



**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, March 15, 2023, 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  
Marielle McFarland, Secretary  
J. Oscar Knott  
Vaughan Crawley

**DIRECTORS ABSENT**

Sheila S. Minor, Treasurer  
Yvette D. George

**DIRECTORS PARTICIPATING ELECTRONICALLY**

Kayla Coleman, Vice Chair

**OTHERS PRESENT**

Dennis Bickmeier, HSEA Executive Director  
Dawn Miller, HSEA Staff  
Michael McCormack, HSEA Staff  
Megan Hazzard, HSEA Staff  
Jacque Frame, HSEA Staff  
Brandon Hinton, Deputy County Manager  
Ryan Murphy, Deputy County Attorney

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Mr. Yob called the meeting to order at 10:00 a.m.

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### **Remote Participation**

Mr. Yob informed the Board that Ms. Coleman was unable to physically attend the meeting in person due to overseas travel that prevents her physical attendance. He stated that Ms. Coleman had requested to participate remotely from her hotel in Montego Bay, Jamaica. Mr. Yob stated that the Board had arranged for Ms. Coleman to be heard by all persons at the meeting location and noted there was a quorum physically assembled at the meeting location.

Mr. Knott moved to approve Ms. Coleman's remote participation, with a second by Mr. Crawley. The motion passed with Mses. McFarland, and Messrs. Crawley, Knott, and Yob voting "aye".

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Mr. Bickmeier introduced and welcomed meeting guest Brandon Hinton, Deputy County Manager of Administration.

### **Approval of the February 15, 2023, Minutes**

Mr. Yob asked if there were any corrections or additions to the minutes from the February 15, 2023, meeting. Hearing none, with a motion by Mr. Knott, seconded by Mr. Crawley, the motion passed with Mses. McFarland and Coleman and Messrs. Crawley, Knott, and Yob voting "aye".

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### **Resolution - Signatory Authority - License Agreements**

Mr. Bickmeier informed the Board that the resolution would approve a form license agreement to regulate use of the Indoor Sports & Events Center by third parties and authorize the Executive Director to execute such license agreements on behalf of SEA and to set and revise fees, rents, and other charges for the use of the Center. He noted that, on March 14, the Board of Supervisors formally delegated management of the Center to SEA, and that the resolution provided for additional delegation of day-to-day management to SEA staff, who will be responsible for managing reservations and use of the Center. He closed by noting that SEA staff recommended approval of the resolution.

Ms. McFarland asked what would happen if damage to the building occurred. Mr. Bickmeier answered that there would be an assessment for damages, and if damages were significant, it would result in a claim involving the County Attorney's office and Risk Management division. Mr. Murphy noted that the license agreement required users to obtain insurance naming SEA and the County as additional insured. Mr. Bickmeier noted that Certificates of Insurance are required upon signing the Use Agreement.

On a motion by Mr. Knott, seconded by Ms. McFarland, the resolution was approved with Mses. Coleman and McFarland, and Messrs. Crawley, Knott, and Yob all voting "aye".

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### **Resolution - Update to Small Purchase Procedures**

Mr. Murphy introduced the next resolution as an update to SEA's small purchase procedures. He explained that SEA's procedures are modeled after the County's, which were updated in December of 2022 to increase the small purchase thresholds and incorporate administrative changes for clarity and usability. He noted that the draft procedures included in the Board's agenda packet incorporated these changes with modifications as appropriate to SEA and would ensure consistency with the County's procedures.

On a motion by Mr. Knott, seconded by Mr. Crawley, the resolution was approved with Mses. Coleman and McFarland, and Messrs. Crawley, Knott, and Yob all voting "aye".

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### **Sports & Events Center Budget Update**

Mr. Bickmeier introduced Mr. Hinton for an Indoor Sports & Events Center budget update. He stated that Mr. Hinton plays a large role in providing guidance on construction and Furniture, Fixtures and Equipment budgets and decisions. He thanked Mr. Hinton for his involvement and insight.

Mr. Hinton first congratulated Mr. Knott for receiving the Virginia Association of Governmental Procurement's (VAGP) Manager of the Year for 2023 during the March 14 Board of Supervisors meeting.

Mr. Hinton also acknowledged the contributions of Tom Graves, Steve Hart and Travis Sparrow. Mr. Hinton stated Mr. Bickmeier's attention to detail is to be commended and that he appreciated Ms. McFarland's contributions to the project. Mr. Hinton affirmed that the County would have a better product for all due to those involved in the build.

