



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, September 17, 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
Peter Farrell, Vice Chair
Shareema Williams, Treasurer (arrived in person immediately prior to closed session)
Jen Kostyniuk, Secretary
Todd 'Parney' Parnell
Perry Miller

DIRECTORS ABSENT

Paula Pando

DIRECTORS PARTICIPATING ELECTRONICALLY

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
Brandon Hinton, Deputy County Manager
Ryan Murphy, Deputy County Attorney
Alyssa Brown, Assistant County Attorney

Mr. Yob called the meeting to order at 10:03 a.m.

Approval of Electronic Participation

Mr. Yob informed the Board that no members had requested to participate electronically, and he moved to the next item on the agenda.

Approval of the August 20, 2025, Minutes

Mr. Yob asked if there were any corrections or additions to the minutes of the August 20, 2025, meeting. Hearing none, on a motion made by Mr. Miller, seconded by Mr. Parnell, the minutes were approved, with Ms. Kostyniuk and Messrs. Farrell, Miller, Parnell, and Yob, all voting "aye".

Closed Session

Mr. Bickmeier informed the Board that Mr. Romanello and Mr. Murphy would need to leave to attend another meeting in the Administration Building and asked whether the Board would consider moving the closed session up in the agenda. On a motion made by Mr. Miller, seconded by Mr. Parnell, the closed session was moved up to item number three in the agenda, with Mses. Kostyniuk and Williams and Messrs. Farrell, Miller, Parnell, and Yob, all voting "aye".

Mr. Yob then moved that the Board go into closed session pursuant to Virginia Code Section 2.2-3711(A)(29) for a briefing of the Board members and discussion concerning the award of a public contract involving the expenditure of public funds, including the identity of the parties and event involved, and the financial commitment, contingencies, benefits, and deliverables under negotiation, where discussion in open session would adversely affect the bargaining position and negotiating strategy of the Sports and Entertainment Authority.

Mr. Parnell seconded the motion, and with Mses. Kostyniuk and Williams and Messrs. Farrell, Miller, Parnell, and Yob all voting "aye", the Board entered closed session.

When the closed session discussion was completed, Mr. Yob moved that the Board exit the closed session and return to open session. Ms. Williams seconded the motion, and with Mses. Kostyniuk and Williams and Messrs. Farrell, Miller, Parnell, and Yob all voting "aye", the Board returned to open session.

After returning to open session, Mr. Yob read the following Certificate of Closed Meeting into the record:

WHEREAS, the Sports and Entertainment Authority of Henrico County, Virginia has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and

WHEREAS, Section 2.2-3712 of the Code of Virginia requires a certification by this Board that such closed meeting was conducted in conformity with Virginia law.

NOW, THEREFORE, BE IT RESOLVED that the Board certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed, or considered by the Board.

Mr. Yob moved that the Board certify the closed meeting in accordance with the Certificate of Closed Meeting. Mr. Miller seconded the motion, and with Mses. Kostyniuk and Williams and Messrs. Farrell, Miller, Parnell, and Yob all voting "aye," the Board certified the closed meeting.

After certifying the closed meeting, Mr. Parnell moved to approve Project Gilmore and authorize the Executive Director to sign the necessary agreements in a form approved by HSEA Counsel. Mr. Miller seconded the motion, and with Mses. Kostyniuk and Williams and Messrs. Farrell, Miller, Parnell, and Yob all voting "aye," the Board approved Project Gilmore and authorized the Executive Director to sign the necessary agreements in a form approved by HSEA Counsel.

Reconsideration of the August 20, 2025, Minutes

Ms. Williams asked that the Board return to the August 20, 2025, meeting minutes and requested that "2024" be corrected to "2025."

Mr. Farrell moved that the Board reconsider the August 20, 2025, meeting minutes that were previously approved. Mr. Parnell seconded the motion, and with Mses. Kostyniuk and Williams and Messrs. Farrell, Miller, Parnell, and Yob all voting "aye," the motion to reconsider was approved.

Mr. Farrell then moved to amend the minutes to correct "2024" to "2025." Ms. Williams seconded the motion, and with Mses. Kostyniuk and Williams and Messrs. Farrell, Miller, Parnell, and Yob all voting "aye," the motion to amend the minutes was approved.

