier noted that TCB also recommends a diversity, equity, and inclusion statement. An update on this statement will be provided to the Board at a future meeting.

Finance

Mr. Crawley reported on the June 13 meeting. He noted the committee covered a number of topics including rental fees and the authority for setting fees at HSEA facilities. The committee discussed OAC expenses and the need for 22/23FY carryover into the 23/24FY to cover the unbudgeted expenses. The committee talked about financial procedures, event invoicing and depositing.

Following the report, the Board discussed likely financial policies and procedures, such as travel policies, that will need to be approved by the Board. The Board discussed the Director of Recreation and Park's authority to set fees for park usage. Ms. McFarland noted there is a need to delineate the areas within the authority of the Division and those within the authority of SEA. Ms. McFarland also note that Division of Recreation and Parks revenue currently goes back into field maintenance. Ms. Minor stated the core question is whether fees be set by the SEA staff. Staff can currently set fees at the Indoor Henrico Sports & Events Center pursuant to resolution of the Board. Mr. Yob noted the revision to the County's policy for alcohol service and use at County park and recreational property will be on the Board of Supervisors' June 27th agenda.

A brief discussion on the Virginia Tourism Grant was had.

Executive Director's Monthly Update

Mr. Bickmeier informed the Board that his monthly report would include April and May due to the May Board of Directors meeting being cancelled. He informed the Board that SEA staff would provide additional content during his report.

Mr. Bickmeier began with the April review. He reported that 14 tournaments covering a broad range of sports were held in April. Mr. McCormack presented the economic impact data directly below.

April Benchmark Data

<u>Date Range</u>	<u># of Sports Tourism Events</u>	<u># of Teams</u>	<u># of out-of-town teams</u>	<u>Estimated Economic Impact</u>
2022 - April	7	639	527	\$8,663,840
2023 - April	9	1,157*	996*	\$9,929,608**

*Team numbers skewed higher due to individual sports of pickleball and bass fishing

**Perfect Game youth baseball tournament was cancelled for the weekend of 4/29-4/30 due to rain on Friday and Sunday of tournament play. The tournament would have resulted in an additional 32 teams (19 from outside the region) and an additional \$300,000+ in projected economic impact. Teams came from as far away as the Bronx, New York and Tennessee.

April's events used a variety of Henrico facilities. Mr. McCormack highlighted a few special events. A 10-year running tournament for 9u – 14u was hosted and the Bassmaster's first time event was held at Osborne Park and Boat Landing. The 2023 Atlantic Super Regional Rugby championships with 26 east coast teams returned to Henrico County for the first time since Covid. There was an effective collaboration between Henrico Police Department and Park Services to address inclement weather. The rugby event is up for rotation in 4 years.

The Operations Manager position for the Indoor Sports & Events Center has closed with an accepted offer. Ms. McFarland asked about the role details. Mr. Bickmeier responded that the Operations Manager will be the boots on the ground and provide oversight with the Operator staff. This position will be working with Mr. McCormack and Ms. Hazzard on deliverables. Candidates who were interviewed for this position will be notified that it has been filled.

The approved Graduate Assistant position has been filled by a VCU Sports Leadership student. Office space is at a premium and SEA needs to manage the space and furniture.

The SEA staff continues with speaking engagements, committee meetings, sponsorship inventory asset meetings and site tours.

Mr. Bickmeier announced that a Marketing RFP and the Outdoor Athletic Complex (OAC) Janitorial Services iRFQ were published. The OAC is fully managed by SEA. The \$68,000 annual ITAC expense will transition from Recreation and Parks to SEA beginning in July. To maintain the facility, projected expenses will need funding in appropriate accounts. SEA has calculated the annual expenses and will submit them to the County Manager for review.

Ms. Miller offered a quick report on press coverage. She said that SEA has had at least one big announcement per month. April's announcements were the grand opening of Performance Pickleball that included John Laaser, COO. Also released was the Virginia Sports Hall of Fame Display at the Sports & Events Center announcement as well as their partnership with SEA announcement. The Virginia Sports Hall of Fame Board of Directors will discuss an upcoming summer announcement during the June 21st Board meeting. A site visit was provided to Lane Cassadonte with CBS 6 Sports for the first inside look for a local TV station.

