



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, April 15, 2026, 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
Todd 'Parney' Parnell
Perry Miller

DIRECTORS ABSENT

Shareema Williams, Treasurer
Jen Kostyniuk, Secretary
Paula Pando

DIRECTORS PARTICIPATING ELECTRONICALLY

None

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
Brian Carroll, HSEA Staff
Misty Myers, HSEA Staff
Tavaris Robinson, HSEA Staff
Kameron Simms, HSEA Staff

Elbert Grinnell, HSEA Staff
Ryan Murphy, Deputy County Attorney
Matt Chafin, Deputy County Finance Director

Mr. Yob called the meeting to order at 10:11 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 March 18, 2026, Minutes

Mr. Yob asked if there were any corrections or additions to the minutes of the March 18, 2026, meeting. Hearing none, on a motion made by Mr. Farrell, seconded by Mr. Parnell, the minutes were approved, with Messrs. Farrell, Miller, Parnell, and Yob all voting "aye".

HSEC FY26/27 Budget Review and Approval

Mr. Bickmeier informed the Board that the Sports & Events Center's proposed FY26/27 budget was being revised after an internal meeting. The proposed budget will be presented for approval at the May 20, 2026, meeting.

Mr. Bickmeier and Ms. Myers noted that the FY24/25 audit was in the final phase of wrapping up and that the final audit report will be received in the later part of April. The audit report will be presented during the May 20, 2026, Board meeting.

Committee Reports

Marketing & Guest Services

The committee did not meet since the last Board meeting.

Facilities / Events

Mr. Parnell reported on the April 9, 2026, Committee meeting. He briefly reviewed the outdoor events. He noted a reduction in baseball and softball tournaments due to increased activity at other area facilities. However, adult softball events have increased. He highlighted indoor events such as the successful A-10 Women's Basketball Championship tournament and the Big Shots events; all held at the

Sports & Events Center. Mr. Parnell questioned how to advertise these events to ensure the community's awareness and asked the Board of Directors to share upcoming events with their respective networks. Increasing the parking capacity continues to be a top priority. The Best Products Reimagined demolition announcement is scheduled for April 27, 2026. Mr. Yob stated that HSEA needs to pick quality events versus quantity. Concessions have maxed out on menu options and will research some new and trendy items to offer.

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. Mr. Bickmeier highlighted the March indoor and outdoor events. The outdoor events are in full swing including the Jefferson Cup, held over many weekends in March, which had 450 to 500 registered teams. The tournaments were played at a number of County parks and high school fields. Other outdoor events included two USSSA Adult Softball tournaments. The Big Shots Basketball Richmond Showtime w/ Ralph Sampson tournament was the biggest event for the promoter to date with 200 teams. The upcoming New Balance P32 Regional basketball tournament has 90 teams with some traveling from states such as Florida, Connecticut, Texas, Massachusetts, and Georgia. In March, the USA Ultimate DIII & Atlantic Coast Development Qualifier along with the Virginia D1 Men's and Women's Conference tournament frisbee collegiate events were held at Glover Park. Participating schools in the D1 Women's Conference tournament were UVA, William & Mary, Liberty, Virginia Tech, JMU, and George Mason; and UVA, Virginia Tech, William & Mary, JMU, George Mason, Liberty, VCU for the D1 Men's.

The Virginia Sports Hall of Fame is being held at the Hilton Spa & Resort in Short Pump on April 25, 2026. This year's inductees are attending the Richmond Flying Squirrels game at CarMax Park where they will throw the first pitch. HSEA team members are volunteering their time to assist the Hall of Fame staff at the breakfast and autograph session where 300 guests are expected as well as the Induction Ceremony where 600 are expected.

March's economic impact was \$43 million, while hitting 90% hotel occupancy on a couple of weekends. The March 2025 economic impact was slightly higher, \$44.9 million, due to reporting the Richmond Strikers Ultimate Cup and Extreme Heights Gymnastics in the February 2026 number; also, the Phenom Hoops event did not return in 2026.

The February hotel occupancy numbers were good. Henrico's occupancy was 62.1%, a 2.7% increase year-over-year while the average daily rate was \$108.36, an increase of 0.8% year-over-year. The RevPAR (revenue per average room) was \$67.29, an increase of 3.6% year-over-year. The region's overall occupancy was 60.9%, an increase of 4.2% and the average daily rate was up 1.7% to \$112.83. The City of Richmond, Chesterfield, and Hanover's occupancy numbers were up.

Marketing's social media efforts centered around the A-10 Championship with its largest annual marketing effort. Dan Lebovitz is the new A-10 Conference Commissioner. Mr. Bickmeier and Ms. Hazzard will be attending the A-10 Spring Business Meetings in May. Ms. Hazzard and Mr. McCormack will attend the annual Sports ETA Conference and meet with approximately 40 governing bodies and promoters. Richmond Region Tourism attends this conference as well.

Mr. Bickmeier congratulated Mr. Parnell on the CarMax Park opening week and the Flying Squirrels being undefeated at home games. Mr. Parnell was appreciative of the support and attendance.

The Best Products Demolition press conference is scheduled for 11:00 a.m. on April 27, 2026. Mr. Bickmeier affirmed this announcement is another big step in the project as the site is reimagined.

