



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, July 19, 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
Vaughan Crawley, Vice Chair
Sheila S. Minor, Treasurer
Yvette D. George

DIRECTORS ABSENT

OTHERS PRESENT

Dawn Miller, HSEA Staff
Michael McCormack, HSEA Staff
Megan Hazzard, HSEA Staff
Jacque Frame, HSEA Staff
Rob Welch, HSEA Staff
Ian Mott, HSEA Grad Assistant
Ryan Murphy, Deputy County Attorney
Coleman Cheeley, Legal Intern
Nathan Seidel, Legal Intern

OTHERS PARTICIPATING ELECTRONICALLY

Dennis Bickmeier, HSEA Executive Director

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

Approval of the June 21, 2023, Minutes

Mr. Yob asked if there were any corrections or additions to the minutes of the June 21, 2023, meeting. Hearing none, with a motion by Ms. Minor, seconded by Mr. Crawley, the motion passed with Mses. McFarland, Minor, and George and Messrs. Crawley, Knott, and Yob voting "aye".

Introduction of Robert Welch and Ian Mott

Mr. Bickmeier introduced and welcomed SEA's new Venue Operations Manager, Robert Welch. Rob has worked for Henrico County Public Schools for the past 16 years and most recently as Henrico High School's Student Activities Director. Mr. Welch is currently managing the many moving pieces of the Sports & Events Center. Mr. McCormack introduced Ian Mott, VCU Sports Leadership Program graduate assistant who will be working with SEA during 2023 and 2024 academic year. Mr. Mott is currently enrolled in Virginia Commonwealth University's Sports Leadership Program. He is learning about sports tourism in Henrico County and how SEA is increasing sports tourism in the County and the region. He will focus on the Sports and Events Center and the A10 Women's Basketball Championship Tournament. Mr. Murphy introduced Nathan Seidel and Coleman Cheeley, who are interning with the Henrico County Attorney's Office this summer.

Resolution - Award of Contract – Operator for the Henrico Sports & Events Center

Mr. Murphy informed the Board that this resolution awards a contract for management and operating services for the Henrico Sports & Events Center. Staff, in coordination with the County's Purchasing Division, issued a Request for Proposals on February 10, 2023, for these services. The evaluation committee selected two firms, ASM Global Arena Management, LLC and Sports Facilities Management, LLC, for negotiations. Following negotiations, the evaluation committee selected ASM Global Arena Management, LLC as the top ranked offeror. The initial term of the contract begins upon execution and ends on the fifth anniversary of the opening date of the Sports & Events Center. The Authority may extend the term on the same terms and conditions for up to five additional one-year periods.

Initially, the Authority will pay ASM a fixed fee to operate the Center, and the parties will share commissions on advertising, sponsorship, and food and beverage. The parties agreed to determine an incentive fee based on performance in later years of the initial term.

The parties also negotiated a booking process that will provide the Authority with a right of first refusal for dates nine months out and later and give HCPS graduations first priority at the Center provided that dates are established at least six months in advance.

Mr. Murphy concluded by noting that the resolution would authorize the Executive Director to execute the contract on behalf of the Authority.

Mr. Yob asked if there were questions.

Mr. Yob asked if SEA will pay ASM an annual fee. Mr. Murphy replied ASM will be paid monthly. Mr. Murphy also said that food and beverage commissions to ASM will be 4% and can be renegotiated later. Other sponsorship-based commissions are based on who leads the sourcing and activation. ASM Global led and activated sponsorship results in 75% commission for SEA. SEA led and ASM activated sponsorship results in 80% commission for SEA. SEA led and activated sponsorship results in 100% commission for SEA.

Ms. Minor asked about the fees. Mr. Murphy responded that the fees before opening are \$4,500 monthly and that the fees after opening are \$9,000 monthly.

On a motion by Mr. Knott, seconded by Ms. George, the Board approved the resolution and awarded the contract to ASM Global Arena Management, LLC, with Mses. George, Minor, and McFarland, and Messrs. Crawley, Knott, and Yob all voting "aye".

