

RFP 003-777-2024

Williamsburg Sports
& Events Center
Naming Rights

Pre-Proposal Meeting
November 8, 2023
10:00 AM EST



HTRFA

HISTORIC TRIANGLE RECREATIONAL FACILITIES AUTHORITY

- 1) KEY RFP INFORMATION
- 2) WSEC PROJECT HISTORY
- 3) DEVELOPMENT TIMELINE
- 4) DESIGN PLANS
- 5) OPERATING PROJECTIONS
- 6) RFP GOALS
- 7) Q&A

Q&A DEADLINE:

- Thursday, November 16 @ 3:00 PM EST

DUE DATE:

- Thursday, December 7 @ 3:00 PM EST


SUBMITTALS:

- 4 hard copies + 2 thumb drives
- Outside envelope clearly marked “Sports Naming Rights RFP”

WSEC PROJECT HISTORY

2020

City of Williamsburg conducts Market/Financial Feasibility & Economic Impact Studies



2021

City joins with James City County & York County to form the HTRFA



2022

HTRFA selects Design-Build Team led by MEB, ClarkNexsen, Guernsey Tingle & Timmons Group

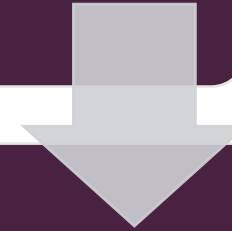


2023

- HTRFA reaches lease agreement for Colonial Williamsburg Visitor Center site
- HTRFA's Design-Build Team completes 35% design (\$80m cost estimate)
- HTRFA receives 4 operating proposals from experienced sports facility operators

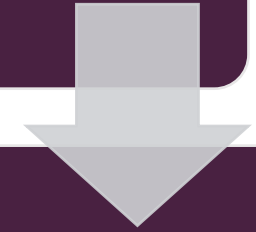
2024

- Engage Naming Rights Partner & Facility Operator
- Complete 100% Design & Construction Documents
- Groundbreaking



2025

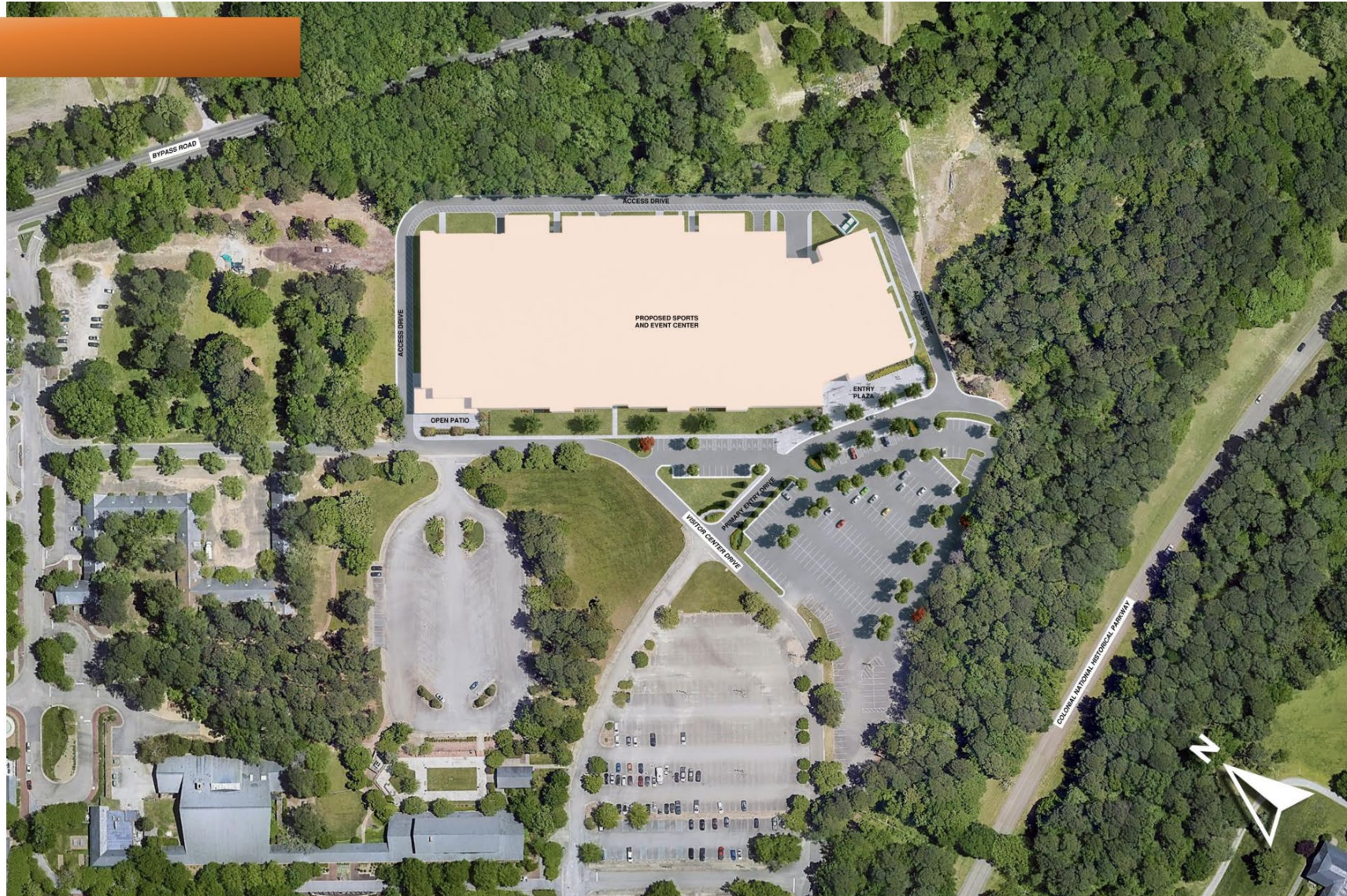
- Continue Construction
- Market Facility to Event Organizers & Begin Booking Events for 2026
- Hire On-Site Staff & Prepare for Grand Opening