Mr. Bickmeier introduced the Sports Services team and said that their presentation will provide an overview of the local sports events, help us understand their roles and responsibilities, and the requests they have to fill for the local youth events and tournaments.

Mr. McCormack stated that this division has increased and changed with the addition of a variety of sports. This team is community and forward facing and works with adult and youth organizations. Mr. Carroll introduced each team member and highlighted their specific sports areas they manage and related responsibilities. He stated that he manages Cricket events which now has youth and adult leagues and that the World Cup of Cricket could increase Cricket interest.

Mr. Grinnell manages indoor basketball for adult and youth leagues that use school gyms. . He manages other indoor activities, pickleball, and tennis as well. Users of indoor facilities must submit a request form to Mr. Grinnell. Mr. Simms manages diamond sports – baseball and softball – and he works directly with youth organizations. These associations must complete a field request form. The associations are required to review the Sports Manual policies and procedures and sign the manual's agreement. This formal request is recorded in Rschool, the scheduling process program, which keeps the team organized and prevents scheduling overlap. Certificates of insurance are required for these events. There is a priority list as a guide for event approval. Event permits are issued once the event has been approved. Recreation and Parks needs to keep the relationship with HCPS due to the need to use HCPS facilities. Schools have scheduled blackout dates in advance so that the associations know in advance what dates the facilities are not available. In 2025, this team managed over 1,000 permits equaling 192,074 permitted hours for over 90 sites and 175 athletic fields. Messrs. Grinnell, Simms, and Robinson have built great relationships and maintain constant contact with Recreation and Parks so other space accommodation can be secured when needed. Multi-purpose fields are a current need along with lighting to extend play time and field usage. The youth associations' organizers are passionate about their league, which the team needs to manage. There are times when an organization elevates their event denial to their district Board of Supervisor. The Board of Supervisors are supportive; however, Messrs. Grinnell and Carroll recommend that such inquiries be directed to their attention. The Sports Services team is proactively doing a field monitoring exercise to manage associations that over-reserve space. When associations over-reserve space, the field management teams still has to prepare the field and have them ready for play, and it prevents other users from using the fields.

Henrico County adult leagues are growing, and the County also has over 60 youth sports associations partially comprised of 10 baseball / softball, 14 football and two Cricket leagues. Associations' team numbers vary with an average of four to eight teams. National Park Services awarded the County, which was the sole recipient in Virginia, a \$75,000 grant.

Home school sports teams reach out for field availability. Badminton is on the rise.

Glover Park fields are heavily used. Cricket uses school fields and Deep Run Park fields. Managing the schedule, the fields, and the associations' needs keeps them on their toes.

Mr. Carroll thanked the team and their efforts.

Old Business

None.

New Business

None.

Closed Session

Mr. Yob moved that the Board go into closed session as follows:

Pursuant to Virginia Code § 2.2-3711(A)(3) & (A)(5), for a briefing of the Board members and discussion of the disposition of publicly held real property to a prospective business, the identity of the offeror, the offeror's proposed development, reserved rights, contingencies, financing, and other terms under negotiation, where discussion in an open session would adversely affect the bargaining position and negotiating strategy of the Sports and Entertainment Authority and other public bodies and no previous announcement has been made of the prospective business's interest in locating its facilities in the County.

Mr. Parnell seconded the motion, and with Messrs. Farrell, Parnell, Miller, 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. Mr. Farrell seconded the motion, and with Messrs. Farrell, Parnell, Miller, and Yob all voting "aye", the Board returned to open session. Then, 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.

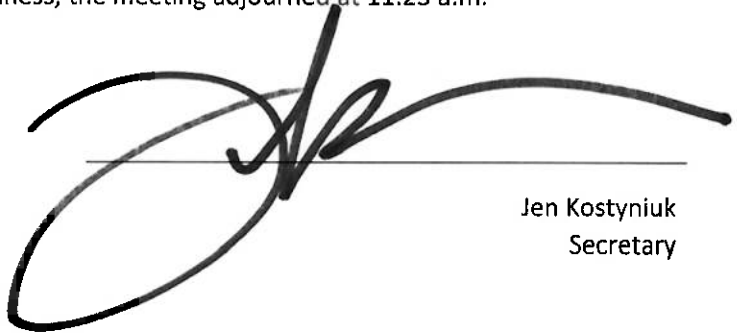
NOW, THEREFORE, BE IT RESOLVED that the Board certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such 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. Farrell seconded the motion, and with Messrs. Farrell, Parnell, Miller, and Yob all voting "aye," the Board certified the closed meeting.

Mr. Yob asked if there were any questions. Hearing none, and on a motion by Mr. Farrell, seconded by Mr. Miller, the Board approved the resolution for Project Gilmore II, with Messrs. Farrell, Miller, Parnell, and Yob all voting "aye".

Adjourn

There being no further business, the meeting adjourned at 11:23 a.m.

A large, stylized handwritten signature in black ink, written over a horizontal line. The signature is fluid and cursive, with a large loop on the left side and a long, sweeping tail on the right.

Jen Kostyniuk
Secretary