Mr. Hinton stated that the Sports & Events Center project began a couple of years ago with a \$50 million budget funded by taxable revenue bonds. As inflation increased, stakeholders determined that the center could not be built for \$50 million. Stakeholders decided to budget for FF&E separately, and the County agreed to provide an additional \$5 million, increasing County funding to \$10 million for FF&E. Mr. Hinton broke down the budget for FF&E at length and concluded by stating that, ultimately, the decision to break out FF&E allowed for additional work under the construction contract to finish the mezzanine. If the County had not done so, the building would have needed to be closed at some future point for 6 months while the mezzanine was completed..

Mr. Bickmeier informed the Board that HSEA has secured an NCAA-level portable floor. It is coming from Conner Flooring, and the contractor for the Center, Rebkee, will purchase the floor. Ms. McFarland asked how many games can be played on it. Mr. Bickmeier answered the floors have a long life span as long as they are well maintained and stored properly. Mr. Knott asked when the floor would be used. Mr. Bickmeier responded that the NCAA-level games and tournaments like the 804 Coaches for Change will play on this floor. Mr. Bickmeier stated that the portable floor is clean from a branding standpoint, allowing Henrico branding to be added. HSEA and the Center's graphic package would be included in the branding. Mr. Bickmeier said the floor could also be used in the future at GreenCity and could be housed there. Ms. McFarland stated that HSEA could rent the floor to GreenCity.

Mr. Yob noted that there are lighting issues within Virginia Center Commons as a whole that need to be addressed. Mr. Knott also noted that paving work may be required.

Ms. McFarland closed the discussion by noting there is \$50 thousand in the General Capital Fund in the old Sports Facility Project.

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### Outdoor Sports Tourism and Sports & Events Center Schedules

Mr. Bickmeier invited Mr. McCormack and Ms. Hazzard to make the presentation.

Mr. McCormack explained that HSEA remains on-track to host roughly the same number of tournaments in 2023 (69) as in 2022 (67). He highlighted repeat groups such as the Richmond Strikers, Prep Baseball Report, USA Softball, and Williamsburg Starz Gold as they make up HSEA's core portfolio. Repeat tournament groups produced over \$48,000,000 in projected Economic Impact for 2022.

Ms. Hazzard reported that HSEA is welcoming new groups to the area, Big Shots Basketball, Special Olympics, James River Rugby, and the International Quidditch Association. HSEA anticipates they will fill in the gaps in the last quarter of 2023 and throughout 2024. The 2024 Special Olympics State Basketball Tournament is moving from Fairfax. The Glover Park events will be showcased / televised on ESPN. The event includes national teams that we worked with Richmond Region Tourism to bring to Henrico County.

Ms. Hazzard provided a Sports & Events Center recap. She stated that HSEA has received 28 signed LOIs from groups stating their intention to hold events in the Sports & Event Center. She noted that the annual State of the County Address and the Richmond Region Tourism Board meeting will be held in the center in 2024. Three futsal tournaments are planned, and HSEA is bidding on the National Championship from Kansas City. 804 Coaches for Change is a local non-profit for local / private school competition. Their December tournament will be announced soon.

HSEA is in the process of working with the County's Legal team to finalize formal contracts. With the Board's approval of the User License Agreement, HSEA can issue the agreements for signature, lock in dates, and start receiving revenue.

Mr. Knott asked if the Authority is looking at high school sports. Mr. Bickmeier answered that HSEA has met with Virginia High School League and that HSEA is waiting for the bids to open. Mr. Bickmeier said that open discussions are for wrestling, gymnastics, and boys' and girls' basketball. These would be regional games while the championship games will stay at Siegel Center.

Mr. Knott inquired about booking dodge ball. Ms. Hazzard responded that HSEA is talking with USA Dodge Ball. She also stated that HSEA has cornhole and other fun groups on the radar.

Mr. Knott inquired about indoor field hockey. Mr. Bickmeier responded that it can be played in the Sports & Events Center.

While HSEA and Richmond Region Tourism are actively pursuing leads, it is encouraging that HSEA receives a lot of unprompted inquiries for the center's rental.

Ms. McFarland recommended AJ McCage, an in-house specialist for therapeutic programming who could assist with programming ideas. Mr. Bickmeier agreed and noted moving some existing day programming into the center should be considered. He also stated that HSEA is having a conversation with Sportable about day programming and a veteran program would be ideal.

Mr. Knott asked if the Economic Development Authority is doing any outreach to surrounding restaurants and to restaurateurs for new restaurants. Mr. Bickmeier noted that he and Ebonie Atkins met with Buttermilk. Mr. Bickmeier stated that two hotels were in the future site plans, along with two full-service restaurants.

