

# SPORTS & ENTERTAINMENT AUTHORITY

## DESCRIPTION

The Sports and Entertainment Authority is a political subdivision of the Commonwealth of Virginia that was created by the Board of Supervisors under the Public Recreational Facilities Authorities Act in September 2022 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.

## 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 2025 SUMMARY

### Annual Fiscal Plan

Description	FY23	FY24	FY25	Change
	Actual	Original	Proposed	24 to 25
Personnel	\$ 775,335	\$ 888,234	\$ 0	(100.0%)
Operation	260,065	190,860	1,608,881 <sup>(1)</sup>	743.0%
Capital	11,017	0	0	0.0%
Total Budget	<u>\$ 1,046,417</u>	<u>\$ 1,079,094</u>	<u>\$ 1,608,881</u>	<u>49.1%</u>
Personnel Complement	5	7 <sup>(2)</sup>	7	0

<sup>(1)</sup> All appropriation shifted to operating to further separate the Authority's financial operations from the County's.

<sup>(2)</sup> Events and Guest Services Manager and Venue Operations Manager added to assist with the Henrico Sports and Events Center.

## PERFORMANCE MEASURES

	<b>FY23</b>	<b>FY24</b>	<b>FY25</b>	<b>Change 24 to 25</b>
<b>Effectiveness Measures</b>				
Economic Impact	\$ 68,272,338	\$ 72,422,341	\$ 75,000,000	\$ 2,577,659
Outdoor - Event Tournaments	N/A	N/A	73	73
Indoor - SEC Event Days	N/A	226	280	54
Prospects	10	40	40	-
New Business/Bids Awarded	2	10	15	5
Business Retention	N/A	70%	100%	70%

## BUDGET HIGHLIGHTS

Beginning in FY25, the entirety of the Authority’s budget, apart from funds used for inter-departmental charges, will be placed into a singular operating account to be drawn down throughout the fiscal year. The budget for the Sports and Entertainment Authority for FY25 is \$1,608,881. This is an increase of \$529,787, or 49.1% over FY24. This growth is due to a salary increase and the associated benefit adjustments, as well as an additional position added in July 2023 to assist with managing events and a part-time position added for FY25. Driven by the County’s continued push to be a leader in sports tourism, the Authority’s budget also includes heightened funding for advertising and conference travel, bookkeeping and auditing contracts, computer software, and other administrative expenses.

## DEPARTMENTAL HIGHLIGHTS

The newly created Sports and Entertainment Authority (SEA) has made tremendous strides in less than two years as an established authority. From start-up to entering its second 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
- 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, the Economic Development Authority, the Division of Recreation and Parks, HCPS, Public Safety agencies, Richmond Region Tourism, and 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 in bidding on large-scale national and regional events for County and SEA managed 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 that opened in the fall of 2023 has

### *Sports and Entertainment Authority*

been 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 sports facility to host basketball, volleyball, futsal, and other indoor related activities. 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. 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. Projects such as this 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!



**Department Operating Budget  
Henrico County, Virginia  
FY25  
SPORTS AND ENTERTAINMENT AUTHORITY**

Account	Description	Prior Year Actual	Approved Budget*	Proposed Budget	Dollar Inc/Dec	Percent Inc/Dec
50100	Full-Time Salaries and Wages - Regular	523,936	603,767	0	(603,767)	(100.0%)
50101	Full-Time Salaries and Wages - Overtime	880	0	0	0	0.0%
50104	Temporary Salaries and Wages - Regular	24,337	44,263	0	(44,263)	(100.0%)
50108	Hybrid Disability Prgm (Prev Wage Adj)	1,789	2,416	0	(2,416)	(100.0%)
50109	Vacancy Savings	0	(18,645)	0	18,645	(100.0%)
50110	FICA	39,292	44,230	0	(44,230)	(100.0%)
50111	Retirement VRS	116,186	139,388	0	(139,388)	(100.0%)
50112	Hospital/Medical Plans	61,928	64,482	0	(64,482)	(100.0%)
50113	Group Insurance - Life (VRS)	6,987	8,333	0	(8,333)	(100.0%)
50209	Other Professional Services	47,834	12,709	0	(12,709)	(100.0%)
50220	Lease/Rent Of Equipment	3,589	1,000	0	(1,000)	(100.0%)
50240	Printing and Binding	7,049	15,000	0	(15,000)	(100.0%)
50250	Advertising	21,201	65,000	0	(65,000)	(100.0%)
50270	Other Contractual Services	300	10,000	1,599,781	1,589,781	15897.8%
50280	Janitorial	2,713	0	0	0	0.0%
50310	Automotive/Motor Pool	4,601	5,000	5,000	0	0.0%
50400	Electric Services	968	0	0	0	0.0%
50402	Water Service	131	0	0	0	0.0%
50410	Postal Services	4	100	100	0	0.0%
50411	Messenger Services	74	500	0	(500)	(100.0%)
50412	Telecommunications	1,156	0	4,000	4,000	100.0%
50420	Insurance	2,235	0	0	0	0.0%
50430	Mileage	512	1,500	0	(1,500)	(100.0%)
50431	Education and Training	39,509	16,291	0	(16,291)	(100.0%)
50441	Payment To Other Civic/Community Organizations	106,300	50,000	0	(50,000)	(100.0%)
50450	Dues And Association Memberships	7,713	1,160	0	(1,160)	(100.0%)
50453	Freight Charges	689	600	0	(600)	(100.0%)
50459	Other Charges Miscellaneous	510	3,000	0	(3,000)	(100.0%)
50500	Office Supplies	3,140	0	0	0	0.0%
50501	Food Supplies and Food Service Supplies	2,963	5,000	0	(5,000)	(100.0%)
50503	Medical and Laboratory Supplies	68	0	0	0	0.0%
50511	Uniforms/Wearing Apparel/ITEMS	3,032	3,800	0	(3,800)	(100.0%)
50512	Books and Subscriptions	1,431	0	0	0	0.0%
50513	Educational and Recreational Supplies	20	100	0	(100)	(100.0%)
50514	Other Operating Supplies	2,166	100	0	(100)	(100.0%)
50521	Computer Software	157	0	0	0	0.0%
50812	Furniture and Fixtures-New Less Than \$10,000	2,265	0	0	0	0.0%
50815	Computer Equipment-New Less Than \$10,000	2,368	0	0	0	0.0%
50821	Machinery and Equipment-Replacement \$10,000 and Over	6,384	0	0	0	0.0%
<b>Total Department</b>		<b>1,046,417</b>	<b>1,079,094</b>	<b>1,608,881</b>	<b>529,787</b>	<b>49.1%</b>