Resolution - Award of Contract – Professional Marketing Services

Mr. Murphy informed the Board that a substitute resolution numbered 2023-005A was being presented to clarify that the total spend under the proposed contract would be capped at \$200,000 due to the procurement method used. The substitute resolution awards a contract for marketing services to assist the Authority with marketing its assets and brand. Staff, in coordination with the County's Purchasing Division, issued an informal Request for Proposals on April 14, 2023, for these services. West Cary Group, LLC submitted a proposal dated May 5, 2023, outlining a five-phase approach to developing a marketing strategy over approximately 18 weeks, plus ongoing support through June 2024. The initial term of the contract is one year, and the total spend under the contract is capped at \$200,000, with a maximum contract period of five years. The resolution would authorize the Executive Director to execute the contract on behalf of the Authority.

Mr. Murphy noted that a motion to substitute Resolution No. 2023-005A for Resolution No. 2023-005 would be in order.

Mr. Knott moved to substitute Resolution No. 2023-005A for Resolution No. 2023-005. Ms. George seconded the motion, and with Mses. George, Minor, and McFarland and Messrs. Crawley, Knott, and Yob all voting "aye," the Board approved the motion to substitute Resolution No. 2023-005A for Resolution No. 2023-005.

Ms. Minor asked for clarification of the spend over the duration of the term of the contract. Mr. Murphy explained that the \$200,000 spend is the cap for the duration of 5 years.

Ms. Minor moved to approve Resolution No. 2023-005A and award the contract to West Cary Group, LLC. Ms. McFarland seconded the motion, and with Mses. George, Minor, and McFarland, and Messrs. Crawley, Knott, and Yob all voting "aye," the Board approved the motion and awarded the contract to West Cary Group, LLC.

Committee Reports

Marketing

Mr. Yob reported that the Marketing Committee July facility tour meeting is being rescheduled, and the committee will have a report at the August meeting. He stated that The Collective Best's Strategic Planning report will be helpful. He also noted that QR codes work well at facilities with a smart phone. Ms. McFarland asked about QR code placement. Mr. Yob answered that the committee will provide a response to Ms. McFarland's question as well as a more thorough report at the August meeting.

Facilities / Events

Ms. McFarland reported on the July 10 committee meeting that included a June recap. Upcoming summer events include 11 tournaments with eight being sports tourism events. The June 20 press conference was a success with great coverage. The Sports & Events Center October 12 Grand Opening save the dates will go out in August. Meetings are being held to discuss Glover Park's phase 2. Mr. Murphy has a meeting on July 19 to discuss the use of bonds for Glover Park construction. This information will assist in moving forward with construction. Ms. McFarland noted that permit applications for Glover Park are being submitted. The Sports & Events Center policies will be incorporated with ASM's policies following review by SEA.

Strategic Planning

Mr. Knott reported that a committee meeting was scheduled for July 5; however, it was cancelled as an update from The Collective Best was still pending. Mr. Bickmeier and Mr. Knott agreed to discuss this matter at a later date.

Finance

Mr. Crawley reported on the July 11 committee meeting. He noted the committee's outlined purpose is to create financial resources to support strategies in conjunction with the SEA staff. Ms. Frame will schedule a meeting to discuss the committees' responsibility for the outlined purpose. The committee discussed the 23/24FY carryover and net loss from 22/23 as well as the loss for personnel costs. The 22/23FY had positive operating results. Ms. Minor said SEA are working on the unbudgeted expenses that need to be included in the carryover request. SEA has a good working list of unbudgeted expenses. There was a brief discussion about including a Sports & Events Center Parking deck on the CIP. It was noted the insurance was paid and no changes are expected. Mr. Crawley announced the next committee meeting is in August. The committee is drafting financial policies which will be presented at the August Board of Director's meeting.

Mr. Yob said it is beneficial to create policy and procedures during this Board's tenure. He said the vision and mission for SEA Board of Directors committees is to create the foundation for the community board.

Ms. McFarland suggested establishing board member responsibilities and objectives and that Mr. Bickmeier should have a hand in formulating these responsibilities and objectives. Mr. Bickmeier noted SEA has set some of the framework and stated now that the committees are established and meeting regularly to obtain the set objectives, the committees' objectives can be revised as needed. Mr. Bickmeier stated the strategic planning was to assist in the Board transition as well as the interaction between this Board and the SEA staff.