2026

Grand Opening - Target: Q1 2026

Site Plan



SPORTS CENTER PLANS (CONT.)



SPORTS CENTER PLANS (CONT.)

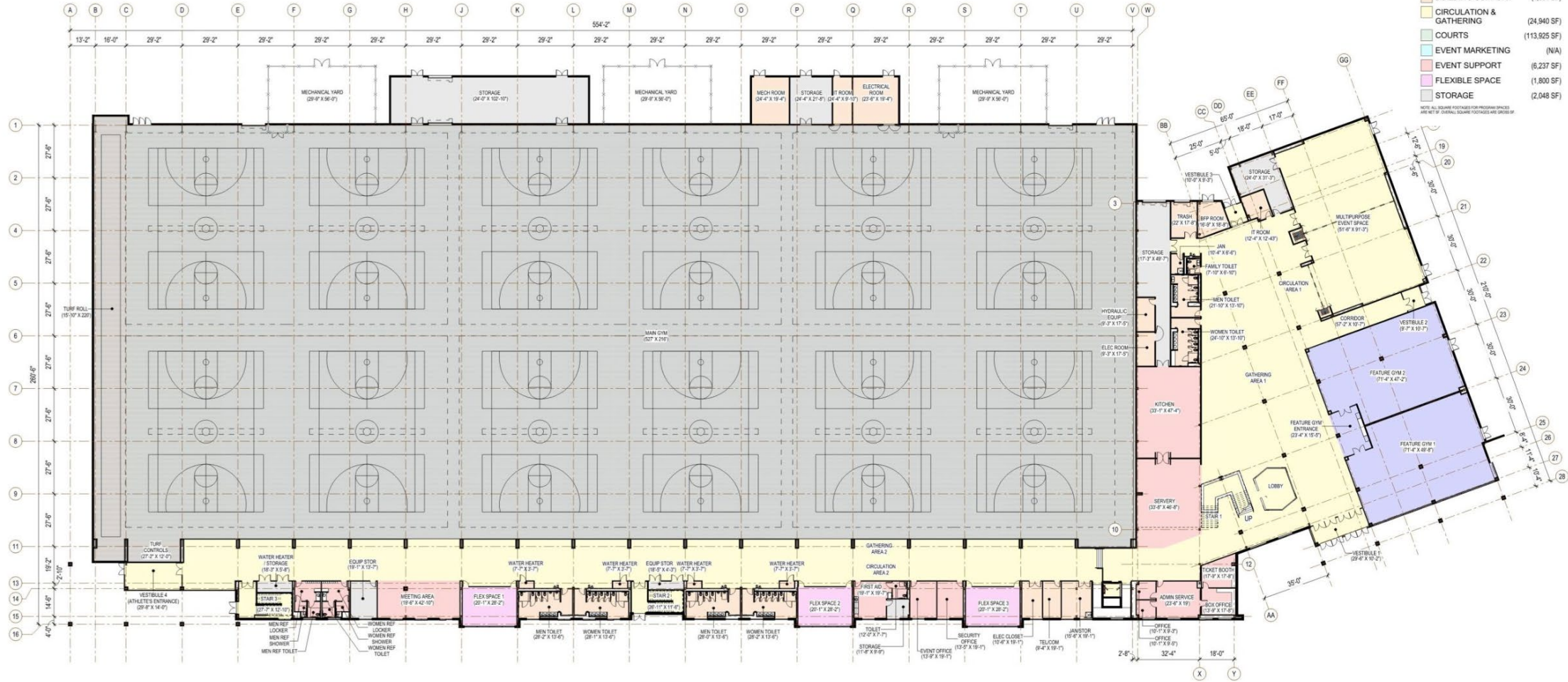
First Floor Plan

200,000
Gross SF
on 2 Levels

12
Basketball
or 24
Volleyball
Courts

Climbing
Walls &
Ninja Gym

5,000 SF
Multi-Use
Event Hall

