



**Sports & Entertainment  
Authority**



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WHEN IS  
**Showtime?**



**Sports & Entertainment  
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**WHEN IS**  
**Showtime?**  
**All the Time.**



# About Us







# Before the clock starts, we'd like to say thank you.

**Thank you for providing us with this opportunity to prove and improve ourselves.**

For your interest in our world-class community, facilities, and venues.

For giving us a shot at helping you elevate your game.

For this opportunity to be the best partners you've ever had.

Because when you win, we win.

And you'll be happy to know that we're in the business of bringing our "A" game. Everyday.

**We're ready for this. Are you?**



## About Us

We may be the rookies in the lineup, but we are not new to the field. In 2021, Henrico hosted more than 160 tournaments. In fact, sports tourism is a \$60 million per year industry.

**And last year, travel and tourism generated a resounding \$1.3 billion\* in revenue for our economy.**

As a community, we have a lot of victories to celebrate. But like any great athlete or entertainer, we don't rest on past achievements. Our goal is to be better tomorrow than we are today.

\*Data compiled by Tourism Economics for Virginia Tourism Corp. (released Oct. 2022)



# Your Team

Our organization got its start in 2022. But our team has been preparing for this moment for our entire lives. Check out these leaders who are experts in their fields.



**Dennis  
Bickmeier**

Executive  
Director



**Dawn Miller**

Manager for  
Marketing,  
Communications  
& Special Events



**Michael  
McCormack**

Manager for  
Business  
Development &  
Client Relations



**Jacquelyn  
Frame**

Business  
Supervisor



**Tom  
Yeager**

Business  
Development





Why Henrico





## Why Henrico

Our convenient location in the middle of the action offers unbeatable accessibility up and down the East Coast – and getting here takes just half a day. Plus, thanks to our top-notch infrastructure, travel is a snap whatever mode of transportation you choose.

# Why Henrico

“Everyone has been frightened by the gas prices, but that actually plays to our advantage because we are a day’s drive for half [of] the population of the United States.”

--**Jack Berry, president & CEO of Richmond Region Tourism**

“The decision to come to Henrico County was based on its central location in the state, facilities available, and the wonderful staff.”

--**John McPhail, Commissioner, USA Softball of VA**

“The Henrico Sports and Events Center is quickly going to become one of the nation’s best venues.”

--**Jeff Schneider, President & CEO, Big Shots Basketball**





# Why Henrico

**DYK:** Richmond was a part of Henrico until 1842, when it became an independent city. Today, Henrico surrounds Virginia's capital to the west, north, and east.

**Richmond, VA**



**Busiest Terminal  
in the Southeast**

Amtrak Staples Mill



**Direct Interstate  
Access**

I-64, I-95, and I-295



**Best Little Big Airport  
in America**

Richmond  
International Airport



# The Henrico Experience



# The Henrico Experience

We're decidedly urban while still maintaining our small-town charm. Here, every visitor is treated like family and "y'all" is said with love.





# The Henrico Experience

When you arrive, hold on to your seat. Our nationally recognized restaurants and vibrant outdoor adventure scene—strengthened by the James River—has helped us rank on the must-see lists of everyone from Southern Living to The New York Times.





## The Henrico Experience

Relax before or after the big event at Lewis Ginter Botanical Garden, voted one of the best botanical gardens in the country. Get inspired at The Cultural Arts Center at Glen Allen. Grab a one-of-a-kind treasure at the boutiques in Lakeside. Or get away from it all with a spin along the Virginia Capital Trail.

# The Henrico Experience

So what are you waiting for? Choose your facility, pack your bags, and get to Henrico quickly. But be careful. When we do our job right, you may never want to leave.

