

SPORTS & ENTERTAINMENT AUTHORITY

DESCRIPTION

The Sports and Entertainment Authority is a political subdivision of the Commonwealth of Virginia that was created due to the changing nature of how Henrico County operates certain sports and entertainment-related facilities, and the growing significance of sports tourism on the County's local economy. This Authority's mission is 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 required 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." Creation of the Authority began with dedicated funding and staff in the FY22 budget.

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 2024 SUMMARY

Annual Fiscal Plan

Description	FY22 Actual	FY23 Original	FY24 Approved	Change 23 to 24
Personnel	\$ 279,759	\$ 537,687	\$ 888,234	65.2%
Operation	96,623	127,660	190,860	49.5%
Capital	0	0	0	0.0%
Total	<u>\$ 376,382</u>	<u>\$ 665,347</u>	<u>\$ 1,079,094</u>	<u>62.2%</u>
Personnel Complement	5	6 ⁽¹⁾	6	0

⁽¹⁾ Recreation Tourism Specialist added to assist with the Virginia Center Commons indoor sports facility

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PERFORMANCE MEASURES

	FY22	FY23	FY24	Change
				23 to 24
Effectiveness Measures				
Economic Impact	\$ 60,000,000	\$ 60,000,000	\$ 65,000,000	\$ 5,000,000
Number of Events	160	162	172	10
Prospects	N/A	10	40	30
Tradeshows/Conferences	N/A	4	4	0
New Business/Bids Awarded	N/A	2	10	8
Business Retention	N/A	N/A	70%	70%

BUDGET HIGHLIGHTS

The budget for the Sports and Entertainment Authority for FY24 is \$1,079,094. This includes an increase in personnel of \$350,547, or 65.2% over FY23. This increase is due to greater salary estimates and the associated benefit adjustments, as well as the addition of one position transferred from the hold complement in May FY22. Moreover, beginning in February FY23, funding was included for an Event and Facility Coordinator. Lastly, an hourly graduate assistant position will be included in the Authority's personnel component for FY24. Driven by the County's continued push to be a leader in sports tourism, the operating component of the Authority's budget increased by \$63,200, or 49.5%, for advertising and networking resources. The capital component remains flat from the previous fiscal year.

DEPARTMENTAL HIGHLIGHTS

The newly created Sports and Entertainment Authority (SEA) has made tremendous strides in less than one year as an established authority.

From start-up to entering its first full year of operation, the SEA is focused on delivering tourism impact for Henrico and delivering against four key pillars:

Sports Tourism and Entertainment events; Facility Development; Owned and Operated or Joint Venture event production; and Growth and Development of Sports at all levels – youth, scholastic, collegiate, amateur, and professional.

The SEA works collaboratively with many stakeholders, including the SEA Board of Directors, Economic Development Authority, Recreation and Parks, HCPS, Public Safety, and Richmond Region Tourism, as well as many other County departments and County leadership.

The SEA is “writing the playbook” for this type of Authority, not only in Henrico but for the Commonwealth of Virginia. The SEA is embarking on a strategic planning process to help the organization chart its future by clearly defining its mission, vision, and core values. The talented team within the SEA is positioned to lead on bidding on large-scale national and regional events for our facilities. The County is blessed with amazing sports facilities imbedded within its recreation and parks facilities that provide the opportunity for the SEA to bid on and host sports tourism events. In addition, the Henrico Sports and Events Center set to open this fall will be a game-changer for the County and the region. It was estimated that nearly \$30 million was being left on the table by not having an indoor

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sports facility to host basketball, volleyball, futsal, and other indoor related activities. The SEA has already started the process of booking tournaments and events in this facility. The Authority is actively marketing the facility and all County sports properties through a variety of mediums, as well as being active and visible at the industry's largest conferences and trade shows. We currently have our website under construction. The SEA team actively pursues many leads, RFP requests, and prospects daily for events and entertainment attractions for the County.

In the next few years, the SEA will take an active role in the development of the Arena at Green City, as well as the expansion of Pickle Ball at Pouncey Tract, and the next phase of development at Glover Park. These projects will open new avenues of sports and entertainment events for the County and the region, so that it is "Showtime. All the Time" in Henrico!