

SPORTS TOURISM

Visit
Henrico
COUNTY





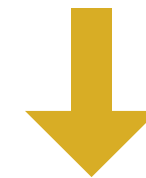
MISSION

To attract visitors to Henrico County as a premier family and friends tourism destination.

MEALS TAX

LODGING TAX

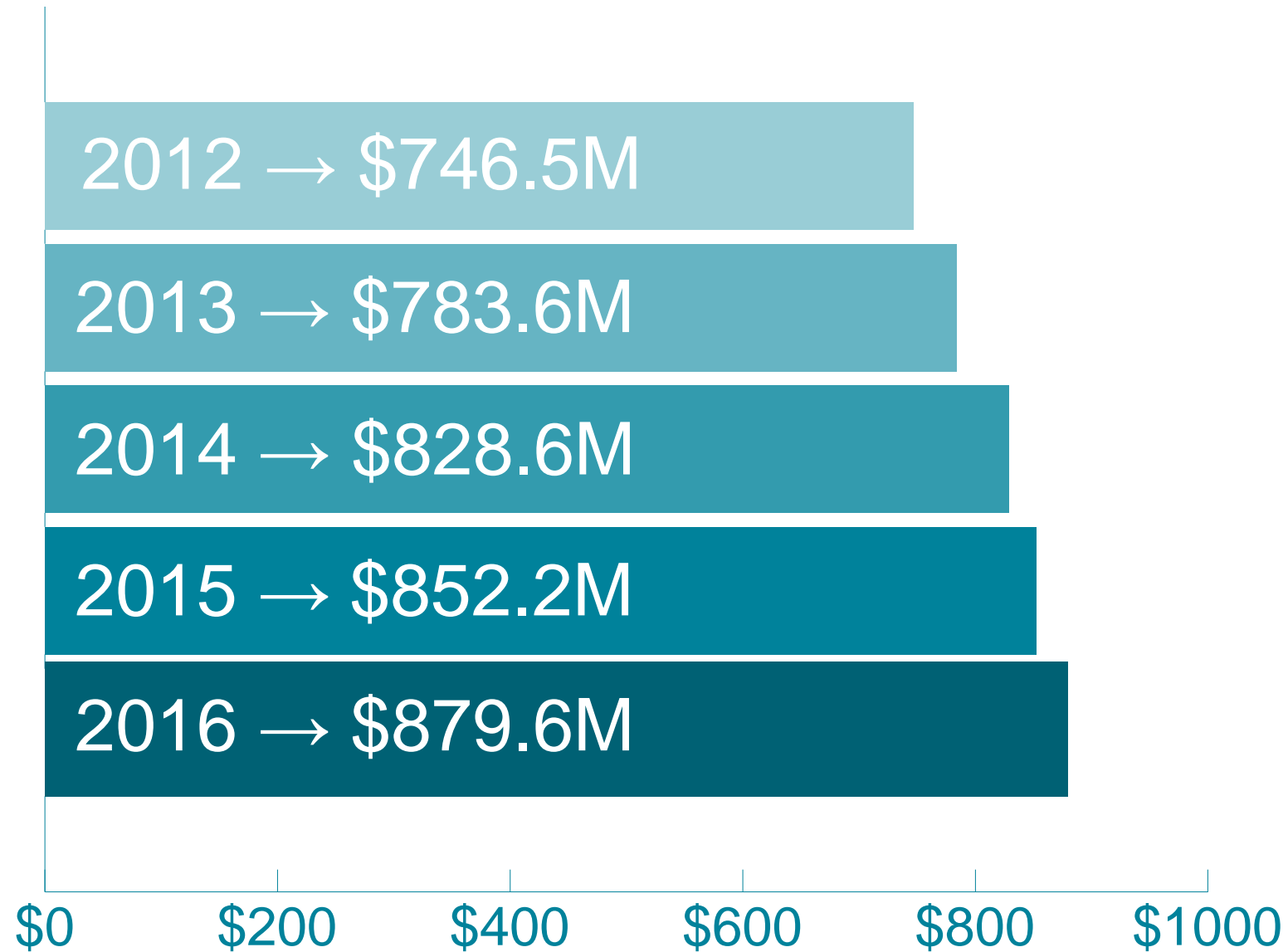
SALES TAX



Visitor tax revenue is available to re-invest in maintaining quality of life for Henrico residents.