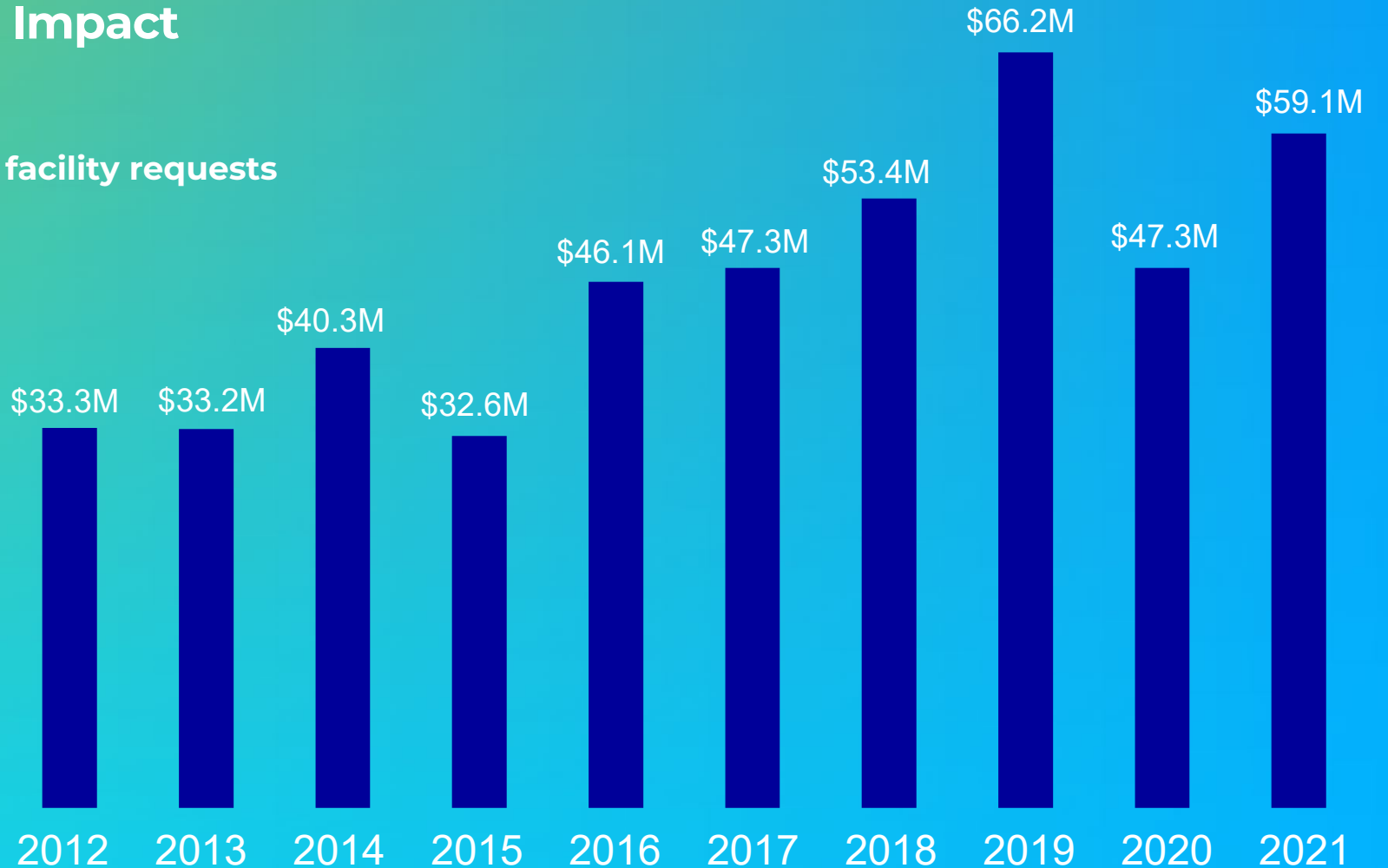




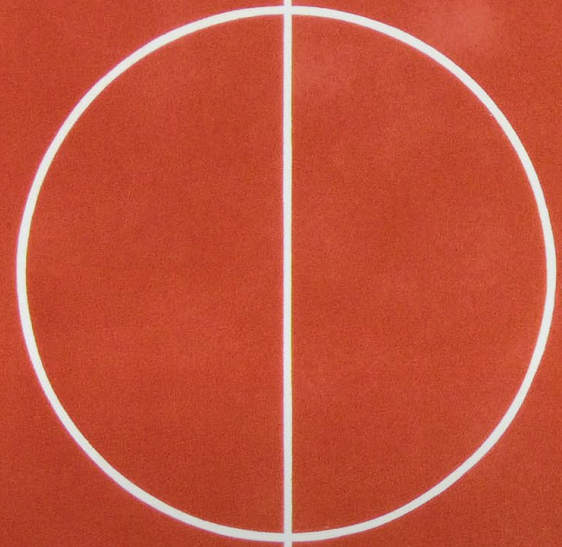
# Why Henrico

## Sports Tourism Economic Impact

- 99% increase from 2012 to 2019
- 33M missed EI in 2019 from indoor facility requests