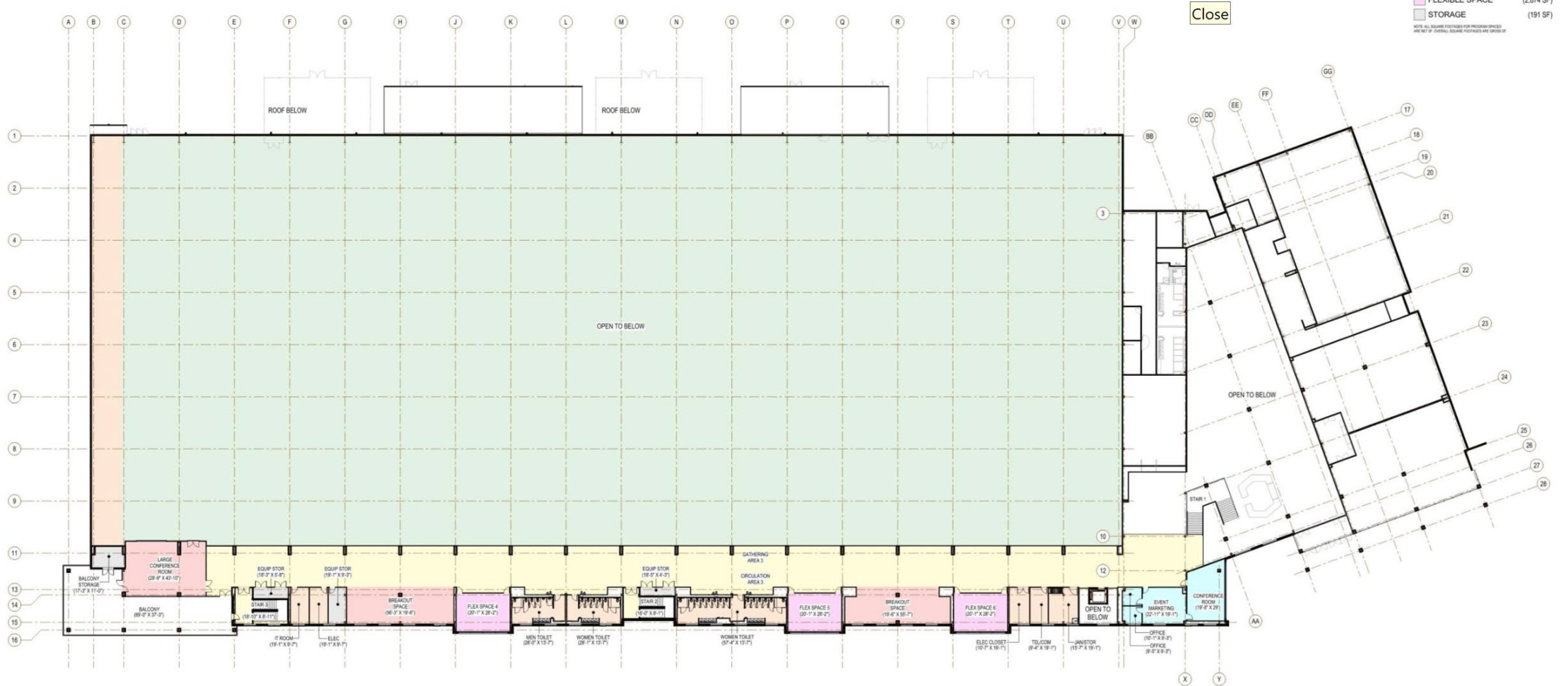


Mezzanine Floor Plan

LEGEND - MEZZANINE

AMENITIES	(N/A)
BUILDING SUPPORT	(2,474 SF)
CIRCULATION & GATHERING	(12,507 SF)
COURTS	(N/A)
EVENT MARKETING	(2,419 SF)
EVENT SUPPORT	(N/A)
FLEXIBLE SPACE	(2,874 SF)
STORAGE	(191 SF)

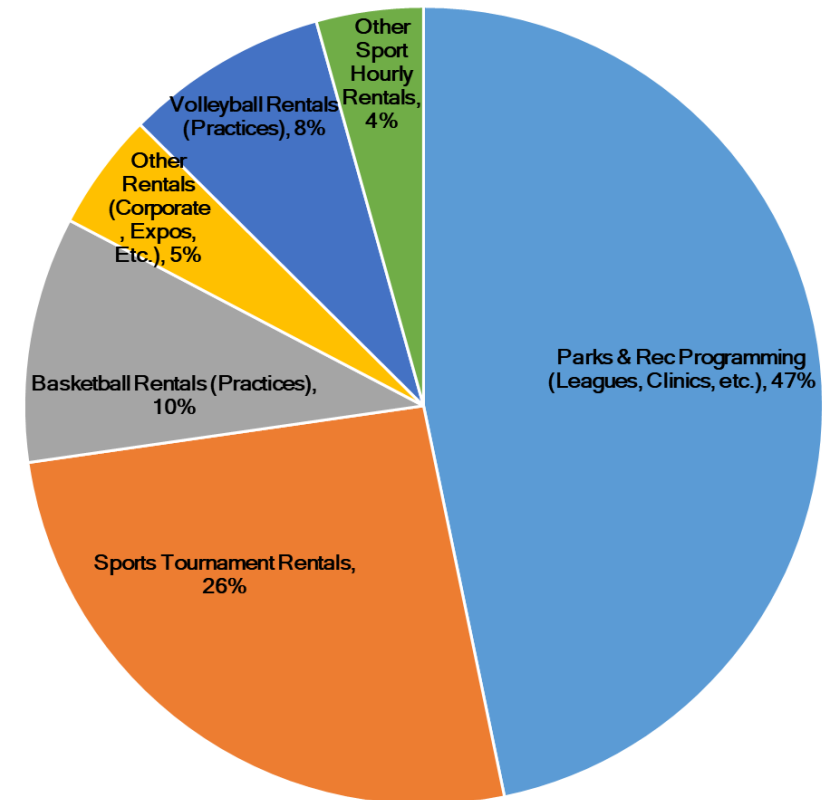
NOTE: ALL SQUARE FOOTAGES FOR PROGRAM SPACES ARE NET OF EXISTING SQUARE FOOTAGES AND SPACES.



HYBRID LOCAL/REGIONAL MODEL – 557,000 TOTAL ANNUAL VISITORS:

- Weekends – “Sports Tourism” & Major Events (38 Weekends)
- Weekday – Sports/Recreation Programs & Club Teams (52 Weeks)