Ms. Minor inquired about the proposed completion date for the Sports and Events Center. Mr. Bickmeier replied that the date remains early- to mid-September. He noted that he and Mr. Graves are meeting frequently with Rebkee.

Executive Director's Monthly Update

Mr. Bickmeier offered his monthly report to the Board. The report has been included as an addendum at the end of the minutes.

Mr. Bickmeier provided a staff update informing the Board that Stephen Wiecek's internship concluded and that a possible new hire, in addition to Rob and Ian, is in the works.

Mr. Bickmeier stated that, with ASM Global being awarded the operator contract, SEA, ASM Global, and Henrico County Finance Department will review and progress forward with the proforma and financials.

Ms. Miller provided an update on the Sports & Events Center grand opening ceremony scheduled for October 12, 5:30pm – 8:00pm. The ceremony will include an outdoor ribbon cutting and speakers. It will be followed by a VIP reception. Reception invitations will be sent in August. The reception guests will be given a pass allowing them to come and go between the reception and the events being held in the center courts and arena. The courts will be broken up into pods promoting sports organizers such as Special Olympics, Futsal, Sportable, Richmond Volleyball and more. This open house area will include a trading card booth, clowns, and face painting and will be active for 1.5 hours. At 7pm, a celebrity basketball game will begin in the arena. The event will begin to conclude around 7:45pm. grand opening discussions have begun with ASM.

Mr. Bickmeier reported SEA was invited to, and completed a bid on the 2028 / 2029 Men's Atlantic 10 Basketball Championship tournament to be held at the GreenCity Arena. The GreenCity development team was engaged on the bid. NCAA bids will include both GreenCity and the Sports and Events Center. The NCAA bid portal opens September 6. SEA staff will attend the NCAA Symposium. SEA will work with Richmond Region Tourism to formulate the bids.

Mr. Bickmeier said SEA is working with Mr. Graves and Recreation and Parks on Glover Park and Pouncey Tract Pickleball. Mr. Bickmeier asked for the Board to provide opening ideas to him.

Mr. McCormack highlighted that SEA is utilizing all the Henrico County Park facilities and many high school fields. Maxing out on the outdoor facilities and the locations keeps groups returning year after year.

SEA provided numerous site visits and tours in June highlighting the Finance Department, Police Department, Richmond Region Tourism's sports team, USA Boxing, Karate, and Central Virginia Basketball Referees promoting the building of the relationship since the sports played at the center will require referees. Potential sponsorship tour was provided for O'Charley's restaurant. The SEA team took part in a graduation ceremony behind the scenes tour at the Siegel Center.

Ms. McFarland noted there was damage to a high school court during a recent event. Mr. Welch noted that rugby events have a higher impact on the floor. The type of damage could be due to wheelchair

skids that potentially use sticky tact for rugby. The scuffs can be cleaned off. SEA will be alert to future events.

Ms. Miller highlighted marketing items. SEA is working with local media stations to make sure they understand who SEA is and what the mission is. Richmond Free Press and WTVR toured the Sports & Events Center, continuing the support of local press announcements. Ms. Miller noted that the SEA team is small but mighty and donated 94 non-perishable items for the recent food drive. The June 20 press event received a lot of coverage but more importantly, SEA was able to shine light on the partners by allowing them to talk with the press and connect with sports organizers, this was the true success. Every radio and local television station was in attendance.

Mr. Bickmeier informed the Board that there are parties expressing interest in the future development of the second floor at the Sports and Events Center and that SEA is doing its due diligence. A tenant for the space would be another potential revenue source.

Mr. Bickmeier reported that the County Manager asked SEA to engage with Matthew Shapiro, 6 Wheels Consulting. Mr. Shapiro is working on a 2-phase approach of the Sports & Events Center's ADA accessibility. The timing is good since Richmond Region Tourism has a new Accessibly RVA for facilities around the Richmond Region campaign. SEA is going above and beyond when it comes to ensuring the center meets the ADA accessibility requirements. Ms. Miller will send the campaign presentation to the Board.

