

SPORTS & ENTERTAINMENT AUTHORITY

DESCRIPTION

The Sports and Entertainment Authority is proposed as a political subdivision of the Commonwealth of Virginia that is being created due to the changing nature of how Henrico county operates, or plans to operate, certain sports and entertainment-related facilities, and the growing significance of sports tourism on the county's local economy. This Authority's mission will be two-fold: 1) ensure that identified facilities with third-party operating agreements are being appropriately managed and maintained per existing agreements and 2) to maximize the county's sports and entertainment tourism potential and opportunities.

The Sports and Entertainment Authority requires approval from the Board of Supervisors for creation via ordinance or resolution following an advertised public hearing as required under Virginia Code § 15.2-5602, also known as the "Public Recreational Facilities Authorities Act. At this point, the anticipated timeline for creation of the Authority begins with dedicated funding and staff in the FY2021-22 budget. During 2021-2023 several sports projects in the pipeline will be completed and this period will allow for the evaluation of facilities by county staff for recommendation to the Board on which would be a good fit for the Authority. It is anticipated that the formal legal steps towards the creation of the Authority will begin in the fall of 2023.

OBJECTIVES

- To promote Henrico County as a desirable location for Sports Tourism.
- To promote Henrico County venues as a desirable entertainment destination.
- To conduct a sports management and retention program.
- To provide an avenue for existing and future public-private partnerships and management related to sports and entertainment facilities.

FISCAL YEAR 2022 SUMMARY

Annual Fiscal Plan

Description	FY20 Actual	FY21 Original	FY22 Approved	Change 21 to 22
Personnel	\$ 0	\$ 0	\$ 458,236	N/A
Operation	0	0	127,660	N/A
Capital	0	0	0	N/A
Total Budget	\$ 0	\$ 0	\$ 585,896	N/A

Personnel Complement*	0	0	4	4
-----------------------	---	---	---	---

*Reflects the transfer of 3 employees from the Recreation and Parks complement and the creation of a Director position for FY2021-22

BUDGET HIGHLIGHTS

The Authority would be governed by a board of at least five members appointed by the Board of Supervisors. The most impactful element of the Authority will be these. Guided by an Executive Director, a new position in which funding is included in the FY2021-22 budget, the Authority's Board is expected to be comprised of experts in the tourism industry that can identify creative strategies and solutions to push Henrico to new heights in the sports tourism and entertainment market. The powers of the Authority would include operation, maintenance, and regulation of facilities while still being able to draw on the county staff's expertise and assistance.

The budget for the Sports and Entertainment Authority for FY2021-22 is \$585,896. This includes funding for three positions transferred from the Recreation and Parks complement as well as the creation of a Director position as previously mentioned. Additionally, operating funding in the amount of \$127,660 has been transferred from the Recreation and Parks budget to support the day-to-day operations of the staff.