

# Virginia Beach Arena Pitch Deck



Prepared

By: VIRGINIA BEACH ARENA  
CORPORATION



## KEY HIGHLIGHTS

- **Privately Funded Project:** \$700M investment led by Virginia Beach Arena Corporation. No city subsidies requested
- **Record Breaking Investor Support:** Millions of dollars already pledged
- **Economic Impact:** \$20–30M annual regional benefit supporting hotels, restaurants, and tourism
- **City Tax Revenue:** \$6–9M+ annually in new revenue streams (admissions, meals, hotel, and sales taxes)
- **Jobs Created:** Seasonal oceanfront jobs will become permanent and stable. Arena staff will create ~230 new jobs.
- **Prime Location:** Adjacent to Convention Center and Sports Center, creating a unified sports and entertainment district
- **Family & Community Focus:** Acts and Sporting events will create unity among residents and family friendly entertainment
- **Parking:** Privately funded parking garages will add more than 5,000 spots to 19th street

# EXECUTIVE SUMMARY

The Virginia Beach Arena Project reflects a transformative opportunity to deliver a world-class, 20,000-seat multi-purpose venue at the Oceanfront. As the largest U.S. city without a modern arena, Virginia Beach has a unique market gap that this project is designed to fill.

Our proposal outlines a *privately funded* development that will generate substantial economic, cultural, and community benefits without relying on taxpayer subsidies. The arena will host a wide variety of events — from NBA and NHL games to concerts, NCAA tournaments, family shows, and conventions — drawing millions of visitors to the region and reinforcing Virginia Beach's reputation as a premier destination city.



**Prepared By**  
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# Private Funding Model

## Private Funding Model

The Virginia Beach Arena will be delivered through a 100% private capital structure, with no taxpayer burden. The only request from the City is a long-term ground lease, ensuring the land remains publicly owned while VBAC assumes full financial responsibility.

- No public subsidies or incentives required.
- Transparent, open-book financial reporting with biweekly updates to the City.
- \$10 million surety bond securing City tax revenue commitments.
- Guaranteed minimum of \$5 million annually in new City tax revenues.

## Crowdfunding Momentum

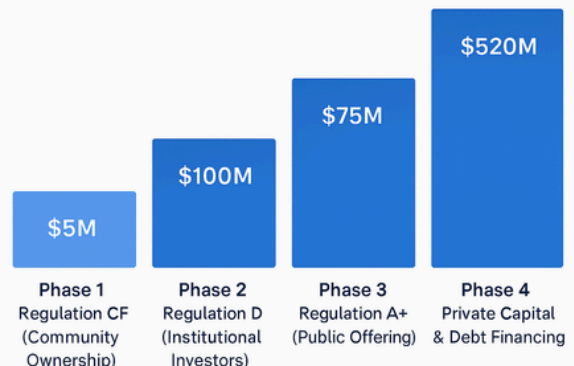
- VBAC is setting new national records through early community investment.
- Millions already pledged through Regulation CF offerings.
- Strong community participation, reinforcing local ownership and pride.

## Institutional & Strategic Support

- Regulation D offering (institutional & accredited investors) will anchor the next fundraising phase.
- Regulation A+ offering will expand public ownership nationwide, while maintaining strong Virginia Beach investor participation.
- Naming rights, sponsorships, and banking partnerships provide long-term financial stability.