Mr. Bickmeier and the SEA team moved to the May report.

Mr. Bickmeier stated that 15 tournaments were hosted during May with nine of those being sports tourism events as listed below.

- CIAA Conference
- Perfect Game
- USA Softball of Virginia
- Spikeball Tour Series
- Virginia Pickleball
- ACPL Volleyball

Mr. McCormack provided the economic impact data directly below. He noted that this is a \$500,000 improvement in economic impact over the previous year.

May Benchmark Data

<u>Date Range</u>	<u># of Sports Tourism Events</u>	<u># of Teams</u>	<u># of out-of-town teams</u>	<u>Estimated Economic Impact</u>
2022 - May	7	479	327	\$4,702,464
2023 - May	9	1003*	547*	\$5,279,352**

*Team numbers skewed due to individual sports such as Pickleball and Spikeball.

**Final economic impact numbers may have been impacted due to rain throughout the Memorial Day weekend.

Mr. McCormack offered a quick recap of the May events by reviewing events such as the CIAA Softball Conference championships. Prior to the games, the CIAA athletes partnered with Henrico Police Athletic League at Dumbarton Elementary student event providing help with homework, game interactions, and refreshments.

The ACPL and ESPL Boys Championship volleyball tournament was held at Richmond Volleyball Club facilities as well as Tucker High School, allowing SEA to build key relationships, as they will host two events in the Sports and Events Center.

ENCL, a national soccer tournament hosted 150 teams over Memorial Day weekend at Glover and Dorey Parks. Teams traveled from as far away as Florida, New York, Nebraska, and Wisconsin.

In line with SEA’s pillars, SEA hosted the homegrown Henrico Baseball Classic (HBC). SEA partnered with Premier Sports and Events of Virginia. 67 teams played over the four-day event. Only six games were unable to be played due to the inclement weather. The SEA team gives a big “thank you” to Park Services for their support. During the tournament, SEA held an equipment drive. A major highlight was a donation received from the San Francisco Giants.

Mr. Bickmeier stated that SEA’s key pillar is to own and operate a homegrown event and to determine what can be done to grow youth events and youth participation in Henrico sports. Some associations are

challenged to provide equipment. Therefore, a program for signing out and returning equipment is under consideration by SEA staff with plans for a rollout in the fall. SEA wants to make sure there is a giving back element in future events and consider what other impacts can be made. The CIAA working with Henrico Police Athletic League is a prime example. SEA would like to figure out how more of these partnerships can occur. Another example is a youth-oriented event that is being planned with HCPS during the A-10 Women's Championship tournament. Again, this is a tie back into SEA's strategic plan and core values.

Ms. Miller announced that SEA's official website launch was May 1st. Many thanks to the IT Department for their guidance, assistance, and collaboration. The website will have a direct link to the Sports & Events Center and ASM website. Sections of the website are still in progress. Ms. Miller stated that Google analytics stats will be provided in the future. There will be some optimization from the marketing agency.

Mr. Bickmeier noted that intern Brian Carroll continues to work with SEA and Stephen Wiecek has joined SEA team as an intern. He is instrumental in event bid work, reviewing awarded bid information, and evaluating proformas.

The Belmont Golf Course announced the CapTech youth training Innovation center.

Henrico held the Virginia 250th Celebration kick off at Malvern Hill and First Tee's 25th anniversary was attended by SEA staff.

Staff attended professional and networking meetings that included Richmond Region Tourism's Board Meeting, Director of Sales Meeting, Annual Awards Banquet and the State of the Sports Tourism. The 19 site tours in May will be topped in June.

The ChamberRVA InterCity visit to Kansas City, Kansas included a behind the scenes tour of ASM managed T Mobile Venue with County Officials and the Sports ETA Symposium conference included a baseball facility tour with Prep Baseball Report.

