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Henrico Partners with Pros, Incorporated to Acquire and Improve Public Golf Course to Expand Economic and Sports Tourism Opportunities

Henrico, VA – Henrico is excited to announce a public-private partnership among Henrico Economic Development Authority (EDA), Henrico Sports & Entertainment Authority (SEA), and Pros, Incorporated to acquire and improve the existing Crossings Golf Club in northern Henrico County, Virginia, near the interchange of Interstates 95 and 295.

Henrico EDA acquired the 268+-acre site on August 8 and will lease it to Pros, Incorporated, a local sports and events marketing firm that will provide for major site improvements and will operate the finished course. The improvements, which are anticipated to begin later this year, will propel the 18-hole course to championship-level standards for accommodating professional tournaments, college and high school play, and public use.

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The reimagining of The Crossings Golf Club complements the transformative work accomplished in recent years at Henrico's historic Belmont Golf Course through a public-private partnership between Henrico and First Tee of Greater Richmond. The site was completely renovated and re-opened in 2021, featuring a 12-hole championship course, a 6-hole short course, and an 18-hole putting course. In addition to operating the facility, First Tee provides golf-related personal growth programming for Henrico's youth.

"This Henrico corridor is being transformed into an epicenter of economic activity from the new Henrico Sports & Events Center and mixed-use development underway at Virginia Center to the 17-000-seat arena and eco-district planned for GreenCity. Adding a championship-level golf course to our inventory of public facilities will elevate Henrico's sports tourism program to the next level," said Fairfield District Supervisor Roscoe D. Cooper, III.

"We appreciate the shared vision of all involved to reimagine this facility with an eye on the future to provide a championship-caliber course for residents, visitors, and special events. We look forward to working with Pros, Inc. on strategy and building on a legacy of golf in Henrico that is deep and will complement the development and popularity of the game," said Dennis Bickmeier, Executive Director of the Henrico Sports & Entertainment Authority.

"All of us at Pros, Inc. are honored to be a part of the team to collaborate on bringing a new golfing and entertainment experience to Henrico that will serve the residents and business community of this region. We appreciate the energy, creativity, and vision that we have experienced in our discussions with the Henrico EDA and Henrico SEA and look forward to getting started on this project," said Pros, Incorporated President Giff Breed.

"As we saw with the 2023 Dominion Energy Charity Classic's \$34 million economic impact*, having a golf course of this caliber in Henrico can provide a significant boost to the greater Richmond region's economy and, potentially, a new home for PGA TOUR sanctioned events," said Steve Schoenfeld from the PGA TOUR and Executive Director of the Dominion Energy Charity Classic.

The Crossings Golf Club initially opened as Ethelwood Golf Course in 1960. In the early 1970s, it operated as a public course under the new name of Half Sink Golf Course. A portion of the course was later moved to accommodate for the construction of interstate 295, and the Joe Lee-designed course known as The Crossings Golf Club opened in 1979. The Crossings is Henrico's only public, 18-hole golf course.

*Analytics provided by Henrico-based Mangum Economics, mangumeconomics.com.

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About the Henrico EDA

As enduring economic stewards for more than 50 years, the Henrico EDA is your single point of contact for business development and site selection services in Henrico. Our team of experts go the extra mile in every initiative and interaction to ensure both companies and residents can enjoy the vibrant community that they deserve. The Henrico community is strategically located in the heart of the Eastern Seaboard, adjacent to Virginia's capital city of Richmond. Since 1998, we have maintained an AAA-bond from all "Big Three" global credit rating agencies. Find local properties and get real-time data with [MyScan](#), the most comprehensive database of available sites and buildings in Virginia. Learn more about our extensive list of [industrial properties](#) ideal for the advanced manufacturing and semiconductor industries, and visit [Henrico.com](#) to sign up for our Property Now and Henrico Now newsletters.

About the Henrico SEA

The Henrico Sports & Entertainment Authority is responsible for the county's sports tourism program which brings in over \$70M in economic impact annually as well as the management of Henrico's public/private investments. This includes the new 185,000-square-foot Henrico Sports & Events Center and the future 17,000-seat arena at the GreenCity site. Other public/private facilities that fall under the Authority are Belmont Golf Course and the Frank J. Thornton YMCA Aquatic Center.

About PROS, Incorporated

Pros, Incorporated is a Richmond-based sports marketing company that was started in 1973 by Vinny Giles and Vernon Spratley. They represented such professional golfers as Tom Kite, Davis Love III, Justin Leonard, Brad Faxon, Butch Harmon, Gary Koch, Beth Daniel, Meg Mallon, and Richmond's own Lanny & Bobby Wadkins.

The company was sold to sports marketing leader Octagon in 1999 and then purchased from Octagon by Giff Breed in 2011.

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Henrico Sports &
Events Center



The Crossings
Golf Club

GreenCity