Mr. Miller then moved to approve the August 20, 2025, meeting minutes as corrected. Mr. Yob seconded the motion, and with Mses. Kostyniuk and Williams and Messrs. Farrell, Miller, Parnell, and Yob all voting "aye," the August 20, 2025, meeting minutes as corrected were approved.

Mangum Economics Report Presentation

Mr. Bickmeier and Mr. Hinton presented the 2024 Sports & Events Center 2024 Economic Impact report that was prepared by Mangum Economics. This report had previously been presented to the Board of Supervisors at its September 9, 2025, work session.

Mr. Bickmeier reminded the Board that the County Manager had requested HSEA conduct an economic impact study and HSEA had selected Mangum Economics to perform that study. The purpose was to provide an analysis of visitor spending connected to the Sports & Events Center's 43 weekend events during the 2024 calendar year. Those events brought an estimated 120,000 total attendees who stayed for an average of 1.7 nights and also purchased meals and other non-lodging goods and services. Seventy percent of attendees traveled from beyond a 50-mile radius. Local players, coaches, and spectators were excluded from the analysis. Mr. Bickmeier stated that weekend events include Friday as a set up day, while Saturday and Sunday are actual event days. In the future, HSEA will make Fridays competition or practice opportunities to drive additional activity. Before the Sports & Events Center opened, area hoteliers had identified a November to March gap, which correlated to the use of only outside fields during these winter months. Indoor events at the Sports & Events Center have filled the gap.

Mr. Hinton reported that the Center's weekend events alone supported approximately 1200 local jobs and generated a total economic output of \$137,500,000. Hanover County saw direct positive impacts with an 8% increase in 2024 hotel taxes and another nearly 10% increase in 2025. As a whole, neighboring jurisdictions gained 286 jobs and nearly \$46 million in revenue. Mr. Bickmeier informed the Board that Mangum Economics considered job creation, wages, tax revenue, and other items to calculate economic impact, while Richmond Region Tourism uses a formula based on lodging, transportation, and food and beverage.

Mr. Hinton reiterated that the Mangum Economics study also reinforces the conclusion that the Center is profitable "inside the walls" because it generates revenue that represents costs-savings to County taxpayers. The County has also seen record hotel tax revenue and increased hotel taxes during months that have not had strong occupancy rates in the past, all of which is directly attributable to the Center and the indoor sports and events that it can host. For the first time since 2017, hotel occupancy was over 70% for the region, with 87% hotel occupancy over the weekends during the month of July, which saw the third-most hotel tax revenue ever. Meals tax revenue was up 16% in July from June 2025 and is up 13% this year so far over 2024. The NXTPRO Puma tournament was a direct driver for July.

Mr. Bickmeier said graduation ceremonies, County, and non-profit organization events were not included in this study but will be included in a future local impact study enabling us to get a full economic impact study of the Sports & Events Center. Mr. Miller stated that June and July were both record-setting months at Richmond International Airport. With NXTPRO being a 3-year deal, the hotels need to commit to adding more reserved room blocks. Room blocks are essential to a positive guest experience.

Committee Reports

Marketing & Guest Services

The committee did not meet since the last Board meeting.

Facilities / Events

The committee did not meet since the last Board meeting.

Strategic Planning

The committee did not meet since the last Board meeting.

Finance

The committee did not meet since the last Board meeting.

HSEA Team Monthly Report

Mr. Bickmeier offered the SEA Team monthly report to the Board.

He announced that the 2024 Virginia Tourism Corporation visitor spending report had been released. The report shows statewide direct spending by locality in 2024. He highlighted that the state's visitor spending totaled \$35 billion, a 5.6% increase from 2023. Central Virginia, which includes Henrico County, recorded \$6 billion, a 4.2% increase while Henrico County's direct visitor spending was \$1.92 billion, a 2.6% increase. Henrico County's totals continue to lead localities in Central Virginia and remain the fifth highest in Virginia with 5.5% of all Virginia visitor spending in Henrico County. Tourism in Henrico supported approximately 10,500 jobs. Surrounding counties and Richmond City also recorded increased spending.

