

SPORTS TOURISM

*Visit*  
**Henrico**  
COUNTY





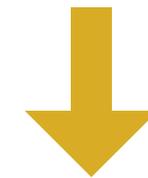
## MISSION

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

MEALS TAX

LODGING TAX

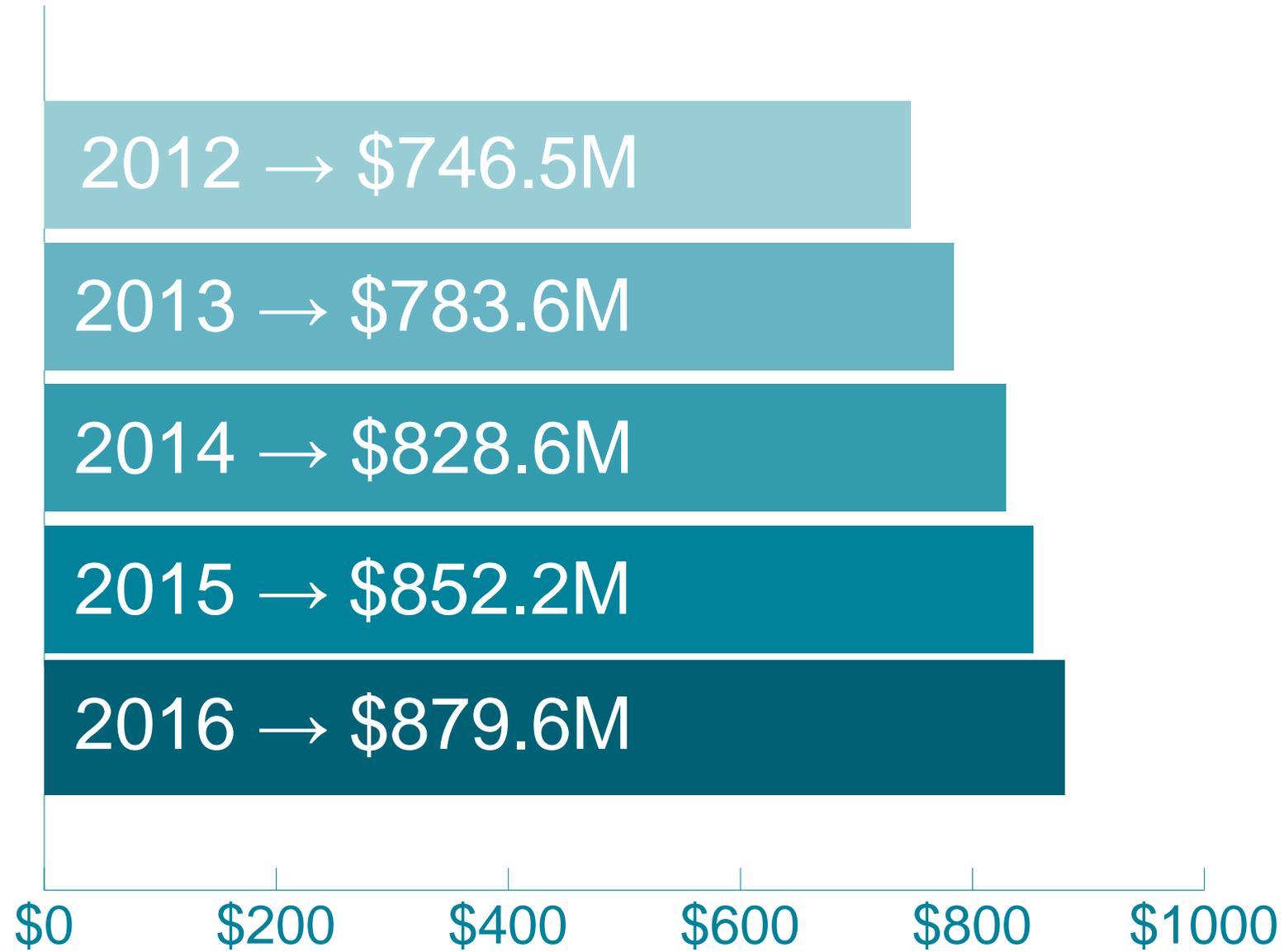
SALES TAX



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

# HENRICO TRAVEL EXPENDITURES

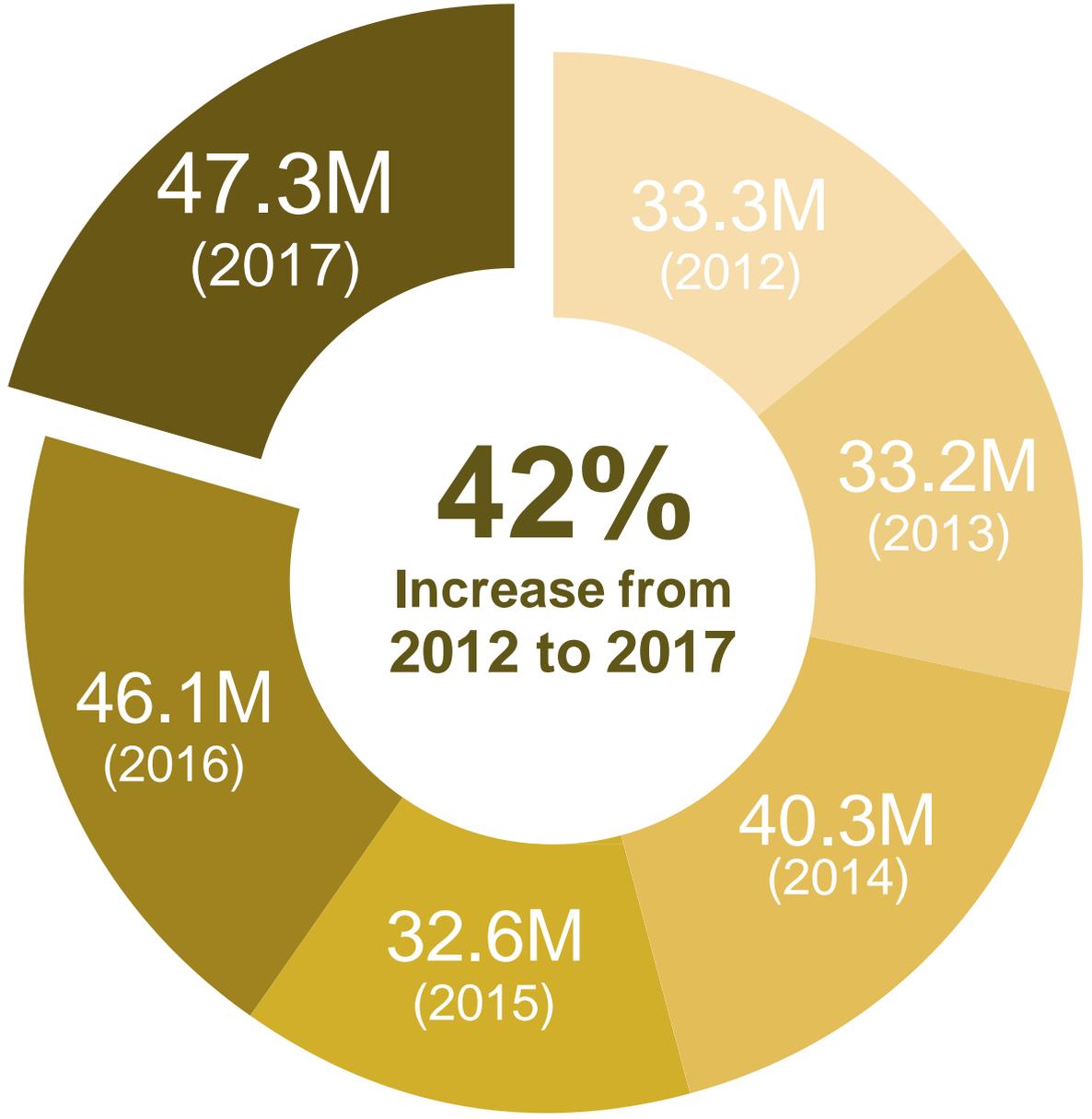
18% Increase from 2012 to 2016



Virginia Tourism Corporation



# SPORT TOURISM ECONOMIC IMPACT from Henrico County athletic fields



# WHAT THEY WANT

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*The single most important criterion:*

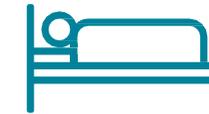
**MULTIPLE FIELDS  
IN ONE LOCATION**



## OTHER DECISION FACTORS



**QUALITY  
FACILITIES**



**CONVENIENT  
HOTELS**

50% of RVA hotels  
are in Henrico.