# Our Facilities





# Our Facilities

Henrico features more than 40 parks and recreational facilities – many of them completed and updated within the last several years. With so many modern spaces to offer, we make it hard to choose where to host your next event.

And, with the completion of the Henrico Sports & Events Center in 2023 and the upcoming GreenCity multipurpose arena that will host the hottest musical acts, NCAA tournaments, and hockey games, there will be even more room for pulse-pounding action. All you need to do is bring it. We'll take care of the rest.



*Henrico Sports & Events Center*



# Sprawling Indoor Facilities



## Henrico Sports & Events Center

- NCAA regulation hard courts
- 185,000 sq. ft.
- 3,500 fixed stadium seats
- Opening in 2023



## Frank J. Thornton Aquatics

- One 8-Lane, 25-yard pool
- 21,000 sq. ft.
- Retractable spectator seating
- Opened in 2020



## GreenCity Arena

- 17,000 seats indoors
- Coming in 2026

# Sprawling Indoor Facilities



## Henrico Sports & Events Center

- NCAA regulation hard courts
- 185,000 sq. ft.
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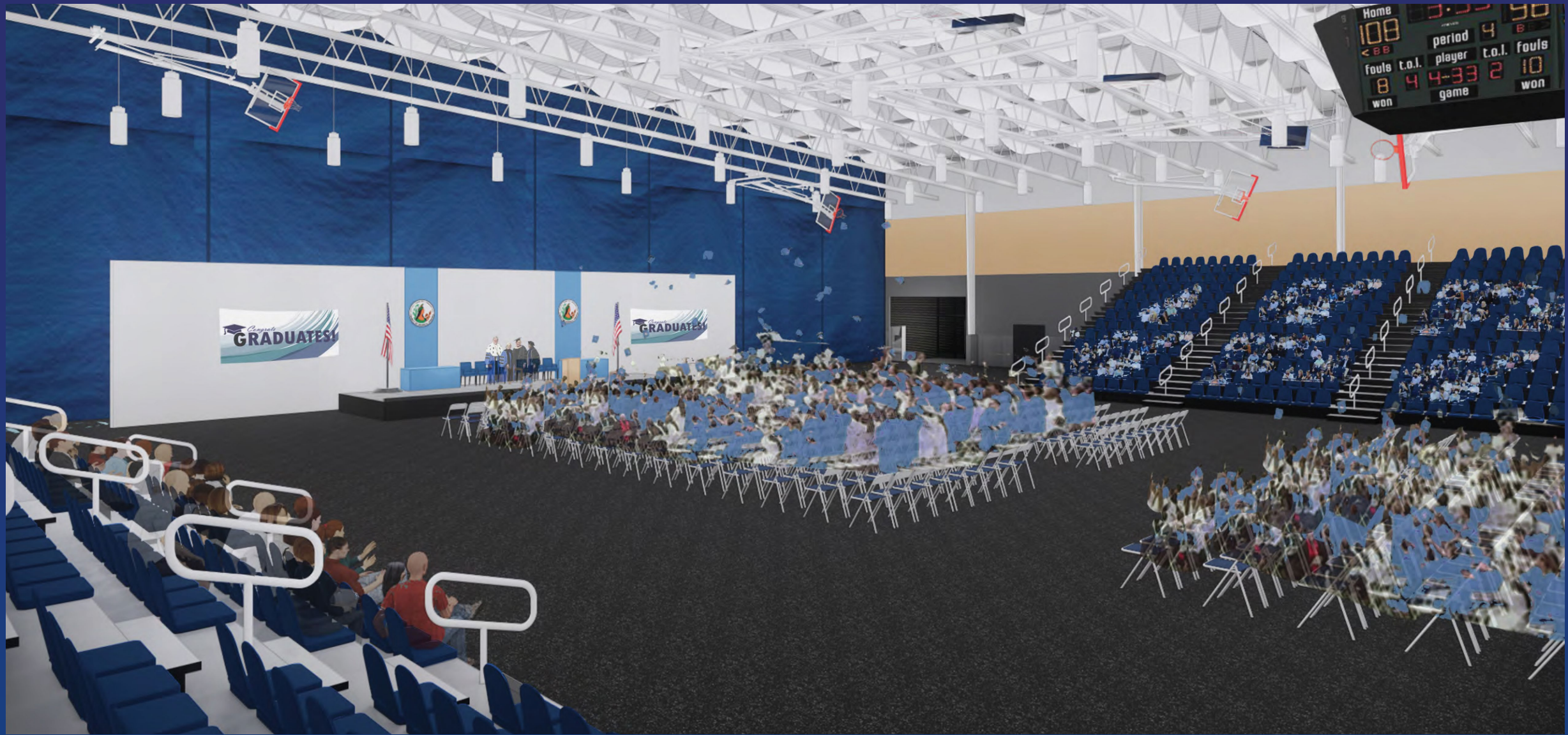