A site tour was given to Congressman Robert Wittman. This tour was part of the Congressman's overview of the economic footprint of Henrico County.

Base Sports provided an evaluation of asset sponsorship inventory. The report is expected in late June. There are a lot of sponsorship opportunities in the Sports & Events Center potentially offering a revenue split opportunity with who sells the inventory.

Press for May included the A-10 Women's Basketball Championship tournament. SEA waited for A-10's announcement to be released prior to SEA's announcement. It garnered good coverage regionally and nationally and SEA's reach was 2.2 million from the four local media outlets on the first day. The tone assessment was 100% positive and reflected excitement about the event coming to Henrico.

Mr. Bickmeier reported on the look ahead into June. SEA has some of the same promoters returning such as the Richmond Strikers, Starz Gold Softball, Perfect Game, and a major fishing league tournament. Weather forecasts might present challenges.

Messrs. Bickmeier and McCormack, Ms. Hazzard, John Carroll and Lenny Pritchard attended a behind the scenes tour of Siegel Center during a high school graduation ceremony. This tour will assist in planning for the 2024 graduation ceremonies that will be held at the Sports & Events Center.

Mr. Bickmeier said that the June 20th press event announcing event promoters that have booked events at the Sports & Events Center, had amazing coverage.

Business Development Update

Ms. Hazzard updated the Board on Business Development. The Sports and Events Center has over 30 signed contracts for over 40 weekends with 130 dates booked. The local and national media is engaged and providing additional exposure. SEA is working on outdoor event bids. Richmond Region Tourism worked with Mr. McCormack to secure the Quadball event.

Mr. Yob affirmed he saw a dance team at the June 20th press event.

Mr. Bickmeier noted the A-10 Women's Basketball Tournament media coverage is generating calls and emails inquiring about the event and how SEA was awarded the tournament. SEA was invited to bid on the A-10 Men's Basketball Championship for 2028 and 2029 to be held in the GreenCity Arena.

Ms. McFarland inquired about booking a Lego event. Ms. Hazzard responded that the Lego Brickfest is booked at the Convention Center because the Sports & Events Center's capacity doesn't accommodate the Lego event.

Ms. Hazzard reported that the Sports and Events Center construction is progressing on schedule. The jumbotron was installed and the basketball and volleyball goals are being installed. Ms. Hazzard addressed the need for a floor covering to provide additional protection for events interested in the arena. SEA will continue this discussion allowing SEA to bid on additional events.

Old Business

None.

New Business

Mr. Bickmeier addressed the need for a Travel Policy.

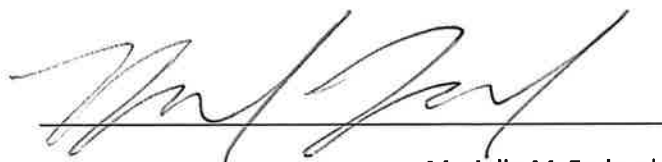
The Board and SEA need an understanding of what the next steps are for setting new policy and procedure and approvals of them. Mr. Murphy agreed to attend committee meetings as requested and available and respond to questions. Mr. Yob discussed Economic Development Authority's travel policy

and suggested that the Sports & Entertainment Authority could adopt something similar. There are other practices that require structure as well. Mr. Yob assigned the Finance committee to draft a cash management procedure for presentation to the Board. He asked Ms. Fuentes to bring the travel policy and the sales tax-exempt policy to the next Finance committee meeting and the July 19 Board of Directors meeting. Ms. Minor stated that SEA needs guidelines and Ms. McFarland noted SEA needs to follow County policy.

Mr. Bickmeier announced the Operator RFP is closed and the final responses are being reviewed by the County Attorney's Office. The final version of the agreement will be sent to ASM for their review. A proposed contract will be presented to the Board for consideration as soon as possible.

Adjourn

There being no further business, the meeting adjourned at 11:07 a.m.

A handwritten signature in black ink, appearing to read 'Marielle McFarland', is written over a horizontal line.

Marielle McFarland
Secretary