HENRICO TRAVEL EXPENDITURES

18% Increase from 2012 to 2016



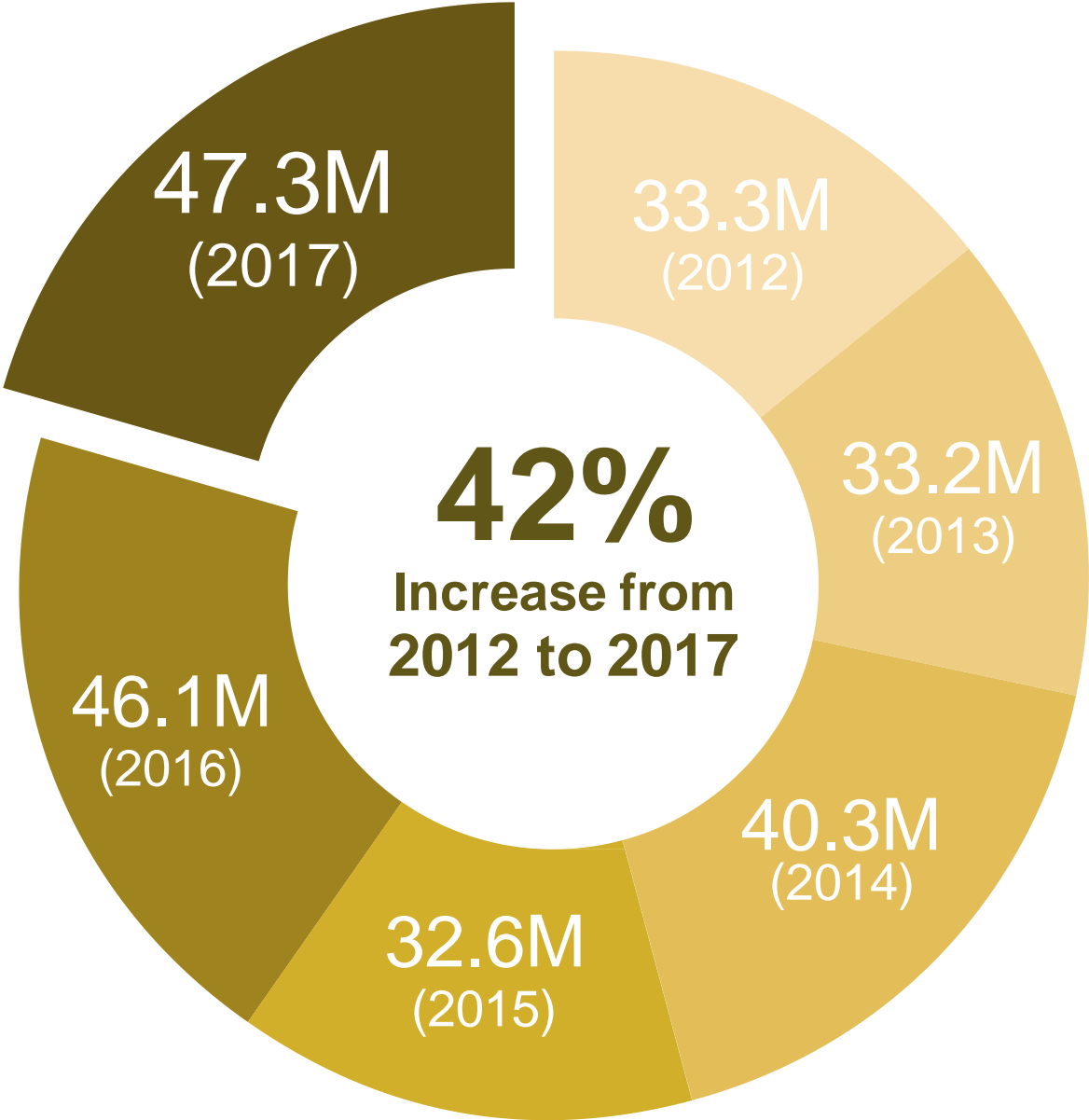
Virginia Tourism Corporation





SPORT TOURISM ECONOMIC IMPACT

from Henrico County athletic fields



WHAT THEY WANT

The single most important criterion:

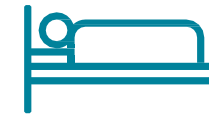
**MULTIPLE FIELDS
IN ONE LOCATION**



OTHER DECISION FACTORS



**QUALITY
FACILITIES**



**CONVENIENT
HOTELS**

50% of RVA hotels
are in Henrico.



**CONVENIENT
DINING**

500+ restaurants
offers options for all.