**CONVENIENT  
DINING**

500+ restaurants  
offers options for all.

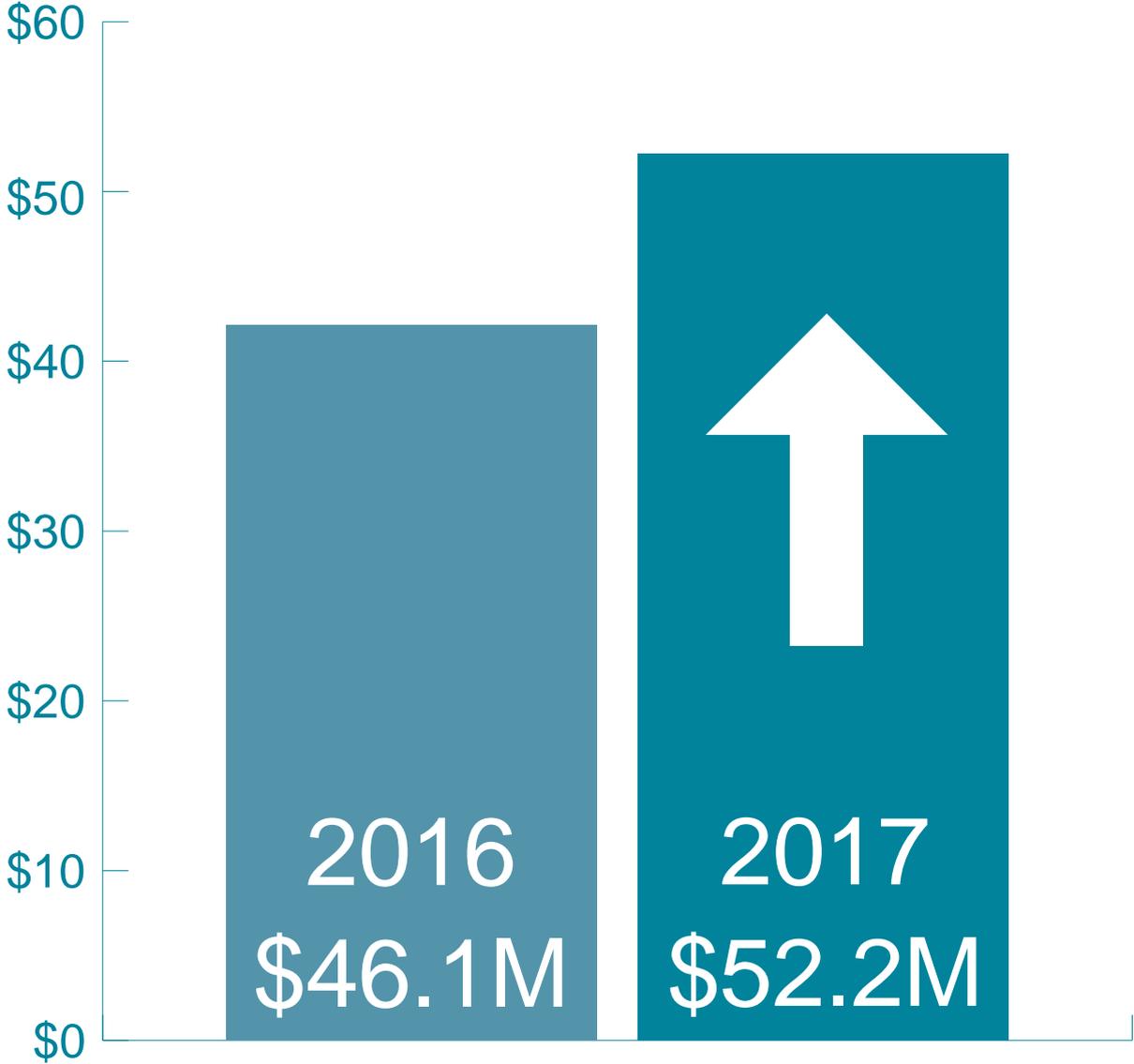


**NEARBY  
AMENITIES**

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



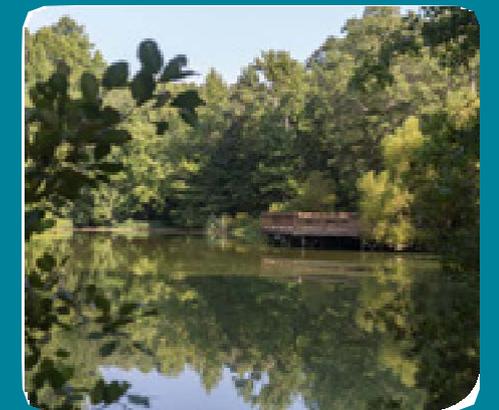
### TAYLOR PARK



### TUCKAHOE PARK



### DEEP RUN PARK





# 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

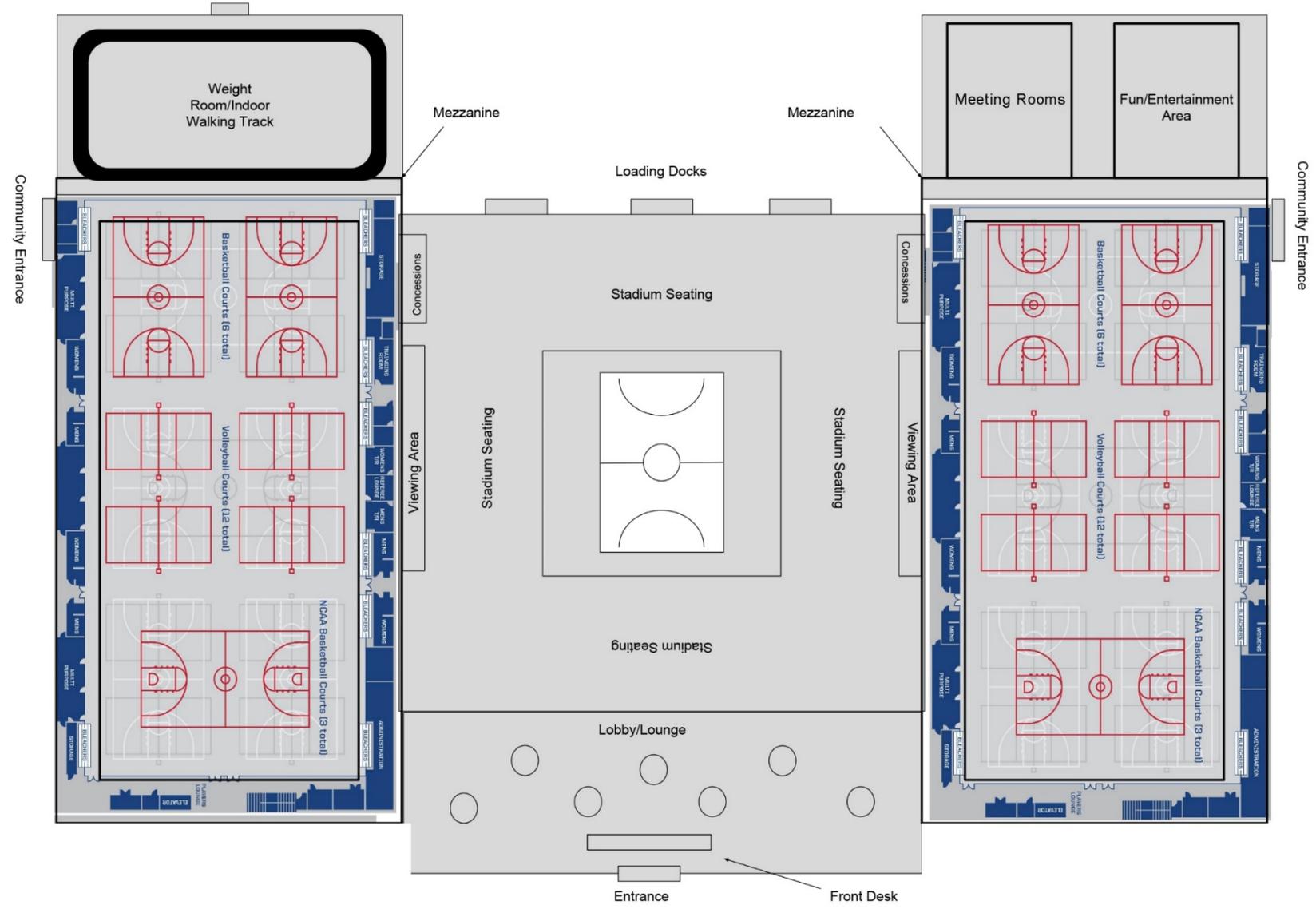
6 NCAA-sized basketball courts

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

A background image showing an indoor volleyball game in progress. Two players in yellow jerseys are jumping high to reach for a ball near the net. Other players and spectators are visible in the foreground and background.

	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
<b>Total</b>	<b>21</b>	<b>42</b>	<b>74,500</b>

