



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, May 21, 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
Shareema Williams, Treasurer
Jen Kostyniuk, Secretary
Todd 'Parney' Parnell
Paula Pando

DIRECTORS ABSENT

Perry Miller
Peter Farrell, Vice Chair

DIRECTORS PARTICIPATING ELECTRONICALLY

OTHERS PRESENT

Dennis Bickmeier, HSEA Executive Director
Michael McCormack, HSEA Staff
Jacque Frame, HSEA Staff
Tom Yeager, HSEA Staff
Heather Grubb, HSEA Staff
Alyssa Brown, Assistant County Attorney
Matt Chafin, Deputy Director of Finance
Sean Conlee, Budget Analyst
3 college student interns, Henrico County Department of Finance, Office of Management and Budget

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

Approval of the April 16, 2025, Minutes

Mr. Yob asked if there were any corrections or additions to the minutes of the April 16, 2025, meeting. Hearing none, with a motion made by Ms. Pando, seconded by Mr. Parnell, the motion passed, and the minutes were approved, with Mses. Kostyniuk, Pando, and Williams and Messrs. Parnell and Yob all voting "aye".

HSEA Quarterly Financials Review

Mr. Chafin reviewed HSEA's quarterly financials. Mr. Chafin reminded the Board of the Authority's County-funded FY24/25 budget of \$1.6 million. He noted that the contracted bookkeeper, HHJ, records HSEA's financial activity and produces the financial statements. The quarterly financial statement reports that the overall expenditures are less than budget, and that will continue through the end of the fiscal year based on current spending patterns.

The statement includes a line item for other revenue for the Sports & Events Center. The reported loss is relatively close to the year-to-date actuals with the overall bottom line running favorable \$65,000 to budget. The year-to-date budget to actuals statement includes a \$375,000 funding draw with a second draw expected in June 2025.

HSEA FY25/26 Budget Review

Mr. Chafin and Mr. Conlee presented HSEA's FY25/26 approved budget. The \$2 million dollar budget reflects an increase of approximately \$340,000 from the previous budget. The main increases are for two new HSEA employment positions, the financial analyst and a sports services manager. Both positions are expected to join the team during the summer. The approved budget includes the 6% County pay increase.

Henrico Sports & Events Center FY25/26 Budget Approval

Mr. Bickmeier asked the Board to consider the approval of the Sports & Events Center FY25/26 budget. He noted that the Board had a preliminary budget discussion during the May Board meeting. The SEA staff, the Finance Committee, and County Finance recommend approval of the budget.

Mr. Berryman, General Manager of the Sports & Events Center, stated that he had provided a review during the April meeting and that the County leadership had also reviewed the budget. The FY25/26 budget reflects a net loss of approximately \$831,000 due to food and beverage cap rate, insurance and

utility costs. He noted that some food & beverage items are outsourced from local restaurants and that research is being done to bring in more revenue opportunities such as mid-week events, facility fees on ticket sales and sponsorships. Mr. Bickmeier explained that another form of revenue will be Fridays becoming rental days. Mr. Berryman noted that the new BAS HVAC system that manages all of the building's thermostats will continue to reduce utility costs. It was also discussed how this budget is the first budget based on actuals.

Mr. Yob asked if there were any questions. Hearing none, and on a motion by Ms. Williams, seconded by Mr. Parnell, the motion passed, and the resolution was approved, with Mses. Williams and Kostyniuk and Messrs. Parnell and Yob all voting "aye".

Committee Reports

Marketing & Guest Services

No meeting since the April Board meeting.

Facilities / Events

Mr. Parnell reported on the May 6, 2025, committee meeting. The committee discussed events and projected events. There is a need to be on and promote via national television. Corporate hospitality will be offered at the American Cornhole tournament.

Strategic Planning

Ms. Pando reported on the May 16, 2025, committee meeting. The Senior Financial Analyst position meets one of the committee's organizational goals. The committee reviewed County facilities and the need for funding due to events being lost to other facilities and the County's sports tourism fund. Annual performance assessments are underway for the Authority.

