

HENRICO SPORTS & EVENTS CENTER

Welcome to the reimagining of Virginia Center Commons, a vibrant mixed-use community that will feature \$50 million indoor sports arena, residences, retail space, and offices. The thriving center will serve as an economic engine for job creation and tourism, and an even more outstanding quality of life for our residents. This is a fantastic opportunity for your business to snag its spot in a sizzling community – just before it becomes red hot.

Showtime. All the time.

Let us help you elevate your game at the new Henrico Sports & Events Center. The sweeping state-of-the-art convocation and championship complex will be large enough to feature practically any hard-court event you can imagine (12 basketball courts or 24 volleyball courts!) and is primed to give a boost to our already \$1.3-billion-a-year travel and tourism industry. Planning a star-studded concert? Pump up the volume. Need a spectacular venue for your next NCAA event? Bring it. Whatever your need, we're here to help you make the big play.

- **185,000-square-foot** building
- **115,000 square feet** of contiguous court space
- **39,000-square-foot** event space
- **3,500+ seat** arena
- Ceiling-mounted **athletic equipment**
- **4 meeting rooms** for collaboration and connection
- **4 team** locker rooms plus **2 officials** locker room areas
- **Coaches room** and mezzanine viewing area
- **4-sided LED scoreboard** equipped with live camera feeds and sponsorship capabilities
- **Box office windows** for ticketed events
- **Full broadcast hookups** including AV throughout
- **Professional broadcast studio** for live event video



Build Your Game Plan

Here, all of your event needs are handled by the Henrico Sports & Entertainment Authority. From guided site tours to promotional support, consider them your trusted partners in a locality that generates more than \$60 million in sports tourism economic impact annually. Executive Director Dennis Bickmeier is the former president of Richmond Raceway, where he oversaw the 1,100-acre complex that hosts NASCAR weekends and hundreds of concerts, trade shows, and events. His team is packed with leaders who are experts in the field and ready to get you in the game.

Site Assistance

- Site visits
- Venue recommendation
- Site tours

Venue Services

- Event operations
- Setup and tear-down staff
- Hotel assistance
- Transportation plan recommendations

PR and Communications

- Marketing/promotion
- Social media
- Connection to community groups



Vibrant Neighborhood

Built in 1991, Virginia Center Commons, home of the Henrico Sports & Events Center, is in the midst of a spectacular redevelopment. The area formerly housed an enclosed shopping mall featuring more than 100 specialty stores. While future plans are still in their early stages, in 2020 Henrico conducted a design charrette to gather input from the public on creating the future community. We're always working to help ensure we reinvent our spaces in ways that connect with a growing population that values live, work, and play environments and a community undergoing astronomical growth.

Current ideas include:

- Multiuse trail and park
- Outdoor marketplace
- Two hotels
- 75 townhomes

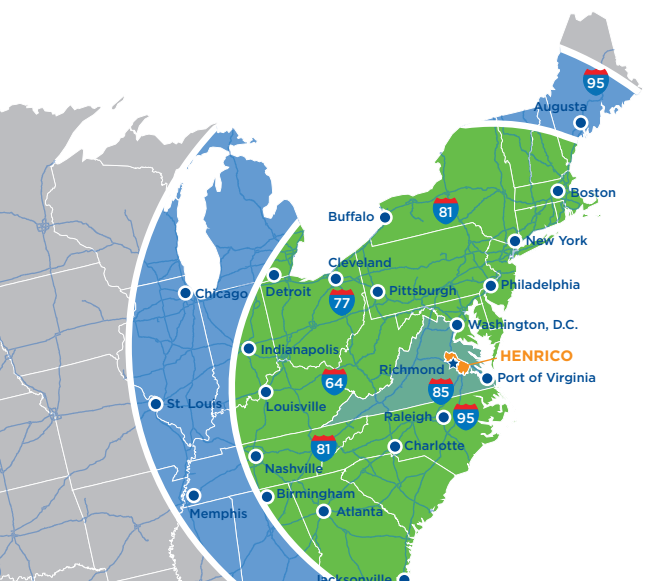
Outstanding Quality of Life

Host your event in a location that can thrill your talent and your fans when the clock's not running. Not one, but two of our communities have been named a best place to live in the U.S. Savor our world-class restaurants, toast our nationally recognized breweries, and immerse yourself in our vibrant arts and culture scene.

Go out and feel the rush of the James River, featuring the only urban Class IV rapids in the country. Or, if you prefer you can go for a more peaceful bike excursion along the Virginia Capital and Fall Line Trails. Whatever your pleasure, Henrico makes it even easier to Live Your Best.

Unbeatable Location

Our convenient location in the middle of the East Coast puts us in the center of the action. Plus, our transportation options are top notch, so whether you're hitting the rail, road, or sky, getting here usually takes half a day or less.



- 1-DAY DRIVE TIME (11 HOURS)
- 750-MILE RADIUS (1,200 KILOMETERS)

Richmond International Airport

Best Little Big Airport in America

I-96, I-64, and I-295

Direct Access

Amtrak Staples Mill

Busiest Terminal in the Southeast