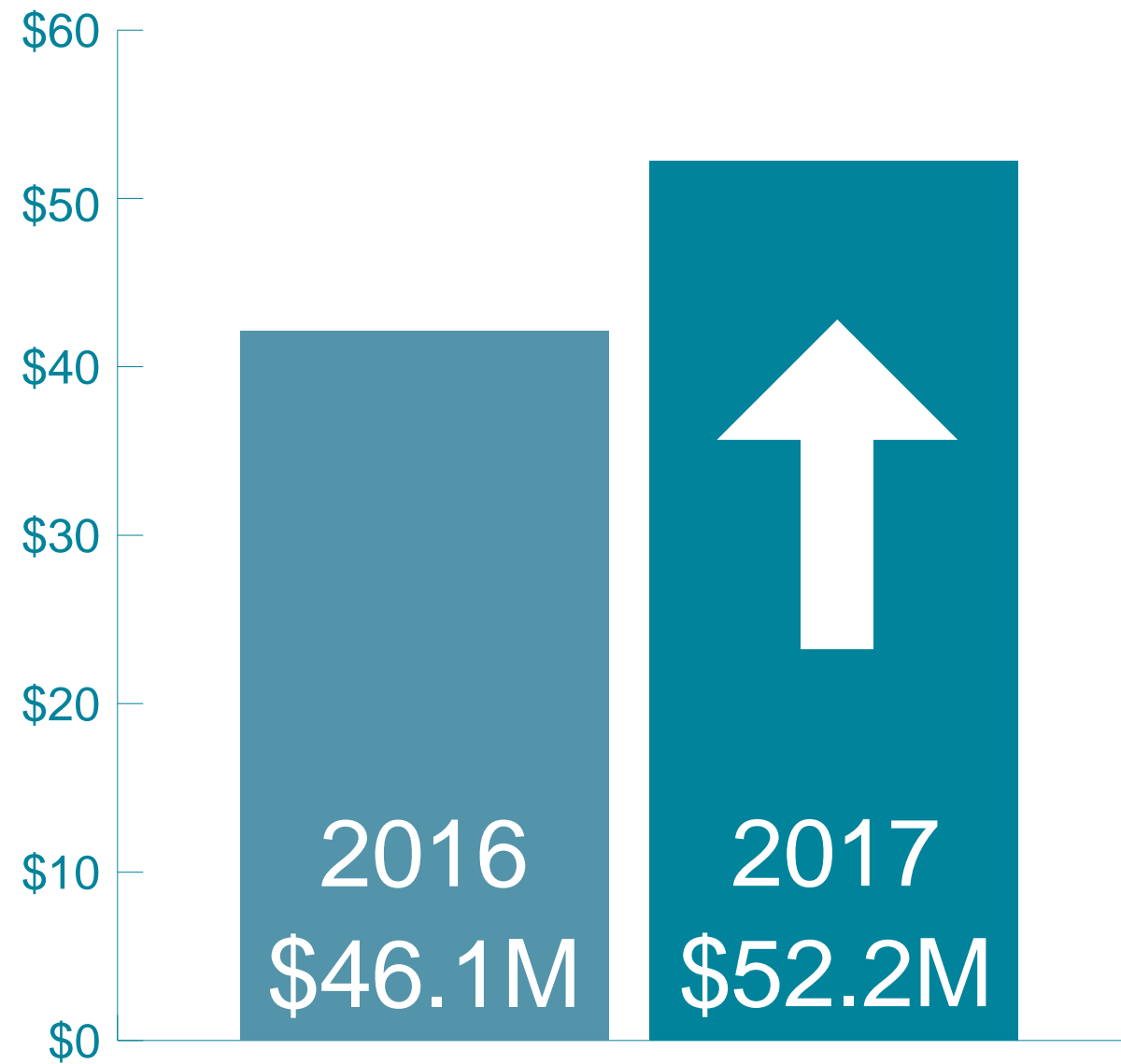


**NEARBY
AMENITIES**

Henrico has great
“post-game” appeal.

LOST ECONOMIC IMPACT

26% Increase in One Year



2016 BOND REFERENDUM

PROJECTS

Projects that will make a significant impact in providing fields for residents and visitors

DOREY PARK



GREENWOOD PARK



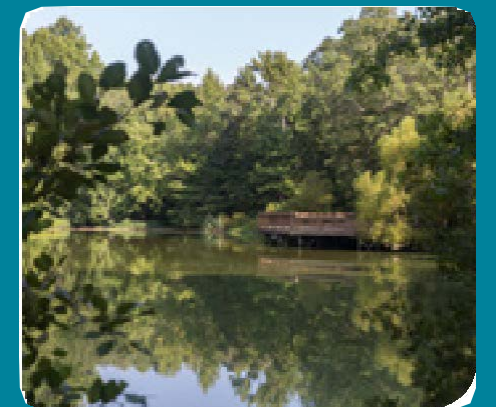
TAYLOR PARK



TUCKAHOE PARK



DEEP RUN PARK



A photograph of a baseball field with players lined up on the baseline. The players are wearing white uniforms with red accents. The field is green with brown dirt base paths. A red fence is visible in the background.