Finance

Next quarterly meeting is scheduled for July 11, 2025

HSEA Team Monthly Report

Mr. Bickmeier offered the SEA Team monthly report to the Board. He announced that the Atlantic 10 Conference has extended the Women's Basketball Championship agreement through 2029. He noted that the local high school graduations begin May 21, 2025, and will conclude May 31, 2025.

The Commonwealth Games will be coming to Central Virginia. Richmond Region Tourism will manage the relationship in a region-wide effort. The games will be played on multiple facilities throughout the summer.

There were 11 tournaments in April. Outdoor tournaments included two fishing tournaments, field hockey and a couple of pickleball tournaments. Indoor tournaments included the National Wheelchair

Basketball Championships, and Bigshots Richmond Jam where ESPN's National Recruiting Director Paul Biancardi attended.

The Sports & Events Center hosted nonsporting events such as the Galen Nursing graduation, the Brown Distributing Tradeshow, and a Dominion Energy event. Community events will decrease due to the school year concluding; however, summer leagues will start in June.

The April 2025 \$4.8 million economic impact was higher than April 2024 even with fewer tournaments. The Virginia Tourism Commission 2024 economic impact release is expected in September 2025. Currently, HSEA is only calculating teams and visitors outside of 50 miles of the area. The Manager has requested an economic impact study that is specific to the building. The data will use a formula to determine the economic impact for inside of 50 miles.

Mr. Bickmeier reported that the March hotel industry had a 2.3% increase year over year. The RevPAR was up and the overall occupancy was up 3%, which was driven by the Jefferson Cup, the A10 Women's Basketball Championship tournament, and ComiCon. Every locality recorded an increase, and the Henrico tax collections were up \$2 million.

Mr. Bickmeier highlighted some upcoming events such as graduations, Richmond Volleyball, and Prep Baseball Report tournaments every weekend through July. HSEA, Recreation and Parks and Prep Baseball Report have weekly review calls to discuss the Glover Park expansion's construction with construction completion projected for October 2026.

Marketing recorded 94 posts and 70 mentions in online digital marketing during April.

The Business Development team attended the Sports ETA conference along with the Richmond Region Tourism team.

Recreation & Parks provided a VA 250 celebration presentation to the Board of Supervisors. HSEA will be heavily involved with the celebration.

The Best Products Reimagined RFI is in its final review with the County's legal counsel.

Mr. Yeager noted that the Sports & Events Center's Virginia Sports Hall of Fame display will be adding new hall of famers. He mentioned that there is a potential display of Arthur Ashe's 50th anniversary of his Wimbledon win.

Old Business

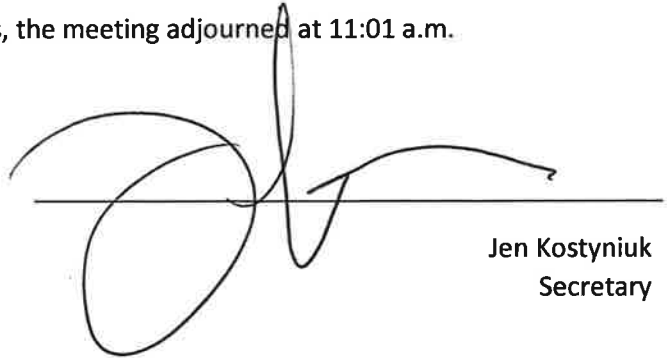
Mr. Bickmeier noted that the HSEA's cut of alcohol sales at the HSEC will remain as contracted with ASM.

New Business

None.

Adjourn

There being no further business, the meeting adjourned at 11:01 a.m.

A handwritten signature in black ink, consisting of a large loop followed by a vertical stroke and a horizontal stroke, is written over a horizontal line.

Jen Kostyniuk
Secretary