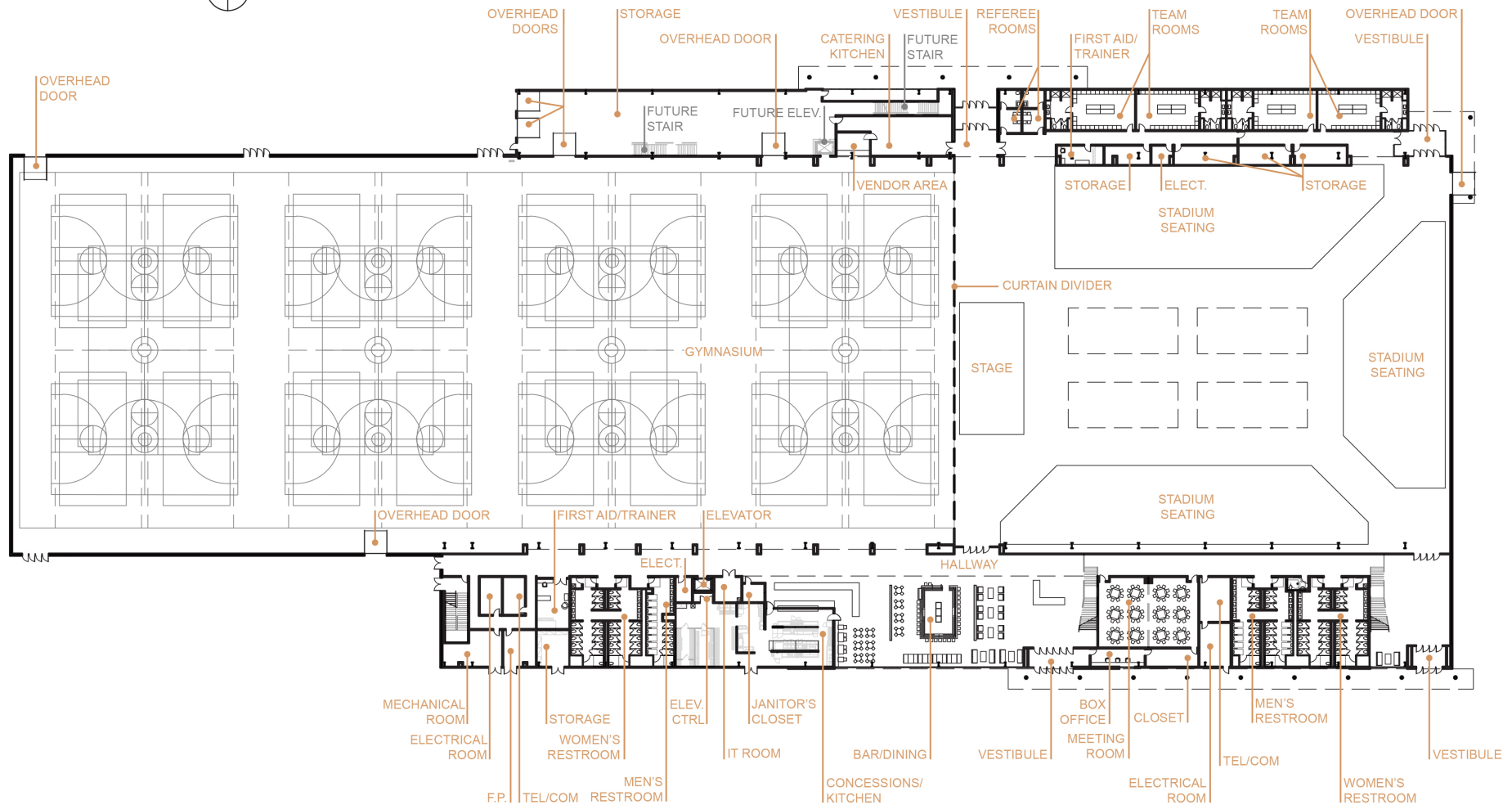
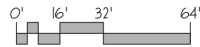