Visit Henrico 2018 PRIORITIES

MAXIMIZING NEW FIELDS AT
GREENWOOD PARK

CREATING NEW EAST END
MARKETING PLAN

DEVELOPING NEW COMMUNITY
PARTNERSHIPS

WHAT ABOUT INDOOR SPORTS?

- In 2016, 460 teams with 4,600 youth played basketball in Henrico County
- Recreation and Parks has only two gyms: Eastern Henrico and Deep Run
- Only 28 out of 55 school gyms are game-suitable
- Lost 337 nights of scheduled gym use to school events
- Regularly compete with school sports for access to school gyms
- Can't allow volleyball or other indoor sports due to lack of indoor space
- Turn away 8-court equivalent for practice and 5-court equivalent for games each week



Exploring an Indoor Sports Facility for Henrico County

Key Strategic Pillars

- **Sports Tourism/Economic Impact**

Doing well outdoors, but we can OWN the indoor sports season for the Richmond region

- **Positive Community Impact**

Built around the need and high-demand by residents for indoor sport court space

- **Improved Quality of Life for Residents**

Key Assumptions

- Henrico County and the Richmond Region lack a suitable venue to host local, regional, and national indoor amateur sports
- The market is wide open for a modern, large facility with as much flexibility as possible

IDENTIFIED NEEDS FOR AN INDOOR SPORTS FACILITY

- Hardwood sports flooring
- 8-12 basketball courts
- Fully convertible to support sports other than basketball
- Retractable Spectator Seating
- Gym Dividers
- Fitness Center with Indoor Track
- Concession and Hospitality Area
- Flexible Space for Non-Sports Events
- Suitable for High School Graduations