In closing, Mr. Bickmeier informed the Board that HSEA will keep the Board up to date on contracted events.

Mr. Knott addressed the outside space and parking areas and asked if there has been any discussion for events in these outdoor spaces. Mr. Bickmeier answered that the northside of the building is under consideration and that some activity can happen in these spaces.

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### Committee Reports

#### Marketing

Mr. Yob reported that the Marketing Committee member, Ms. Coleman, is resigning from her employment with the Economic Development Authority and her role on the Board. He and Ben Shepherd have been around to some County facilities, but progress has slowed since the last meeting. He stressed that the user experience is important, and the County wants the facility experience to bring users back.

Mr. Yob spoke to the County Manager about CIT doing work the facilities. The Marketing Committee will discuss user feedback at upcoming meetings.

March 30 is the next quarterly meeting.

#### Facilities / Events

Ms. Hazzard noted the quarterly committee meeting is scheduled for April.

#### Strategic Planning

Mr. Knott reported a Strategic Planning meeting was rescheduled to March 30, but that this will need to be rescheduled as well. Mr. Bickmeier noted HSEA had received an update from The Collective Best. Ms. Frame recapped the update saying a number of vision and mission statements were in draft form; the SWOT analysis was being worked on; research for specific sports needs and forecasting them for potential future facility needs was being researched; and that a call was being scheduled for HSEA team to answer generated questions.

#### Finance

Mr. Crawley reported the Finance Committee plans to review the rack rates and comp fees during its April meeting. He anticipated reviewing SEA's expected revenue for events booked for the last quarter of 2023 and for 2024 now that the User Agreement has been approved. Matt Chafin is currently working on SEA's 7-year proforma and will be invited to attend the Finance Committee's April meeting.

Mr. Yob noted the Committees need a blueprint by December to hand off to the 2024 incoming Board.

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### Executive Director's Monthly Update

Mr. Bickmeier offered his monthly report to the Board. The report has been included as an addendum at the end of the minutes.

Mr. Bickmeier asked Ms. Miller to display the Sports & Events Center building logo. Ms. Miller stated HSEA worked with West Cary Group to have the same look and feel as HSEA's logo. She said the logo was rolled out to HSEA's user groups allowing them to use it in announcements and collateral. The logo was presented along with an outside wall image. The logo will be added to the scorers' tables, jumbotron, and she noted that the logo will be seen throughout the center. HSEA is working on an eblast with Richmond Region Tourism. It will be sent in April to 25,000 sports affiliated persons, groups, and sporting organizations. The time elapsed video of the building construction was played. Ms. Miller noted this video will be included in the eblast. This release will be three to four weeks prior to one of the largest sports conventions, the Sports ETA Symposium, which Michael McCormack and Megan Hazzard will attend. She stated that this is good timing on the release for creating buzz about the Sports & Events Center during the symposium. Ms. Miller publicly thanked Ben Shepherd and his communications team for their collaboration on this project.

Mr. Bickmeier informed the Board that the HSEA team members are out at the building three to four times a week. There is an open invitation to the Board for a site tour. The Sports & Events Center keeps the HSEA team busy throughout the week. He also noted that March 24 is the submittal deadline date for the operator services RFP.

He remarked that HSEA is starting to narrow down its NCAA bids and working with RRT on a bids wish list. HSEA plans to bid on NCAA events between 2027 – 2030 for the Sports & Events Center and GreenCity.

The Virginia Sports Hall of Fame will have a display at the Sports & Events Center. Henrico will be the first locality to host a display outside of the Hall of Fame's Virginia Beach home. They are looking to expand into other regions and are interested in hosting the 2024 Hall of Fame Induction Ceremony at the Sports & Events Center.

HSEA will release a Sports & Events Center Partner announcement soon.

Mr. Bickmeier noted that the use agreement with Benedictine Schools for the St. Gertrude fields requires the Authority to maintain the fields. HSEA is determining the best way to meet its responsibility. Mr. McCormack noted that Recreation and Parks will clean the restroom facility on March 1. This is a short-term fix until the next steps on funding for the service contracts has been agreed on.

Mr. Bickmeier reported that the Belmont Advisory Committee had a new committee member sworn in at the March 14 Board of Supervisors meeting.

Mr. Bickmeier stated that the Richmond Kickers wants to create a discount ticket program for sports tourism visitors similar to the Richmond Flying Squirrels offer.