Business Development Update

Discussed during the Executive Director's report.

Old Business

None

New Business

Mr. Yob stated that the County has received expressions of interest in renting the old Bank of America building. The building was purchased for the Fall Line Trail, which will be bid out shortly.

Adjourn

There being no further business, the meeting adjourned at 10:48 a.m.



Marielle McFarland
Secretary

Henrico Sports & Entertainment Authority

June 2023 Report

Events

June Tournament Recap

Henrico County hosted 15 tournaments during the month of June, with 12 of those being sports tourism events through the Henrico Sports and Entertainment Authority. Tournaments were hosted in sports such as baseball, softball, bass fishing, pickleball, and lacrosse. Tournament groups that utilized Henrico County facilities included:

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|----------------------------|------------|
| • Williamsburg Starz Gold | Softball |
| • Perfect Game | Baseball |
| • Richmond Strikers | Soccer |
| • Laaser's Ladybug Society | Pickleball |
| • Prep Baseball Report | Baseball |
| • Major League Lacrosse | Lacrosse |
| • Legend's Lacrosse | Lacrosse |

Highlights from these tournaments include:

- Henrico had 5 straight tournament weekends with Prep Baseball Report contracted, with 3 of those tournaments taking place during the month of June. These 3 tournaments saw 128 teams competing on Henrico County fields, with 79 of those teams traveling in from outside of the Richmond-region. Out-of-town teams came from states such as Ohio, New York, Maryland, North Carolina, and Pennsylvania. The most prestigious of these tournaments, the Mid-Atlantic Program Invite (June 15-18) also had over 35 college coaches in attendance to scout athletes. Facilities used for these tournaments included RF&P #3, Dorey #5, JR Tucker High School, Glen Allen High School, Deep Run High School, and Freeman High School.
- Williamsburg Starz Gold hosted two annual summer dates with us in the beginning of the month, with the Summer Championship taking place on Saturday, June 3 – Sunday, June 4, and the Showcase and Exposure Camp taking place on Friday, June 9 – Sunday, June 11. These two tournaments saw a combined 78 teams participate, with 57 of those being out-of-town teams. The Exposure Camp, which is run by college coaches, had coaches in attendance from schools such as UVA, Virginia Tech, Maryland, Penn State, ECU, Rutgers, and JMU.
- Pouncey Tract Park played host to yet another large pickleball tournament, with the Body Armor 804 Open being held on Friday, June 9 – Sunday, June 11. A total of 395 athletes competed in the event, with 207 of those being out-of-town. Proceeds from this tournament benefit Laaser's Ladybug Society and directly fund mental health initiatives in area public schools.
- The USA Softball Virginia State Championships took place on Saturday, June 17 – Sunday, June 18, with fields used at Glen Allen Complex, RF&P Park, and Dumbarton Elementary School (Dorey Park was unavailable due to the annual Juneteenth celebration). This annual mainstay on our tournament calendar once again produced big numbers, with 76 teams competing and 48 of those being out-of-town. This tournament was the first of 5 tournaments that we will host with USA Softball of Virginia this year.

- The Legends Lacrosse Eastern Invitational was held on Saturday, June 24 – Sunday, June 25. This tournament was slated to be held entirely in Chesterfield at River City Sportsplex and Horner Park. When Horner was cancelled ahead of the weekend because of weather impacts to their natural grass fields, Henrico stepped up and provided two fields at Glover Park on Saturday, June 24. This resulted in 18 lacrosse teams using our facility, with 15 of those from outside of the region. The Legends Lacrosse staff was impressed with our facilities and customer service, and we now have a call scheduled to discuss future hosting opportunities for 2024 and beyond.

June 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 - June	11	577	403	\$4,206,384
2023 – June	12	1,066*	555	\$4,119,906

*Team numbers skewed in 2023 due to several of the events we hosted being individual sports (pickleball, bass fishing, and a baseball showcase recruiting combine)

July 2023 Look-Ahead

Henrico County is slated to host 11 tournaments during the month of July, with 8 of those being sports tourism events through the HSEA. Tournament organizers we will be working with include USA Softball, Prep Baseball Report, Perfect Game, Major League Fishing, and the International Quadball Association.