PROTOTYPE FOR AN INDOOR SPORTS FACILITY

12 high school
basketball courts

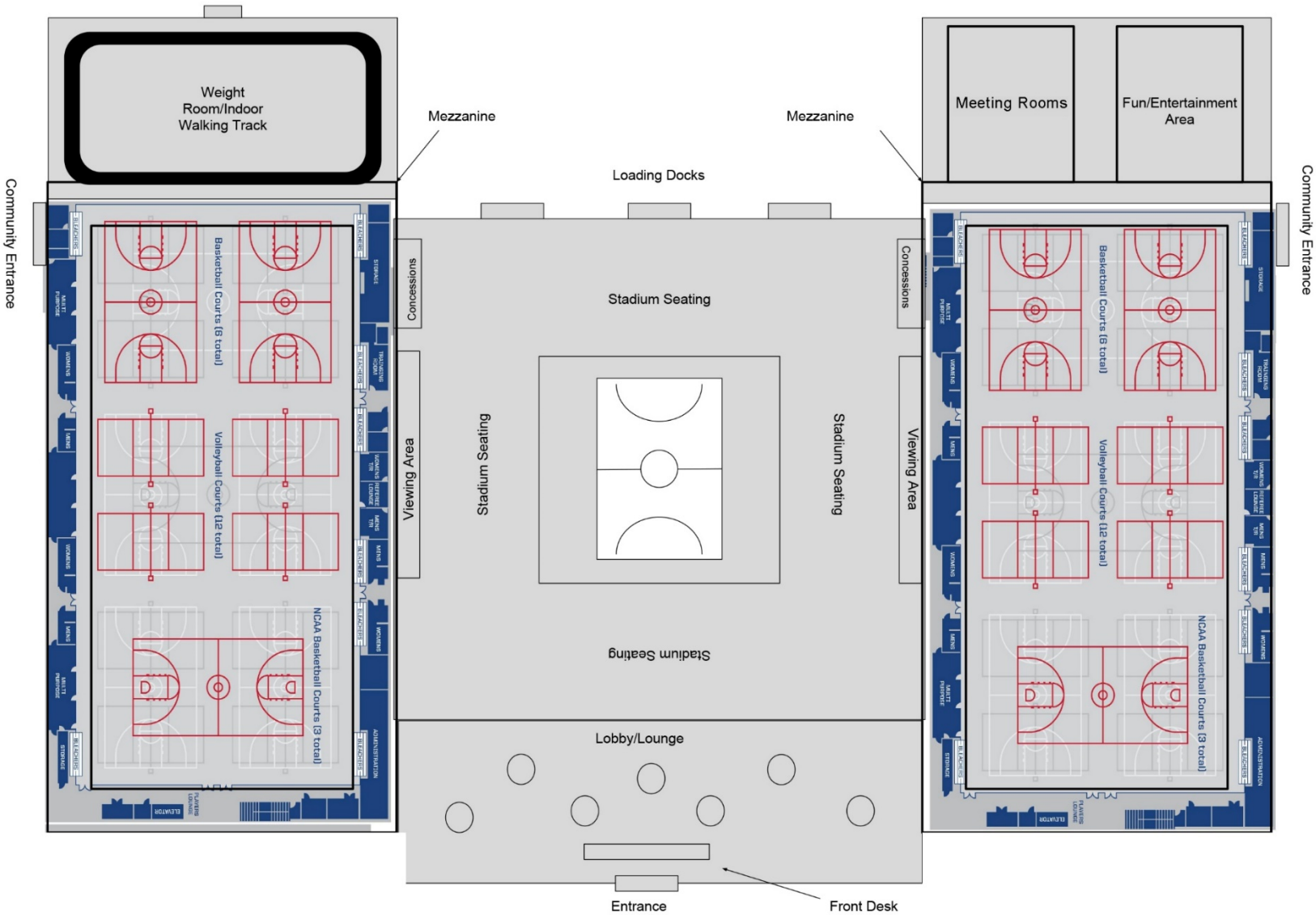
6 NCAA-sized
basketball courts

24 volleyball courts

Indoor
recreational track

Center Court

Concession Area



Viewing mezzanine

Retractable seating


Meeting rooms

Film rooms

Medical & referee
rooms

Training room

INDOOR SPORTS TOURISM POTENTIAL



	Tournaments	Event Days	Attendees
Volleyball	4	8	20,000
Basketball	5	10	17,000
Gymnastics	3	6	15,000
Cheer & Dance	9	18	22,500
Total	21	42	74,500

POSSIBILITIES

EXPLORE CONTRACTED OPERATIONS OF
MULTI-USE SPORTS FACILITY

FLEXIBILITY IS KEY TO
SUCCESS

WHAT ABOUT INDOOR AQUATICS?

RECREATIONAL POOL

- Supports a variety of activities and ages
- L-shape is common for both lap swimming and shallow end activities
- 25-yard pool standard for lap swimming and is the approved short-course distance in the U.S.
- Typically created with zero-depth entry with shallow to deep lane transition
- May incorporate amenities such as slides, hot tubs & spray areas in pool area



COMPETITIVE POOL

- Designed for competition/training with very specific dimensions required for sanctioning
- 50 meters x 25 yards with a minimum depth of 2 meters (6'6")
- Cooler water temperatures (less than 80 degrees)
- 8 lanes minimum with a width of 8 feet
- Currently provided at SwimRVA and NOVA (planned)



Indoor Aquatic Facility Snapshot

Virginia Beach

- 7 recreation centers with indoor pools
- All General Fund supported
- *Facility size: 71,000 square feet
- *FY17 Operating Revenue: **\$975,000**
- *FY17 Operating Expense: **\$1,777,590**
- Daily Pass, Resident Family (5): **\$39**
- Annual Pass, Resident Family (5): **\$325**

Fairfax County

- 9 recreation centers with indoor pools
- All Enterprise Fund designated
- *Facility size: 62,000 square feet
- *FY17 Operating Revenue: **\$741,130**
- *FY17 Operating Expense: **\$647,177**
- Daily Pass, Resident Family (5): **\$20**
- Annual Pass, Resident Family (4): **\$1,250**