The Sports & Events Center is undergoing annual maintenance. Mr. Welch stated that preventative maintenance is in progress as well as maintenance on the ceiling and bleachers. The floor screening is in progress. Painting and general facility cleaning are planned. The information desk is being moved to improve flow through the area. The drink machine station is being moved to open up the concession area.

4 Tha Culture Holiday Hoops Classic, a women's basketball event promoted and managed by John Tate is scheduled for December 19 – 21, 2025. This Division I showcase blends athletic competition, community pride, and cultural celebration. It will feature teams from Virginia Commonwealth University, University of Richmond, University of Georgia, Penn State University, and more. VCU and Georgia will play in the lead game.

Ms. Hazzard and Messrs. Bickmeier and Yeager attended the NCAA Bid Symposium in Indianapolis. The NCAA has adopted a three-year championship bid format. This timeline will determine what events need to be considered for the new arena and its construction timeline. HSEA will bid on the DIII men's

basketball championships. HSEA is working on multiteam men's basketball event with Randolph-Macon College for 2026. Ms. Hazzard noted that the Williamsburg Sports & Events Center had a presence at the symposium. She also noted that the Williamsburg Center does not have an arena.

Mr. Bickmeier recapped the MJBL Inner City Classic, which was held in August, a major baseball tournament that requires multiple County facility and high school fields. The Center's local usage included Henrico High school for six volleyball games and County-based events. The economic impact reported for August is slightly down due to the cancellation of two events of which one involved international travel. The delay of information from an archery and jujitsu event also impacted the August report. These two will be updated and included in September's economic figure.

The July hotel occupancy was 73.2%, a 13.8% increase year-over-year and the RevPAR was \$84.81, an increase of 20.4%. Local regional occupancy was up 12.4%.

ASM's annual department recap meetings have been scheduled for late September.

Planning for the 2026 A10 Women's Basketball Championships and the 2026 graduation ceremonies have begun. Ms. Miller is working on HSEA's report that will be given during the November 20, 2026, State of the County. Ms. Miller noted that Mr. Bickmeier and ESPN Sports Announcer Bob Black will air a monthly segment called the Henrico Huddle beginning September 24, 2025, at 5:15pm.

Business Development continues to be busy with prospecting for new events and event recaps. Ms. Grubb manages County events held at SEC.

Mr. Bickmeier is participating in the Virginia Sports Tourism Grant Advisory meetings. The group is working with the Virginia Tourism Corporation on the General Assembly's Sports Tourism grant.

NOVA Aquatics Center is reopening in October 2026. Mr. Hinton stated that NOVA has added eight new events for the first year, surpassing the grant's requirement.

The Sports Services Manager position has been offered to a candidate and is pending a background check. Candidates for the Accounting Manager position are being reviewed, and the Marketing Graduate Assistant position has two upcoming interviews.

Ms. Miller is meeting with Richmond International Airport's new Marketing Director.

Mr. Parnell discussed the region's hockey opportunity and suggested the opportunity be taken into serious consideration for the new arena.

Old Business

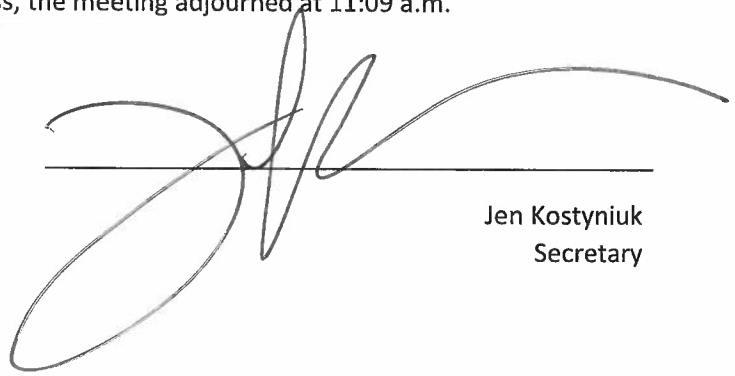
None.

New Business

None.

Adjourn

There being no further business, the meeting adjourned at 11:09 a.m.

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke, positioned above a solid horizontal line.

Jen Kostyniuk
Secretary