



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, August 19, 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
Jen Kostyniuk, Secretary
Shareema Williams, Treasurer
Todd 'Parney' Parnell
Paula Pando (after the approval of electronic participation)

DIRECTORS ABSENT

DIRECTORS PARTICIPATING ELECTRONICALLY

Peter Farrell, Vice Chair
Perry Miller

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

Brandon Hinton, Deputy County Manager for Administration
Matt Chafin, Deputy Director of Finance

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

Approval of Electronic Participation

Mr. Yob informed the Board that Messrs. Farrell and Miller were unable to physically attend the meeting in person due to vacation and business travel, respectively. He stated that Messrs. Farrell and Miller had requested to participate remotely, Mr. Farrell from vacation in Duck, North Carolina and Mr. Miller from his hotel room in Williamsburg, Virginia. Mr. Yob stated that the Board had arranged for Messrs. Farrell and Miller to be heard by all persons at the meeting location and that there was a quorum physically assembled at the meeting location.

Mr. Yob moved that the Board approve Messrs. Farrell and Miller's remote participation in the meeting. With a second by Mr. Parnell, the motion passed, and Messrs. Farrell and Miller's remote participation in the meeting was approved, with Ms. Kostyniuk and Williams, and Messrs. Parnell, and Yob all voting "aye".

Approval of the July 15, 2026, Minutes

Mr. Yob asked if there were any corrections or additions to the minutes of the July 15, 2026, meeting. Hearing none, on a motion made by Ms. Williams, seconded by Mr. Parnell, the minutes were approved, with Ms. Kostyniuk, Williams, and Pando, and Messrs., Parnell, and Yob, all voting "aye".

Henrico County Hotel Tax Discussion

Mr. Bickmeier thanked Mr. Hinton for preparing the hotel tax presentation and for his ongoing support.

Mr. Hinton presented background on the hotel tax and its distribution. He explained the history of the hotel tax, how the original 2% and the additional 6% were established, and how revenue is distributed among the jurisdictions. The 2% Tourism Improvement District fee goes entirely to the convention center, and if it doesn't cover costs, the center can draw from the 6% tax, with any remaining funds divided among counties according to a set formula. Henrico is nearing its payback threshold, having paid \$20 million of the required \$15 million. The presentation also covered how these funds support sports tourism, redevelopment projects, and various incentives. Overall, the revenue supports tourism reinvestment and generates ROI for the county.

Public-private partnerships such as NOVA, Richmond United Strikers, and the ongoing Regency redevelopment have changed the landscape in the metropolitan area and positively impacted neighboring jurisdictions. The sports fund has helped incentivize new facility development such as Glover Park through a public private partnership with PBR. Outside visitor spending adds to the \$2 million sports tourism grant fund.

HSEC FYE25/26 Financial Statement Review

Ms. Williams summarized the FYE25/26 Financial Statements by noting that the Center produced \$2.3 million in adjusted gross income exceeding the prior year. The Center reported a year-to-date Adjusted Net Loss of \$137,164. County and event discounts totaled approximately \$595,000. It was noted that eight of the past 12 months the Center was in the black, which is an improvement from last year. The Center's County funded expense allocations are accounted for in annual budgets. Operationally, the two new members of the Legend's finance team, Krista Jones and Boyd Burton, add manpower for financial reporting. The FY25/26 audit prep-work has begun, and the audit is scheduled to commence in October 2026.

The Board discussed how to measure the return on discounts offered for events, noting that about half are tied to Henrico County graduations. HSEA will prepare a report showing the breakout of County-related events and non-County related events, the value of County-related discounts and non-County events, in an attempt to show what revenue could have been earned by non-discounted events, including graduations. Questions were raised about whether current incentives are strong enough to attract new events, especially as competition among facilities increases and promoters request more funding. Security costs and TID also play a role. NXPROM Puma 2027 was highlighted as an example, that renewing its contract may require additional incentives since other localities offer higher funding and newer facilities.

Mr. Bickmeier stated that Ms. Williams will continue to report the Center's financials. Legends will prepare a summary dashboard that will be reviewed at Finance Committee meetings. Ms. Williams will then report to the Board during Board meetings. The Legend's finance team, Boyd Burton and Krista Jones, will attend the September Board meeting and the next Finance Committee meeting.