Special Projects & Initiatives

- HSEA Business Structure progress
 - Venue Operations Manager, Robert Welch official start was July 3rd. He was employed with HCPS as the Henrico High School Director of Student Activities.
 - The 22/23FY year-end close was managed with the assistance of Rec & Parks and Sandra Fuentes. The carryover justifications was drafted. Policies are being discussed and drafted, and internal procedures are being implemented.
 - A list of events benefiting from the use of volunteers, roles, and volunteer names is being created. Using volunteers will assist in deferring cost and provide County employees with volunteer opportunities. SEA is working with Victoria Davis.
 - Dennis, Megan, and Michael attended the County Manager Leadership Retreat.
 - A CRM (client relations management) software has been approved by Legal and IT
 - Base Sports toured the County park facilities and the SEC to assess the sponsorship inventory. A final appraisal is due in July.
- HSEA Awareness, Marketing & Networking
 - Marketing of SEA and the SEC increased with numerous local media companies regarding marketing. Media included RTD, WRIC, and WTVR –

- The team continues to support the region's press announcements and events such as Dominion Energy Charity Classic Sponsor Appreciation event, PAL Annual Fundraising Golf Tournament by means of event planning and volunteering. The team attended professional, networking, and local business board meetings that included Henrico Education Foundation, Bisnow, Rebelle Women's Networking Event, VCU Real Estate Conference Meeting. SEA's small but mighty team donated 94 non-perishable food items during the County's food drive.

25 organizations/prospects toured the Sports & Events Center as well as Public Safety and Risk

- Site tours that keep the team incredibly busy, were given to a wide range of sports organizations that have booked the Sports & Events Center for events or are extremely interested in doing so, regional hotels, restaurants, businesses and potential tenant of the second floor open space made a third visit to the center. Site tours included: JEMS Sports , TWIST Gymnastics, Pixel Factory, Reynolds Community College, Futsal RVA, Bisnow, LifeReady Learning Expo & Teacher of the Year Banquet – HCPS, Flying Squirrels, Marsh and McLellan and Risk Management, Henrico EDA, Henrico Police, World Cubing Association, Henrico Finance Department, Greater Richmond Association for Commercial Real Estate, Sassy Divas, USCAA, 804 Coaches for Change/Richmond Times Dispatch, O'Charley's and Ortho Virginia where sponsorship opportunities were also discussed.
- Sports & Events Center at VCC and SEA's Portfolio Facilities
 - The Operator contract for VCC was reviewed by the Legal Department. Award of contract expected in July.
 - Construction on the center continues with the permanent lights and A/C on. The arena court flooring has arrived. The outdoor digital message board was delivered and the Jumbo Tron was installed. Floor colors have been chosen.
 - For September through December 2023, the Sports & Events Center has 41 events on hold, waiting to finalize contracts and 80 events on hold, waiting to finalize contracts for 2024.
 - A third meeting was held with interested party for center's unfinished space on the second floor.
 - Working with 6 Wheels Consulting, Matthew Shapiro on the ADA accessibility of the center.
 - In addition to submitting the Atlantic 10 Men's Basketball bid for 2028-2029 SEA also submitted joint proposals along with Richmond Region Tourism for Fuji Brazilian Jui-Jitsu, American Cornhole League, and NIRSA. SEA held meetings with interested groups USA Boxing, Towson Lacrosse, Legends Lacrosse.
 - Grand Opening plans and associated costs are being discussed.
- The A-10 Men's Basketball Championship Tournaments for 2028 and 2029 bid was submitted in collaboration with Richmond Region Tourism. This is a two year, 2028 and 2029 proposal for GreenCity Arena. A decision is expected in September or October.
- St. Gertrude / OAC Janitorial Services contract was awarded to the lowest bidder, DL4K Services. A walkthrough meeting took place on June 29. Service began July 3.
- Glover Park Operator RFP is in the 30-day comment phase.
- A press event was held on June 20th to announce over 30 community and national partners who will join SEA to launch the first year of business for the center. More than 70 were in attendance with a generous number of media in attendance and coverage.