\*Funding moved from 0101 to 1102 in FY24



**Operating Line Item Budget By Cost Center**  
**Henrico County, Virginia**  
**FY25**  
**SPORTS AND ENTERTAINMENT AUTHORITY**

Cost Center	Prior Year Actual	Approved Budget*	Proposed Budget	Dollar Inc/Dec	Percent Inc/Dec
<b>43001 Sports and Entertainment Authority</b>					
50100 Full-Time Salaries and Wages - Regular	523,936	603,767	0	(603,767)	(100.0%)
50101 Full-Time Salaries and Wages - Overtime	880	0	0	0	0.0%
50104 Temporary Salaries and Wages - Regular	24,337	44,263	0	(44,263)	(100.0%)
50108 Hybrid Disability Prgm (Prev Wage Adj)	1,789	2,416	0	(2,416)	(100.0%)
50109 Vacancy Savings	0	(18,645)	0	18,645	(100.0%)
50110 FICA	39,292	44,230	0	(44,230)	(100.0%)
50111 Retirement VRS	116,186	139,388	0	(139,388)	(100.0%)
50112 Hospital/Medical Plans	61,928	64,482	0	(64,482)	(100.0%)
50113 Group Insurance - Life (VRS)	6,987	8,333	0	(8,333)	(100.0%)
50209 Other Professional Services	47,834	12,709	0	(12,709)	(100.0%)
50220 Lease/Rent Of Equipment	3,589	1,000	0	(1,000)	(100.0%)
50240 Printing and Binding	7,049	15,000	0	(15,000)	(100.0%)
50250 Advertising	21,201	65,000	0	(65,000)	(100.0%)
50270 Other Contractual Services	300	10,000	1,472,599	1,462,599	14626.0%
50280 Janitorial	2,713	0	0	0	0.0%
50310 Automotive/Motor Pool	4,601	5,000	5,000	0	0.0%
50400 Electric Services	968	0	0	0	0.0%
50402 Water Service	131	0	0	0	0.0%
50410 Postal Services	4	100	100	0	0.0%
50411 Messenger Services	74	500	0	(500)	(100.0%)
50412 Telecommunications	1,156	0	4,000	4,000	100.0%
50420 Insurance	2,235	0	0	0	0.0%
50430 Mileage	512	1,500	0	(1,500)	(100.0%)
50431 Education and Training	39,509	16,291	0	(16,291)	(100.0%)
50441 Payment To Other Civic/Community Organizations	106,300	50,000	0	(50,000)	(100.0%)
50450 Dues And Association Memberships	7,713	1,160	0	(1,160)	(100.0%)
50453 Freight Charges	689	600	0	(600)	(100.0%)
50459 Other Charges Miscellaneous	510	3,000	0	(3,000)	(100.0%)
50500 Office Supplies	3,140	0	0	0	0.0%
50501 Food Supplies and Food Service Supplies	2,963	5,000	0	(5,000)	(100.0%)
50503 Medical and Laboratory Supplies	68	0	0	0	0.0%
50511 Uniforms/Wearing Apparel/ITEMS	3,032	3,800	0	(3,800)	(100.0%)
50512 Books and Subscriptions	1,431	0	0	0	0.0%
50513 Educational and Recreational Supplies	20	100	0	(100)	(100.0%)
50514 Other Operating Supplies	2,166	100	0	(100)	(100.0%)
50521 Computer Software	157	0	0	0	0.0%
50812 Furniture and Fixtures-New Less Than \$10,000	2,265	0	0	0	0.0%
50815 Computer Equipment-New Less Than \$10,000	2,368	0	0	0	0.0%
50821 Machinery and Equipment-Replacement \$10,000 and Over	6,384	0	0	0	0.0%
<b>Total Cost Center</b>	<b>1,046,417</b>	<b>1,079,094</b>	<b>1,481,699</b>	<b>402,605</b>	<b>37.3%</b>
<b>43002 Sports and Events Center</b>					
50270 Other Contractual Services	0	0	127,182	127,182	100.0%
<b>Total Cost Center</b>	<b>0</b>	<b>0</b>	<b>127,182</b>	<b>127,182</b>	<b>100.0%</b>

\*Funding moved from 0101 to 1102 in FY24