# Sprawling Indoor Facilities



## Frank J. Thornton Aquatics

- One 8-lane, 25-yard pool
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# Sprawling Indoor Facilities



## GreenCity Arena

- 17,000 seats indoors
- Start date 2023

# State-of-the-Art Outdoor Venues



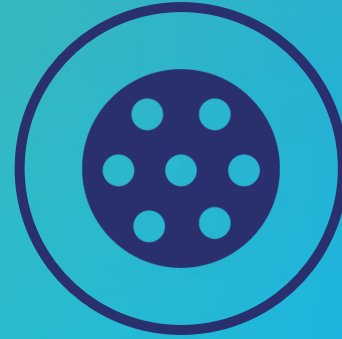
## Glover Park

- 4 multi-purpose turf fields
- 8 sand volleyball courts
- Opened in 2018



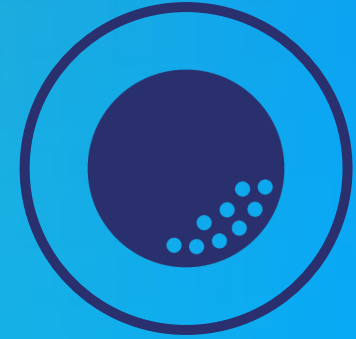
## Dorey Park

- NEW baseball stadium with 346 covered bleacher seats, outfield spectator areas, and press box
- 7 additional baseball/softball fields
- 6 multipurpose fields
- 5 event fields



## Pouncey Tract Park

- **COMING SOON:** 12 additional pickleball courts
- 12 current pickleball courts
- 2 multipurpose athletic fields



## Belmont Golf Course

- Designed in 1917 by A.W. Tillinghast
- Reinvented in 2021
- Operated by youth development organization First Tee



# State-of-the-Art Outdoor Venues



## Glover Park

- 4 multi-purpose turf fields
- 8 sand volleyball courts
- Opened in 2018
- COMING SOON : 6 tournament-quality turf baseball fields to create new premier high-profile baseball complex