Mr. Bickmeier reported that during the Sports ETA Chief Executive Summit he met one on one with Liam Thornton, ASM Global Executive VP of Development, and discussed how the two organizations will work together.

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**Old Business**

None.

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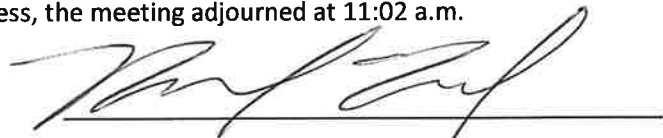
**New Business**

Mr. Yob announced Ms. Coleman's impending departure from the Economic Development Authority and SEA's Board of Directors. Ms. Coleman stated that after over a decade of working for Henrico County and the Economic Development Authority, she had tendered her resignation to take a position with Rappahannock Electric Cooperative as the Economic Development Specialist. She remarked that this would be her last SEA Board meeting. Ms. Coleman stated that she was humbled to have been a part of the Board and excited for what the team has accomplished and for what was to come. Ms. Coleman thanked the Board and staff for their leadership and partnership. Mr. Yob responded to Ms. Coleman's comments by saying that we now have a friend at Rappahannock Cooperative. Mr. Bickmeier thanked Ms. Coleman for her service and being with HSEA during these formative months.

Ms. McFarland requested monthly meetings for the Finance and Facilities / Events Committee due to the scope of work both committees will encounter before December. Mr. Bickmeier noted the Authority would make following upon on scheduling meetings a staff action item.

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There being no further business, the meeting adjourned at 11:02 a.m.



Marielle McFarland  
Secretary

**“Addendum to Minutes: Executive Director’s Update for March 2023”**



## Executive Director’s Report – March, 2023, Board Meeting

This report is covering February updates, as well as some early March information for the HSEA.

Henrico County hosted two tournaments during the month of February, with both of those being sports tourism events through the Henrico Sports and Entertainment Authority. With natural grass fields still closed until the month of March, these two events were able to utilize the synthetic turf multipurpose fields at Glover Park. Both of these are annual soccer tournaments that have been taking place for a number of years in the region:

- The Club Champions League Adidas National Cup was held on Friday, February 16 – Sunday, February 18<sup>th</sup>. The main location for this annual event is River City Sportsplex; however, Glover Park is utilized when it draws enough teams to need an overflow location. This year’s tournament saw a total of 172 teams competing in the event, with 152 of those teams traveling into the region from outside of 50 miles. Of those 172 teams, 43 played games at Glover Park on Saturday and Sunday. Teams attending the tournament from out-of-town were from locales such as West Virginia, Maryland, Pennsylvania, and numerous locales from around the state of Virginia.
- The Richmond Strikers Ultimate Cup – Boys Weekend was also held at Glover Park, taking place on Saturday, February 25 – Sunday, February 26. This tournament marked the first of six consecutive weekends of major soccer tournaments run by the Richmond Strikers. This year’s event saw a total of 171 teams compete, with 82 of those teams being from outside of the Richmond-region. In addition to Glover Park, other facilities in the region that were utilized included River City Sportsplex, Stratton Park, and Ukrop Park. Out of town teams traveled to the area from Maryland, New Jersey, and Pennsylvania. In addition, numerous teams were in attendance from other localities around the state such as McLean, Williamsburg, Virginia Beach, and Stafford.

<u>Date Range</u>	<u># of Sports Tourism Events</u>	<u># of Teams</u>	<u># of Out of Town Teams</u>	<u>Estimated Economic Impact</u>
2022 - February	2	324	234	\$4,380,480
2023 – February	2	343	234	\$4,380,480

(Coincidentally there were the same number of out-of-town teams for 2022 and 2023 equaling the same estimated economic impact.)

Jefferson Cup soccer will dominate the landscape of sports tournament events in March, along with softball.

### **Sports & Events Center at VCC**

- The building logo design was finalized and recently released; **Dawn Miller will provide additional information.**
- Another video was also produced and distributed recently; **Dawn Miller will provide additional information.**
- Interior and exterior building signage discussion continues. More research has been done to determine if the outdoor digital video board is a viable option for the sports & events center and to obtain cost. Decision has been made to utilize digital.
- The Operator RFP Pre-Proposal meeting took place.
- The center's tabletop exercise planning is under way with Emergency Management.
- With the construction completion date nearing, the grand opening has been scheduled for September 28. HSEA is bringing closure to storage needs, gym equipment placement, making key design and complex decisions regarding IT operating system, acoustics, electrical requirements. The final JMJ Workplace Interiors meeting for coordinating the furniture color scheme with carpet and the meeting space furniture is scheduled. Meetings with potential sponsors & partners continue and landscaping discussions have begun.

