



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, June 18, 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 (after the committee reports)
Jen Kostyniuk, Secretary
Todd 'Parney' Parnell
Perry Miller

DIRECTORS ABSENT

Peter Farrell, Vice Chair
Paula Pando

DIRECTORS PARTICIPATING ELECTRONICALLY

OTHERS PRESENT

Dennis Bickmeier, HSEA Executive Director
Dawn Miller, HSEA Staff
Megan Hazzard, HSEA Staff
Jacque Frame, HSEA Staff
Rob Welch, HSEA Staff
Ryan Murphy, Deputy County Attorney

Mr. Yob called the meeting to order at 10:08 a.m.

Approval of the May 21, 2025, Minutes

Mr. Yob asked if there were any corrections or additions to the minutes of the May 21, 2025, meeting. Ms. Kostyniuk noted that Mr. Farrell needed to be shown as absent from the May 21, 2025, meeting. With a motion made by Ms. Kostyniuk, seconded by Mr. Parnell, the motion to amend the May 21, 2025, minutes accordingly passed with Ms. Kostyniuk and Messrs. Miller, Parnell, and Yob all voting "aye".

Mr. Yob asked if there was any further discussion for the May 21, 2025, minutes. Hearing none, Mr. Yob asked for a motion to approve the minutes as amended. With a motion made by Mr. Miller, seconded by Mr. Parnell, the motion passed, and the minutes were approved as amended, with Ms. Kostyniuk and Messrs. Miller, Parnell, and Yob all voting "aye".

Committee Reports

Marketing & Guest Services

The committee did not meet the past month. The committee is in the process of scheduling a meeting for after July 11, 2025.

Facilities / Events

The committee did not meet the past month. The next committee meeting is scheduled for July 8, 2025.

Strategic Planning

The committee did not meet the past month. The next two meetings of 2025 are scheduled for July 11 and October 10, 2025.

Finance

The committee did not meet the past month. The next two meetings of 2025 are scheduled for July 11 and October 10, 2025.

HSEA Team Monthly Report

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

Mr. Bickmeier noted that some of the HSEA team were absent from the Board meeting due to June 19 event kickoffs and planning for the upcoming weekend events.

He reminded the directors that high school graduations were held in May at the Center. Approximately 6,500 students received a degree and over 38,000 were scanned in for the ceremonies. The latter figure does not include public safety, school faculty, or event staff. He thanked the ASM, HSEA, and Public Safety teams for the successful ceremonies. With positive feedback, all high schools have renewed their

agreements for 2026. Hanover, King William, and Caroline County high schools will be holding their 2026 graduation ceremonies at the Center.

The HSEA recruitment team for the finance position narrowed the candidate pool to two after two interview rounds and will speak with the candidates' references. The Sports Services Manager search is in progress. Recreation and Parks has three current team employees who will report to the Sport Services Manager. The role does not affect the budget.

Per the County Manager's request, HSEA is working with Mangum Economics to take a deeper dive and provide a formula for determining the economic impact of participants within 50 miles, which HSEA does not calculate. Mr. Bickmeier stated that other regions include the impact of participant within the 50-mile radius in their calculation of economic impact and that the Virginia Tourism Corporation sets the 50-mile parameter. The economic impact calculation includes \$208 per participant per tournament for gas, food, and hotel stays. By including participants within the 50-mile radius in its calculations of economic impact, Henrico County will be more aligned with the regions that calculate economic impact in that manner. Henrico County also does not include major sports such as NASCAR and the PGA event in their annual calculations. Mangum is using FY24/25 data. They will prepare a three-year presentation update. Mr. Bickmeier stated that The Dominion Energy Charity Classic Tournament has an annual \$34 million economic impact.

With the HSEA team's assistance, the County released the Best Products Reimagined RFI. Site tours were provided for interested developers, and the County hosted a series of question-and-answer meetings for 46 interested developers. There is a 60-day window for responses which closes July 28, 2025. June 30, 2025, is the due date for questions followed by County responses in early July.

May was busy with outdoor baseball and softball tournaments which will be ongoing throughout the summer. The inaugural Virginia Middle School Track and Field State Championship was held at Deep Run High School with 1,000 participating athletes from 115 middle schools.

The Center accounted for 110,000 guests through its doors during May. This includes graduations.

Other May events included Bigshots basketball and Volleyball Boys East Coast, which does well with concessions sales. This event promoter continues to sell out this tournament. They have four tournaments in 2026. ASM added a smoothie bar that received positive feedback and produced favorable sales. ASM has added new menu items to increase concession sales and is considering a 'secret shopper' opportunity for guest F&B sales, menu sales, and lines to obtain feedback.

Non-sporting events at the HSEC included The Lego Group employee event day, which is returning in 2026, the Galan School Graduations that occur on a quarterly series, the regional County water meeting, and Dominion Energy's Spring All-Hands Meeting.

While there has been an increase in tournaments held in Henrico County, the out-of-town teams have decreased. May's year-over-year economic impact reflects this trend. An example is the ECLU soccer event that moved out of the County and since the County doesn't host the tournament, it cannot be included in the economic impact calculation. There is interest in research technology to determine if Henrico County hotels are being booked for events held outside the County. Volleyball has proven

popular within the Richmond region with strong economic impact. There is a need for more fields with the increase of interest in lacrosse and field hockey. The Futsal National Camp returned with over 220 invited participants and strong attendance by international coaches.

April's hotel daily rate was \$111.62. The RevPAR was \$74.86, reflecting an increase of 6.4%, up year over year, and the region's overall occupancy was also up 2.9%.

July's look ahead showcases The American Cornhole League Pro Series tournament, which is scheduled for the July 4, 2025, weekend. ESPN2 will cover the tournament. The ACL Cornhole for a Cause Charity event featuring NASCAR celebrity drivers will be held Friday night, July 4, 2025. The NXTPRO Puma event is being held July 10 – 13, 2025. Over 300 coaches and representatives from each team will be in attendance along with several international teams.

Marketing reported 109 social media posts with 93 mentions in broadcast. Marketing collaborated on the A10 extension and the Best Products Reimagined announcements.

The Business Development team continues to reach out to prospects.

Old Business

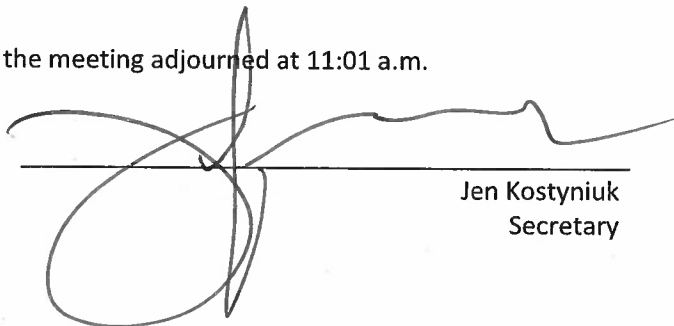
None.

New Business

Mr. Bickmeier opened the discussion on the July 16, 2025, Board of Directors field trip. He explained that the members will visit three Henrico facilities: Henrico Sports & Events Center, the Outdoor Athletic Complex, and Glover Park between the normal meeting time of 10:00am – 11:30am. The members will meet at the Sports & Events Center where the board meeting will begin, followed by the tour of the Center. The directors and HSEA staff have the option to travel in personal vehicles or in a County provided vehicle to each subsequent destination. No official business will be transacted during the facility tours. Members driving personal vehicles have the option to depart from the final facility while those that traveled in a county vehicle will be driven back to the Sports & Events Center.

Adjourn

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



Jen Kostyniuk
Secretary