

- 1. Either in Option A or B, will the third-party booking management agency be constrained on how the facility is priced for tournaments and other events?**

HTRFA's planning to-date has assumed that outside use (outside of the local parks/recreation departments) would be at competitive market rental rates. It is our assumption that the operations and/or marketing contractor would propose rates to the HTRFA for approval, however you are welcome to recommend a different approach in your response.

- 2. Will the attraction of room nights and visitors sit at a higher priority than collection of tournament rental fees or use fees from operators and event holders?**

HTRFA does not currently project the facility to generate a positive annual operating income, however we would also like to understand what can be done to minimize annual deficits while still generating a robust sports tourism business on the weekends. We encourage you to include a discussion of these potential trade-offs in your response, including how the HTRFA's ultimate preferences in that regard could impact your operating approach.

- 3. Will there be a fund to subsidize tournament operators who don't want to pay rental fees?**

This has not yet been discussed in detail, however we understand this is commonplace for larger tournaments in the sports tourism industry. If you would like to recommend this approach in your proposal, please outline your rationale, suggested approach, budget, etc.

- 4. Will there be a mandated price sheet for facility rental?**

We assume that the facility will have standard rental rates for various seasons/times/user types, however our planning to-date has assumed that outside use (outside of the local parks/recreation departments) would be at competitive market rental rates. The HTRFA is likely to work in conjunction with our selected service provider to approve their suggested rate sheets for the facility.

- 5. Are agencies outside of Virginia eligible?**

Yes, this is a national search, and we will consider agencies that are headquartered outside of Virginia.

6. What is the budget for this project?

From a facility standpoint, the preliminary construction budget was approximately in the range of \$50 million. The design-build team is currently working on the site master plan, 30% facility design, and an updated construction cost estimate. It is likely that the final construction budget (planned for Q4 2023) will be an increase over the preliminary budget, based upon recent regional construction cost increases and additions to the facility design.

We do not have a budget for the operations and/or marketing services at this time. We are looking for respondents to provide fees/financial parameters that could be associated with each of the management and/or marketing options you include in your response.

7. What is the timeline or contract length for this project?

The current goal is for the facility to be operational by 2026. Please include the suggested contract timeline/length associated with your proposed services in your response, which may include pre-opening and/or post-opening services.

8. What is the financial/lease structure for the project?

a. Is the Authority financing the project?

Yes. The HTRFA was formed by City of Williamsburg, James City County, and York County, and the HTRFA is tasked with leasing the property, procuring the construction and financing for the project, and overseeing the operations of the facility once it has been constructed.

b. Is the Authority leasing the land from the City of Williamsburg?

The Authority is leasing the land from Colonial Williamsburg (CW), and the lease was officially signed on May 26, 2023.

c. What are the lease terms (annual lease payments, lease term, etc.)?

The land lease agreement has a base rent of \$220,000 per year, with a 15% rent increase every five years. The lease also has provisions for additional rent that would be payable to CW based upon a parking fee surcharge and a ticket fee surcharge (up to \$1 per ticket sold) on any parking/tickets sold for public events at the sports complex.

d. Will the Authority own the facility after it opens?

Yes.

e. Will the operator report to/be contracted with the Authority?

Yes.

9. Are the City of Williamsburg, James City County, and York County providing funding for the construction or operations of the project?

Yes. The HTRFA Board is made up of six leaders from the City and the two Counties (two Board appointees each), and the City/Counties are providing financial support to the HTRFA, which is ultimately responsible for overseeing financing, construction, and operations of the sports complex. Construction of the facility is expected to be fully funded/financed via public sources.

10. Who is the primary target market/age range for the court spaces?

Youth and adult amateur sports participants, broadly speaking. As outlined in the RFI, the goal is for weekday use to focus on regional recreational sports programming and local club team rentals, and for weekend use to focus on sports tourism (amateur sports tournaments and events that drive measurable economic impact).

11. What is the programming/design schedule for the building? Is there an opportunity for the operator to influence the program to align with the operating approach and business priorities?

The design-build team is currently working on the site master plan, 30% facility design, and an updated construction cost estimate, which are due to the HTRFA by the end of July. Guaranteed Maximum Price (GMP) and Comprehensive Design-Build Agreement are expected to be authorized by the HTRFA by the end of November, at which point the design will likely be 60-75% complete, with some additional design running into Q1 2024.

By the end of 2023, the floor plan (including major spaces and their sizes and locations) will be determined, however at that point the operator could potentially advise on small tweaks to the build out of planned spaces, FF&E, and other such elements that are not likely to require a significant change order.