### **HSEA Business Structure progress**

- We received approval for two new positions: a full time Sports & Events Center Venue Operations Manager and a Grad Student enrolled in the Leadership Program at either VSU or VCU, for two school semesters.
- JMJ office furniture proposal was submitted to accompany General Services proposal for the carpet, kitchen / storage closet construction and the water cooler water line.

### **HSEA Awareness & Marketing**

- Team continues to attend meetings, speaking engagements and provide site visits to share our mission and to educate stakeholders, local businesses, organizations, and the general public on the Henrico Sports & Events Center at VCC and GreenCity as well as Henrico County's Sports Tourism:
  - Special Olympics
  - Rodney Ashby, VCU
  - Cornerstone RPO Managing Principal
  - Bon Secours/Harness Health
  - Local social media influencer Esra Conway.
  - Presented to three Deep Run Marketing Classes.

- Researching, bidding and booking a variety of Indoor & Outdoor Sports & Events with local, regional, state and out of state sports organizations / associations / athletic programs / Governing Bodies.
  - NCAA bid research – first draft review of potential bids
  - Virginia Sports Hall of Fame – partnership opportunities/next steps
  - For September through December 2023, HSEA has five events booked with the receipt of signed LOIs and seven event LOIs sent to promoters for the new Sports & Events Center.
  - For 2024, HSEA has 23 events booked with the receipt of signed LOIs, 14 event LOIs sent to promoters, and three submitted event bids for the new Sports & Events Center.
- HSEA Facility Portfolio includes the newly acquired the Scott Road Fields, St. Gertrude property.
- Glover Park potential Operator / Developer conversations were held based off of the RFI. Preliminary discussions were held with follow-up by the end of February. Collaborating with R&P on the park's parking plan design.
- Belmont First Tee has received the final two committee member recommendations who have been submitted for their respective District Supervisor approval. Date conflicts for April 4 and July 5 required rescheduling to April 12 and July 12.
- Henrico Baseball Classic and sponsor Premier Sporting Events is collecting new or gently used ball equipment. 65 teams have registered.
- 804 Coaches for Change basketball event – dates have been submitted and awaiting a reply.
- In discussions with the Richmond Flying Squirrels regarding a new initiative that would provide baseball tickets to traveling teams driving attendance to their games and providing something to do while in Richmond, promoting regional Sports Tourism.
- Collaborative meeting with Dominion Energy Charity Classic to plan for new engagement opportunities for the upcoming 2023 tournament.
- HSEA wrote and submitted the application for the VTC Marketing Leverage Grant for marketing the sports & events center.
- Attended the Sports ETA Chief Executive Summit, February 28 – March 2.
- Henrico County Student Government Day proposed project work for the VA250 5k has been finalized during multiple office visits and meetings with student Abigail Mulvaney. The HSEA staff supported and offered planning guidance. Abigail joined Dennis for the February 21 County Manager Pre-Board Meeting.
- HSEA hosted Brandon Thornton for a day in the office. He spent quality time with each team member discussing respective roles and his goals. He visited the sports & events center. Brandon is Mr. Thornton's grandson and is currently an intern at R&P.

## Press

- Printed Articles
  - 17,000 Seat Arena Planned for Henrico County, RTD
  - ASM Global Partners on Arena Set to be Greenest in US, IQ Magazine
  - ASM Global Tapped to Develop and Operate a New Arena in Henrico, County Virginia, Celebrity Access
  - GreenCity Partners with ASM Global for Henrico County, Virginia Arena, ASM Global
  - GreenCity Announces ASM as its Arena Operator, Axios
  - ASM Global Signs on to Develop and Operate GreenCity Arena, Richmond BizSense
  - GreenCity Partners with ASM Global for Development and Operation, Businesswire
  - Henrico, GreenCity Officials Announce ASM Global to Manage New Arena, Henrico Citizen
  - Proposed GreenCity Arena Aims to be 'Greenest in America', Richmond Free Press
  - 'Y'all Get Ready for Showtime': GreenCity Developers Announce Operations Partner, NBC12
  - Delegate Says Bill to Help Finance Norfolk Arena 'isn't ready for Prime Time, Wavy.com (GreenCity reference at the end of article)
  - GreenCity Could Spur Multimodal Transportation Improvements, VPM.org
  - Henrico Announces Arena Manager, Partner for Part of \$2.3 Billion GreenCity, WRIC