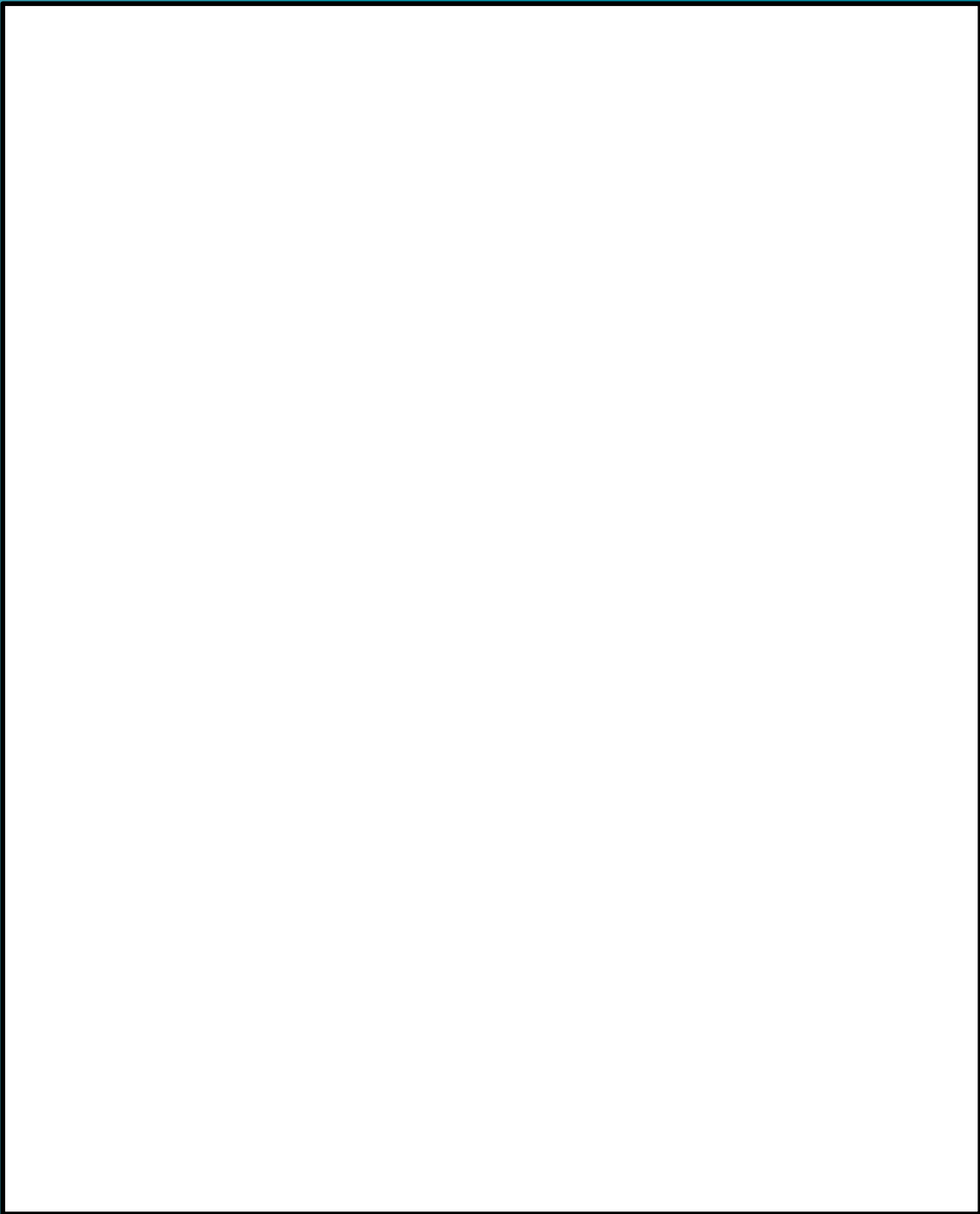
*Average Per Facility

Indoor Aquatic Facility: Considerations for Henrico County

Existing Pool Inventory

- 1. Chickahominy YMCA: 25-yard lap pool
- 2. Shady Grove YMCA: 25-yard lap pool, family pool
- 3. Tuckahoe YMCA: 25-yard lap pool, 25-yard family pool
- 4. ACAC/Short Pump: 25-yard lap pool
- 5. Jewish Community Center: 25-yard lap pool, play/therapy pool
- 6. American Family Fitness/Short Pump: 25-yard lap pool
- 7. Gold’s Gym/Willow Lawn: 25-yard lap pool
- 8. NOVA: (2) 25x25 lap pools, 50m competition pool (planned)
- 9. *SwimRVA: 25-yard pool, therapy pool, 50m competition pool
- 10. *University of Richmond: 25-yard lap pool with dive well
- 11. *St. Catherine’s School: 25-yard lap pool with dive well
- 12. *Northside YMCA: 25-yard lap pool
- 13. *Patrick Henry YMCA: 25-yard lap pool
- 14. *Salvation Army Boys & Girl’s Club: 25-yard lap pool