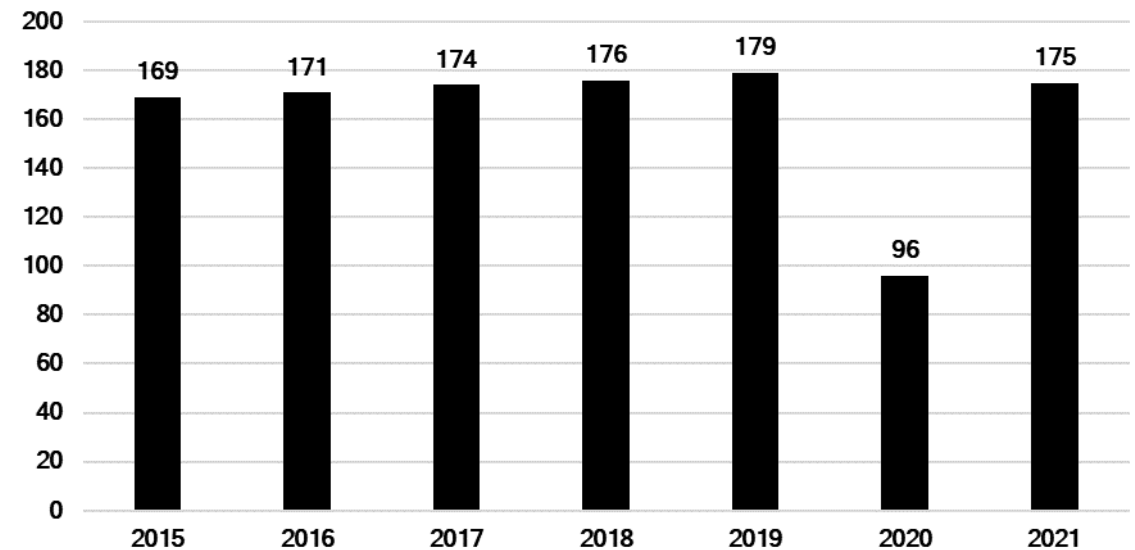
Event	Facility Hours
Parks & Rec Programming (Leagues, Clinics, etc.)	10,800
Sports Tournament Rentals	6,000
Basketball Rentals (Practices)	2,300
Volleyball Rentals (Practices)	1,900
Other Rentals (Corporate, Expos, Etc.)	1,100
Other Sport Hourly Rentals	1,000
TOTAL	23,100



WHAT IS SPORTS TOURISM?

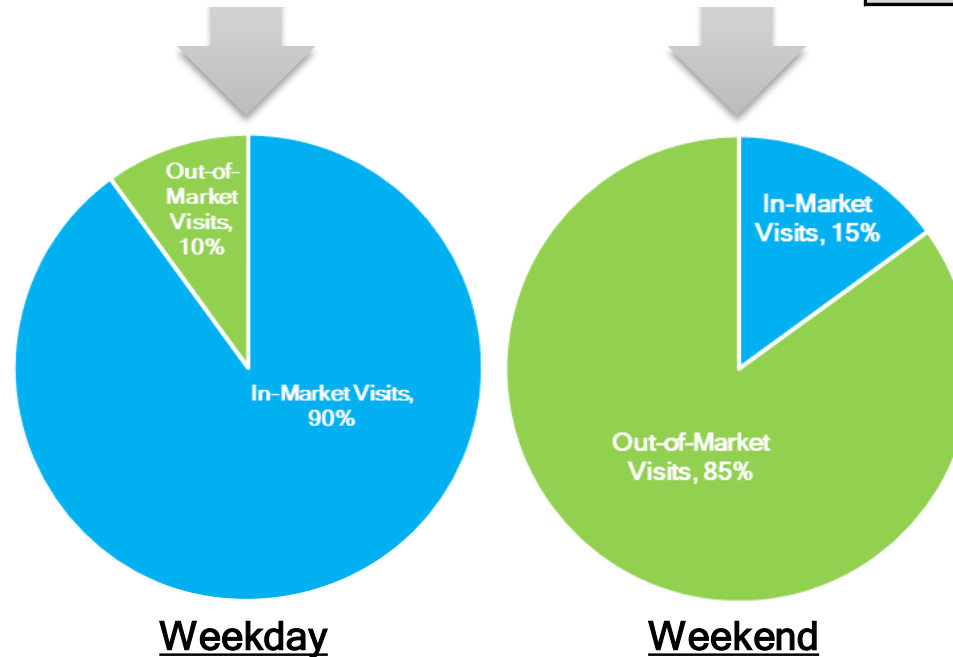
- Travel to observe or participate in a sporting event.
- Typical sports tourism family travels within a 3-to-6 hour drive range for multi-day youth/amateur sports tournaments
- Based on Victus research, the average sports tourism family household income is \$100,000 to \$150,000 per year
- Sports tourism rebounded quickly post-COVID > > > >

Annual Sports Tourism Travelers in the U.S. (Millions)