# State-of-the-Art Outdoor Venues

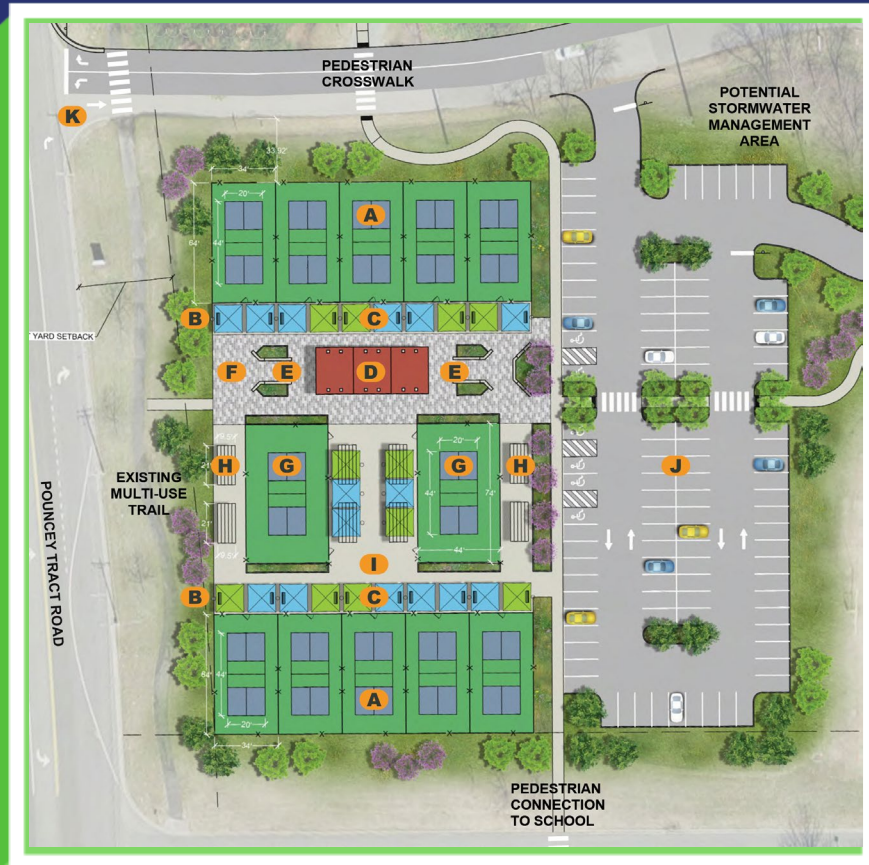


## Dorey Park

- NEW baseball stadium with 346 covered bleacher seats, outfield spectator areas, and press box
- 7 additional baseball/softball fields
- 6 multi-purpose fields
- 5 event fields



# State-of-the-Art Outdoor Venues



## Pouncey Tract Park

- COMING SOON: 12 additional pickleball courts, including 2 championship-caliber courts
- 12 current pickleball courts
- 2 multipurpose athletic fields

# State-of-the-Art Outdoor Venues



## Belmont Golf Course

- Designed in 1917 by A.W. Tillinghast
- Reinvented in 2021
- Operated by youth development organization First Tee



# Amateurs Play Here . . .

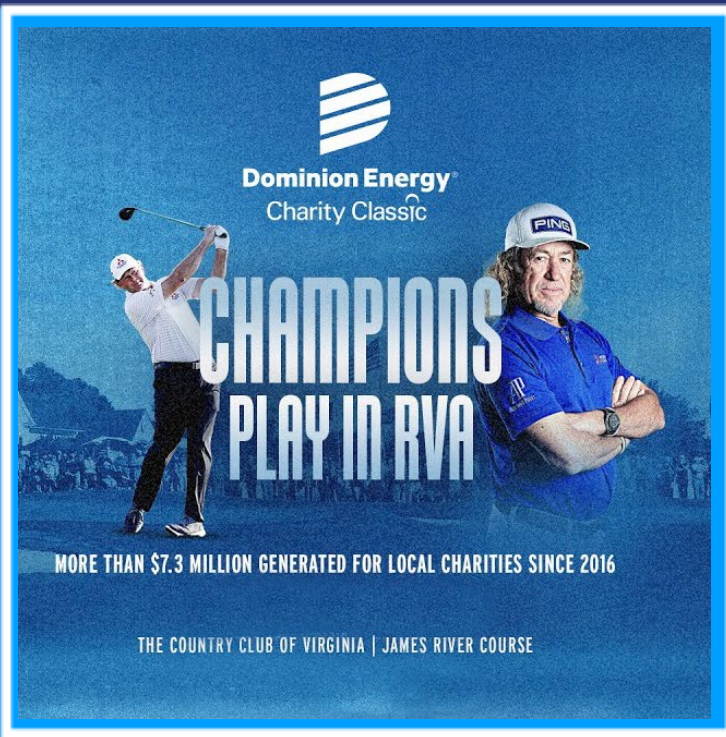


NOVA of Virginia Aquatics Center



The Glen Allen Stadium at RF&P Park

# ... And So Do the Professionals



Dominion Energy Charity Classic



Richmond Raceway



# Our Partners





**Thank You**





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4300 Parham Road | Henrico, Virginia 23228