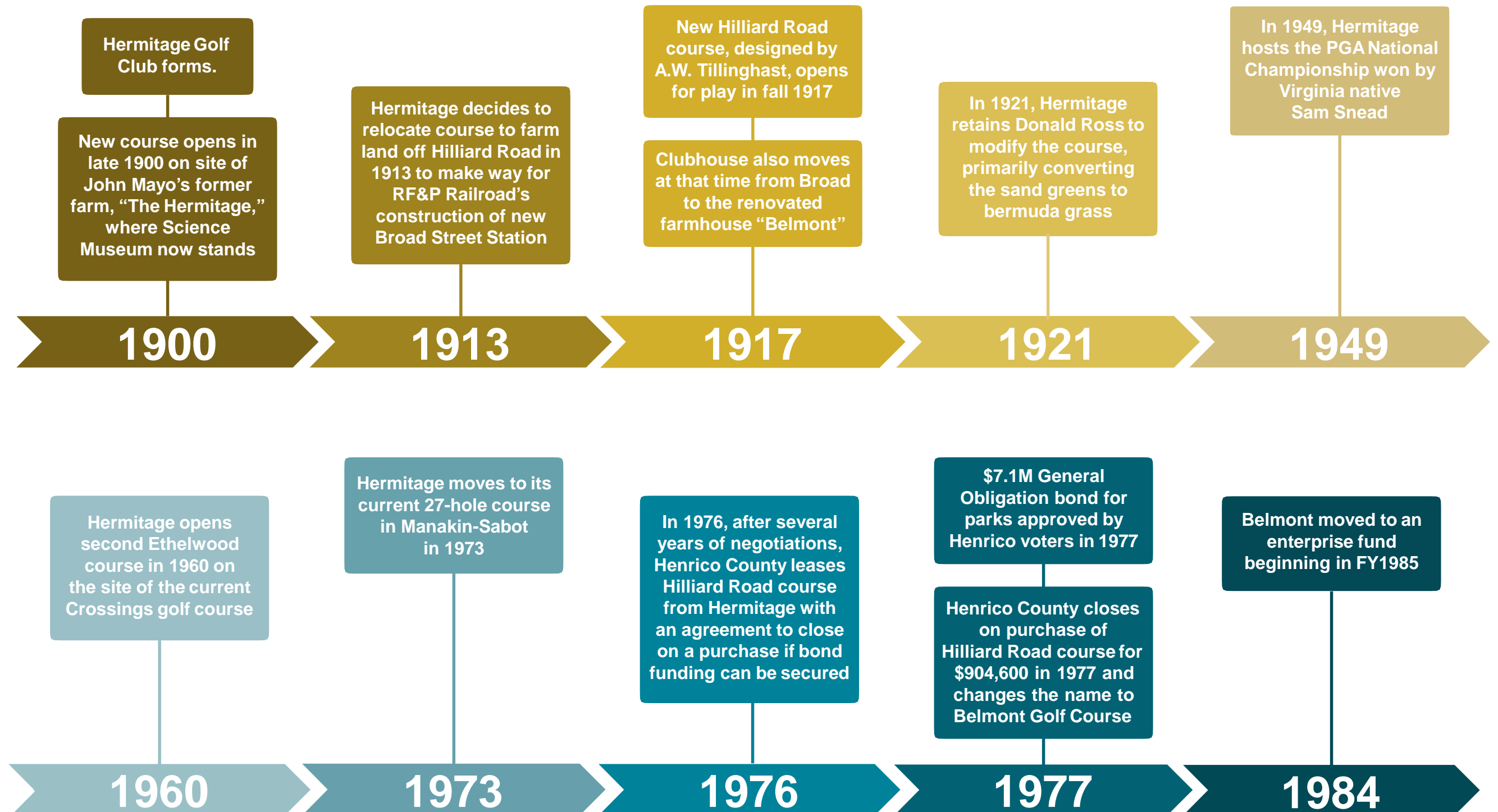
*Located outside Henrico County



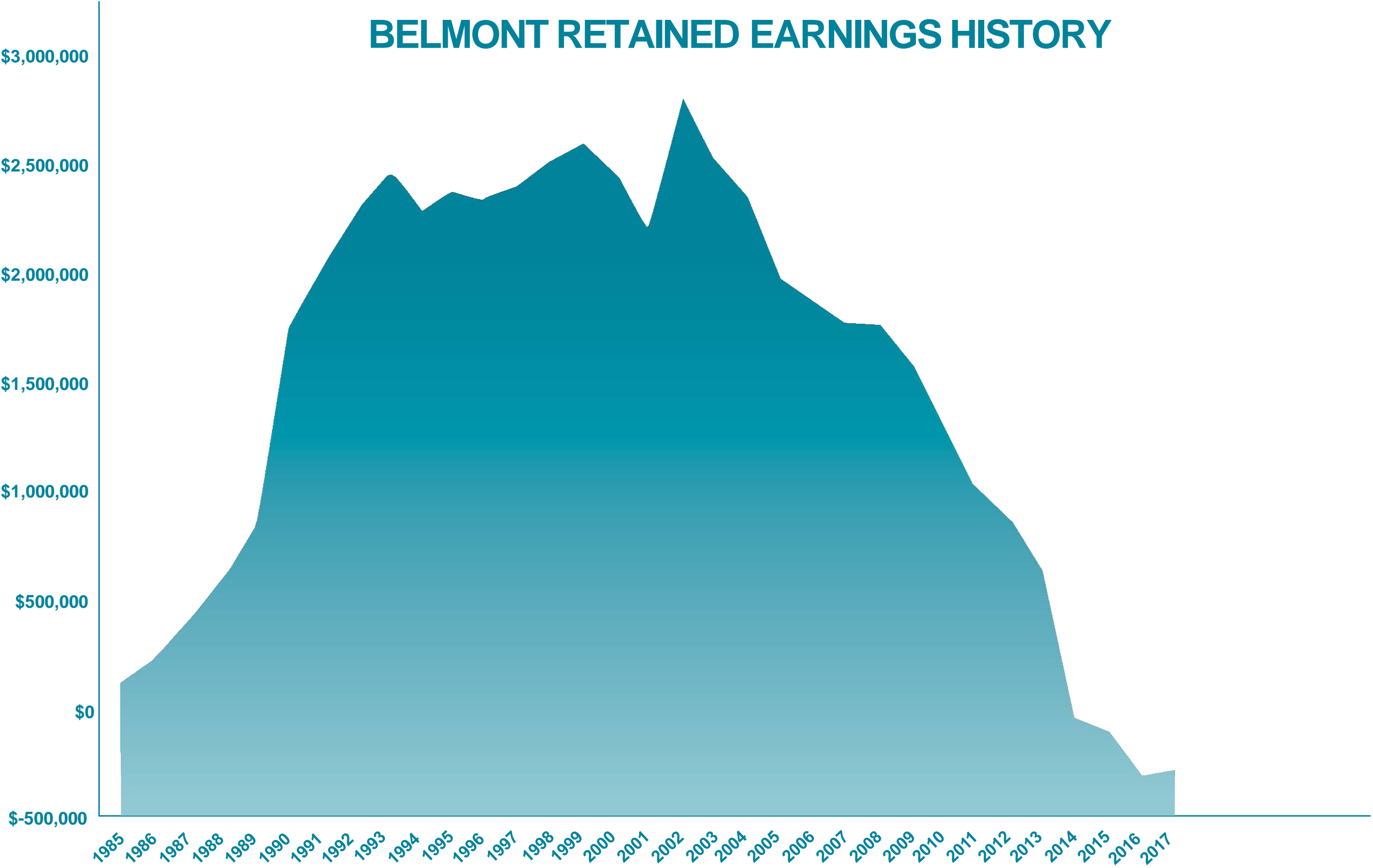
BELMONT GOLF COURSE



BELMONT TIMELINE



BELMONT RETAINED EARNINGS HISTORY



2017 Local Rate Comparison

	BELMONT	CROSSING	HUNTING HAWK	HOLLOWS
Weekend	\$29.00	\$49.00	\$60.00	\$38.00
Weekend with Cart	\$44.00	\$59.00	\$65.00	\$45.00
Senior	\$19.00	\$22.00	-	\$25.00
Senior with Cart	\$30.00	\$32.00	\$35.00	\$35.00

	BELMONT	SYCAMORE	GLENWOOD	BROOKWOODS	PROVIDENCE
Weekend	\$29.00	-	\$29.00	\$28.00	-
Weekend with Cart	\$44.00	\$53.00	\$41.00	\$42.00	\$53.00
Senior	\$19.00	-	\$19.00	\$15.00	-
Senior with Cart	\$30.00	\$53.00	\$29.00	\$29.00	\$36.00

Options Going Forward

CONVERT COURSE
TO OTHER PARK USES

CONTINUE TO OPERATE AS A HENRICO COUNTY-RUN COURSE
WITH A TARGETED COST RECOVERY RATE

EXPLORE CONTRACTED OPERATIONS WITH
AN OUTSIDE GOLF COURSE MANAGEMENT COMPANY