HSEA FYE25/26 Financial Statement Review

Mr. Crowell reviewed SEA's FY26 Q4 Statement of Financial Position as of June 30, 2026, quarterly Statement of Activities, Budget vs. Actual report, and transaction detail for April through June. HSEA ended the quarter with approximately \$511,000 of operating cash, a decrease of approximately \$527,000 from the prior quarter, while cash remained above near-term operating obligations. The Q4 net operating loss was approximately \$569,000, compared with \$425,000 in Q3, primarily reflecting no County Funding in Q4 versus approximately \$130,000 in Q3 and a \$28,000 increase in expenditures. Expenditures were approximately \$132,000 over budget, led by salaries, employee benefits—including a \$56,000 year-end compensated-absence adjustment—contract services, and accounting/audit costs. A

\$748,000 turf invoice which was reimbursed by the Recreation and Parks Department, corresponding reversal had no net Q4 financial effect, and that reimbursements offset several other significant transactions.

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

Ms. Williams reported on the August 18, 2026, committee meeting. She reiterated that the Committee reviewed the FYE25/26 financial statements for HSEA and the Center. The members also discussed the cash flow forecast and the annual \$300,000 County funding for the Center's annual maintenance. It was noted that the 25/26 audit will commence in October of 2026.

HSEA Team Monthly Report

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

He mentioned that the Korn Ferry Championship tournament commercial was created in house and thanked Ms. Miller and Prentice for their work. The 30 second commercial telling Henrico's sports tourism economic impact story was played for the members. Korn Ferry tournament chalet invitations have been emailed, and Mr. Bickmeier asked the Board to RSVP if they have not. He stated that HSEA will create a 15 second ad with a call to action for the tournament board.

Mr. Bickmeier noted that a variety of tournaments were played in July such as baseball, softball, track and field, and sand volleyball. There were 17 outdoor and five indoor for a total of 22 tournaments. Also held in July was the NXTPRO Puma event with a total of 3,024 teams, 1,571 from out of town. Two of the July events, Futsal ID Camp and the VA Commonwealth Games Archery have not recorded their out-of-town numbers. Once reported, they will increase the recorded \$16,094,395, which is still higher than July 2025 even with these two large events numbers still pending.

The June hotel occupancy data from RRT reported Henrico's occupancy was 73.4%, a 3.3% increase year over year. The average daily rate was \$120.86, a 7% increase year over year and the revenue per average room was \$88.75, up 10.5% year over year. The region's hotel occupancy was 69%, recording an increase of 3.4%. Richmond, Chesterfield, and Hanover occupancies were up.

The 2026 back to school kickoff that was held at the Center welcomed nearly six thousand residents. Students received backpacks and had the opportunity to meet teachers. The kickoff utilized every area of the Center, reinforcing that the Center is being used for effective community purposes. It is a good story to tell. The American Red Cross has been scheduled to be at the Center for the Labor Day Volleyball Classic benefit blood drive on August 21, 2026.

American Pro Powerlifting is scheduled for August 21, 2026. It will have a lot of social media and a LED production providing significant value for the individuals competing in the arena. Athletes as far away as Croatia are registered to compete.

Social media had 58 posts, 333 new followers, three thousand website users with 5,100 views, and 500,482 page and profile impressions noting a 395% increase. Marketing's onsite media coverage included the Crossings, NXTPRO Puma, NASCAR, and planning for the new events. The new A10 Conference Commissioner, Dan Leibovitz and his team have a visit planned for August 27, 2026, to meet the HSEA and Legends teams and tour the Center. The Business Development team has been focused on the women's Labor Day Classic volleyball tournament scheduled for September 5, 2026, and prospecting new events such as table tennis. A fencing competition will be a new event in November, 2026.

The team continues to be out in the community by participating in events with VRLTA, EWI, and attending the Commonwealth Games Reception. HSEA hosted a UBU Summer Career Exploration program at the Center where HSEA and Legends teams addressed the 25 high school students to share their personal career paths that led them to their current position.

Old Business

None.

New Business

Mr. Bickmeier asked the Board if they would like to consider future Board meetings to be scheduled for 8:00am – 9:30am. The Board's preference was to keep the 10:00 am – 11:30 am time.

Adjourn

There being no further business, the meeting adjourned at 11:20 a.m.

The Board of Directors and HSEA staff remained in the EDA Board Room for a scheduled lunch. No official business was discussed during this time.



Den Kostyniuk
Secretary