# POSSIBILITIES

EXPLORE CONTRACTED OPERATIONS OF  
**MULTI-USE SPORTS FACILITY**

FLEXIBILITY IS KEY TO  
**SUCCESS**



# WHAT ABOUT INDOOR AQUATICS?

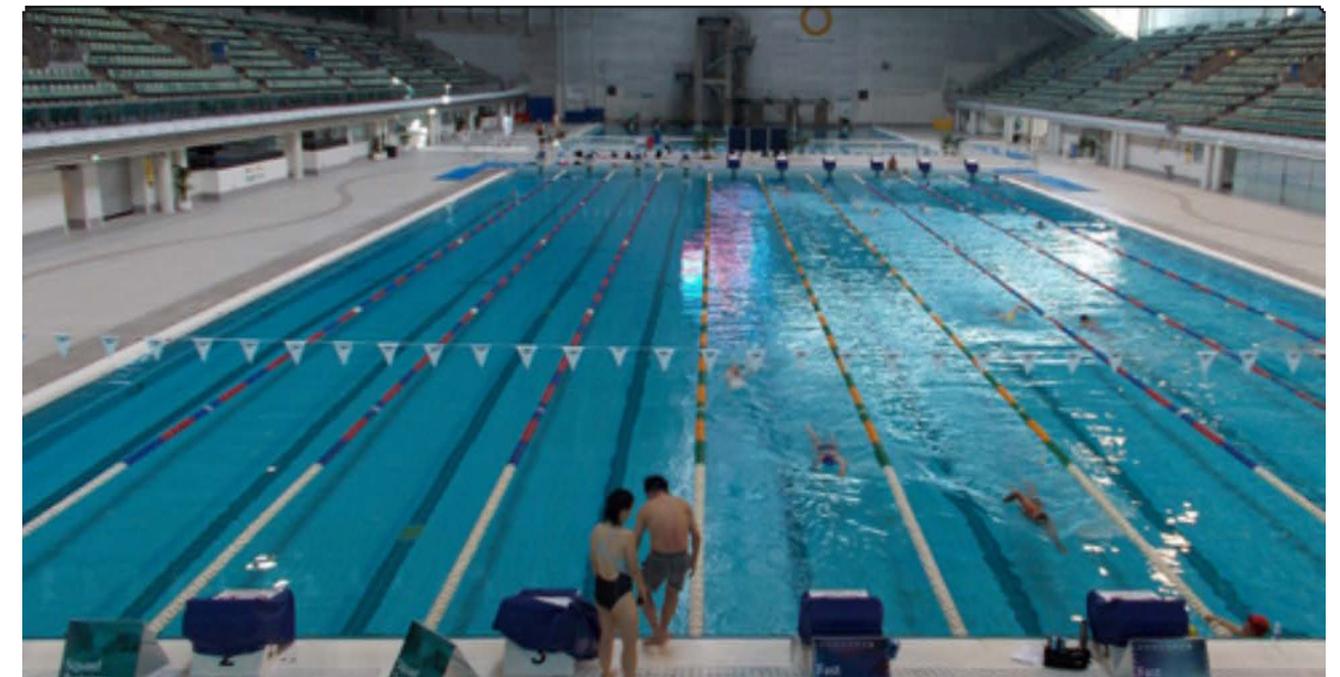