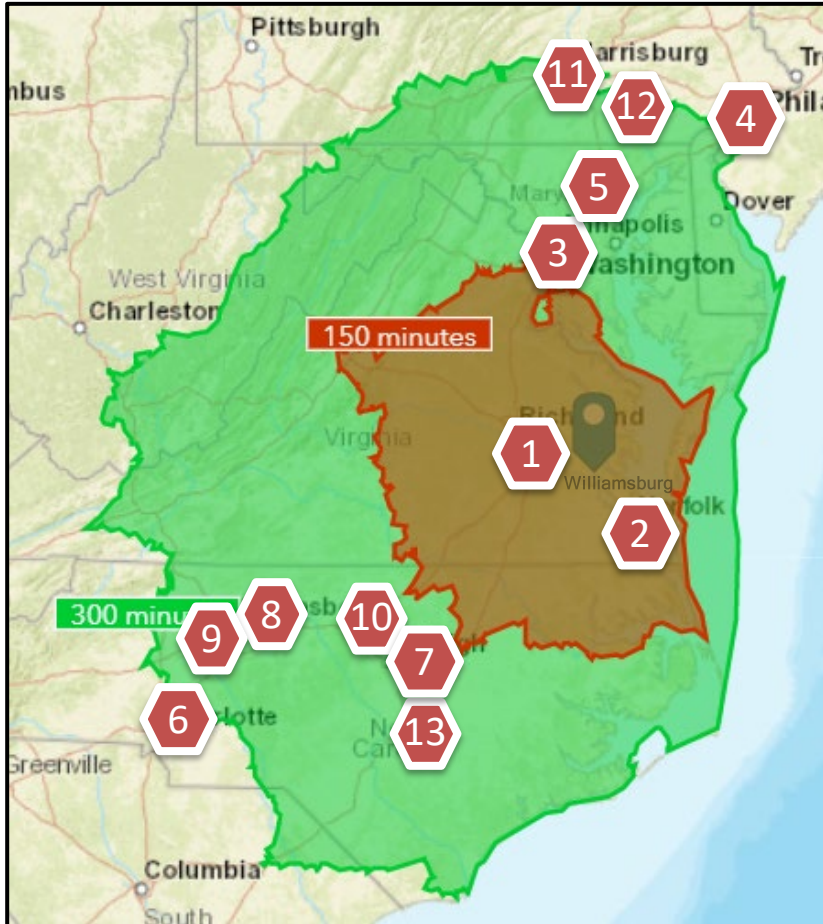


ESTIMATED OUT-OF-MARKET VISITATION:

	<u>Weekday</u>	<u>Weekend</u>	TOTAL
In-Market Visits	287,100	35,700	322,800
Out-of-Market Visits	31,900	202,300	234,200
TOTAL VISITORS	319,000	238,000	557,000



WSEC SPORTS TOURISM MARKET AREA:



MSAs* with 500k+ Population Within a 5-hour Drive

- | | | | |
|---|-------------------------------------|----|---------------------------------------|
| 1 | Virginia Beach, VA MSA
1,802,762 | 10 | Durham-Chapel Hill, NC MSA
655,703 |
| 2 | Richmond, VA MSA
1,310,587 | 11 | Harrisburg, PA MSA
583,441 |
| 3 | Washington DC MSA
6,298,330 | 12 | Lancaster, PA MSA
552,587 |
| 4 | Philadelphia, PA MSA
6,191,755 | 13 | Fayetteville, NC MSA
526,661 |
| 5 | Baltimore, MD MSA
2,840,181 | | |
| 6 | Charlotte, NC MSA
2,685,444 | | |
| 7 | Raleigh, NC MSA
1,417,213 | | |
| 8 | Greensboro, NC MSA
777,265 | | |
| 9 | Winston-Salem, NC MSA
692,388 | | |

There is a population of over 25.6 million people within a 5-hour drive time of Williamsburg to draw from for sports tourism events.

- Identify a long-term naming rights partner:
 - Minimum 5-year term, but longer proposals encouraged
- Mutually beneficial relationship:
 - City/Counties-
 - ✓ Naming revenue will help off-set operating costs
 - ✓ A true partner could provide additional value, services, & amenities to HTRFA and the Local Communities
 - Naming Partner-
 - ✓ Positive brand association with a catalytic project
 - ✓ Valuable opportunities to engage with sports families
 - ✓ On-site & off-site benefits (see next page)

MINIMUM ENVISIONED BENEFITS*:

- Category exclusivity
- Prominent on-site signage (interior, exterior, wayfinding, etc.)
- Digital presence - facility website/social, HTRFA, City, Counties, etc.
- Media/outreach - all communication, advertising, merch, etc.
- On-site activation/promotion opportunities during weekend events
- On-site hospitality and event tickets
- Free annual corporate event
- Co-promotion and co-branding marketing opportunities

**HTRFA is open to other mutually-beneficial partnership ideas*

ANY QUESTIONS?