## RECREATIONAL POOL

- 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

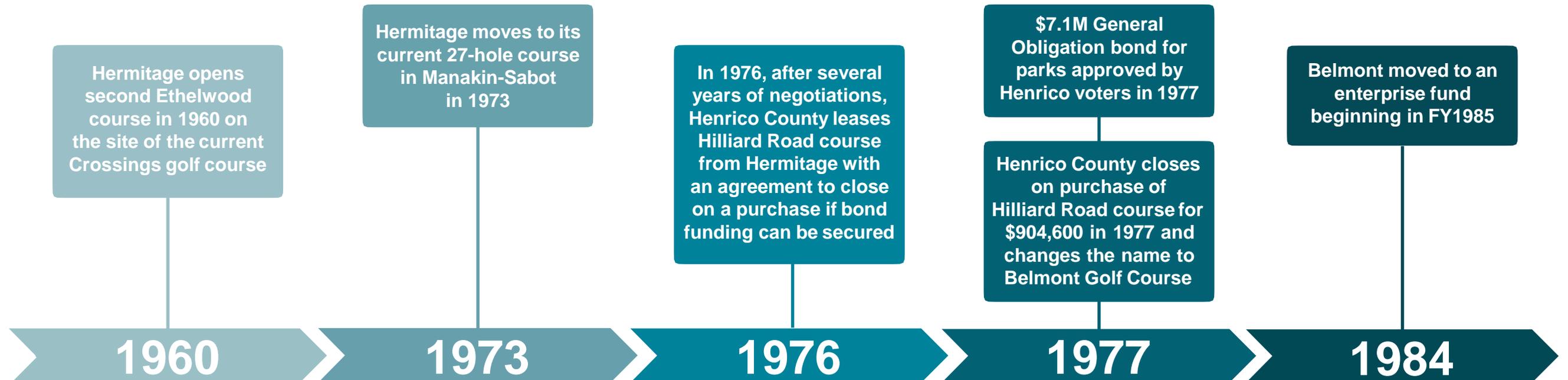
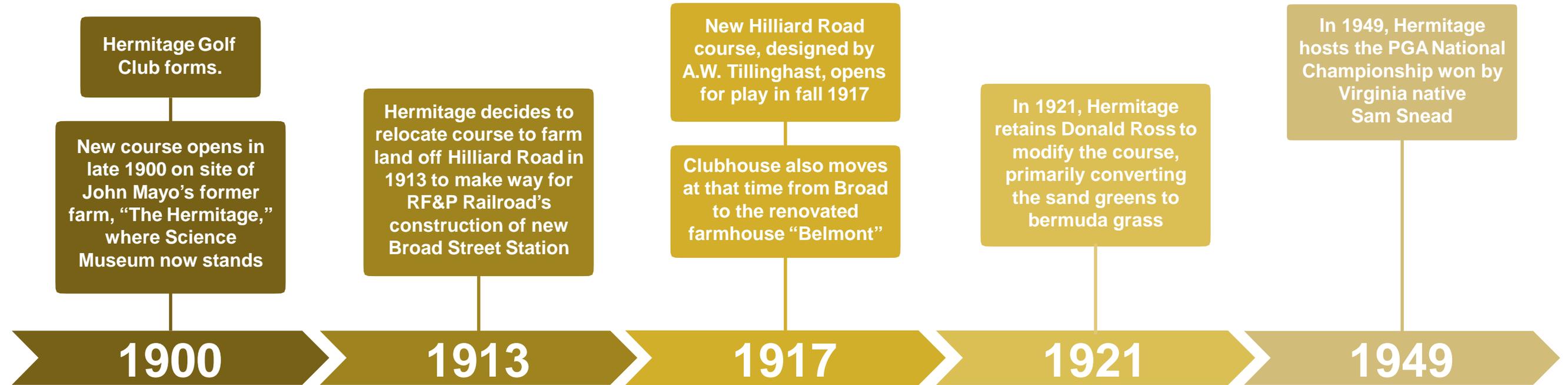


# BELMONT GOLF COURSE

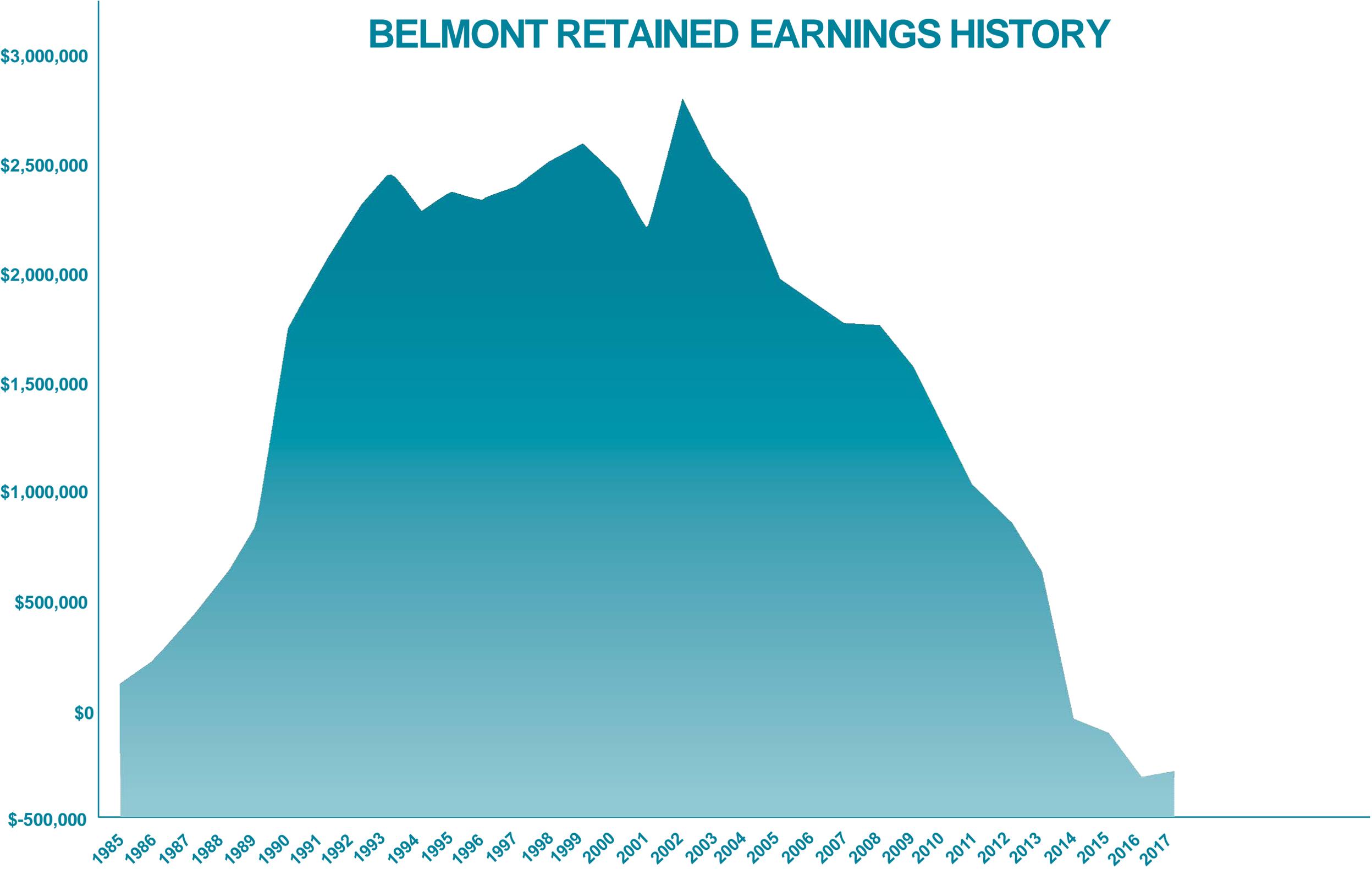
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# BELMONT TIMELINE



# BELMONT RETAINED EARNINGS HISTORY



# 2017 Local Rate Comparison

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

	BELMONT	SYCAMORE	GLENWOOD	BROOKWOODS	PROVIDENCE
Weekend	<b>\$29.00</b>	-	\$29.00	\$28.00	-
Weekend with Cart	<b>\$44.00</b>	\$53.00	\$41.00	\$42.00	\$53.00
Senior	<b>\$19.00</b>	-	\$19.00	\$15.00	-
Senior with Cart	<b>\$30.00</b>	\$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**