Projected Fundraising Phases





# OUR TEAM



Virginia Beach  
Arena Corporation

In Charge Development,  
Design, Vision, Financials



HKS/Principal Mike Drye

Leading Arcitecture,  
Design and  
Feasibility



SB Ballard Construction

Construction and  
Devolpment manager

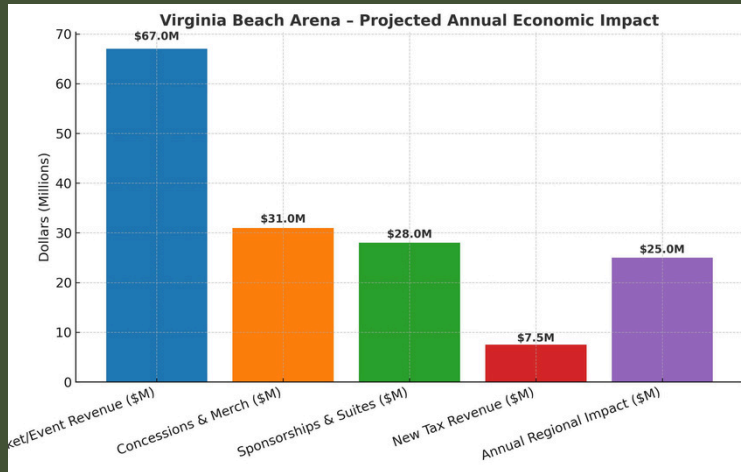


SOSNOW  
& ASSOCIATES  
PLLC

## About Our Team

- The Virginia Beach Arena Corporation is led by local entrepreneur Coleman Ferguson and supported by nationally recognized partners in design, construction, finance, and legal compliance.
- HKS Architects — World-class sports and entertainment design firm behind SoFi Stadium, U.S. Bank Stadium, and other landmark venues.
- SB Ballard Construction — Virginia Beach-based builder with decades of experience delivering major civic and commercial projects across Hampton Roads.
- DealMaker Securities — A leading platform powering our Regulation CF and Regulation A+ public investment offerings.
- Robin Sosnow & Associates — Nationally respected securities law firm ensuring our raise and compliance strategy meet SEC standards.
- Together, this team combines local roots, global expertise, and proven execution to deliver a transformative arena project for Virginia Beach.





# ARTIST & FESTIVAL OPPORTUNITIES

## Touring Artists

- Tier 1A & 1B (Stadium/Major Arena): Taylor Swift, Beyoncé, Luke Combs, Harry Styles — fans stay in Virginia Beach instead of traveling to D.C. or Raleigh.
- Tier 2A & 2B (Major Arena/Amphitheater): Doja Cat, Dave Matthews Band, Snoop Dogg, The Chicks — anchor tours between D.C. and Charlotte.
- Tier 3 & 4 (Amphitheater/Theater): Noah Kahan, Hozier, Tank and the Bangas, Chicago — fill year-round programming.

150+ events annually across every genre: country, pop, hip hop, rock, R&B, comedy, family shows.

## Festival Partnerships

- Oceanfront Music Festival: Arena concerts + outdoor stages.
- Sports + Music Weekends: NCAA or UFC + Tier 1A headliners.
- Virginia Beach Live: Annual signature festival with global stars and local talent.

Result: Exclusive Tier 1A acts, higher tourism, fuller hotels, stronger tax revenue

## Tour Tiers

Tier 1A	Tier 1B	Tier 2A	Tier 2B	Tier 3	Tier 4
\$5,000,000+ in gross ticket sales revenue per show	\$5,000,000 - \$2,500,000 in gross ticket sales revenue per show	\$2,500,000 - \$1,000,000 in gross ticket sales revenue per show	\$1,000,000 - \$500,000 in gross ticket sales revenue per show	\$500,000 - \$250,000 in gross ticket sales revenue per show	Less than \$250,000 in gross ticket sales revenue per show
45,309 Average Attendance	22,735 Average Attendance	12,867 Average Attendance	9,114 Average Attendance	5,475 Average Attendance	3,080 Average Attendance
\$194.36 Average Ticket Price	\$175.80 Average Ticket Price	\$131.13 Average Ticket Price	\$83.82 Average Ticket Price	\$74.39 Average Ticket Price	\$67.09 Average Ticket Price
19 Average Shows Per Artist	17 Average Shows Per Artist	22 Average Shows Per Artist	29 Average Shows Per Artist	48 Average Shows Per Artist	86 Average Shows Per Artist
17 Number of Tours 2023 (Top 200 Tours)	16 Number of Tours 2023 (Top 200 Tours)	70 Number of Tours 2023 (Top 200 Tours)	59 Number of Tours 2023 (Top 200 Tours)	25+ Number of Tours 2023 (Top 200 Tours)	100's Number of Tours 2023 (Top 200 Tours)
Example Artists: Taylor Swift, Beyoncé	Example Artists: Luke Combs, Harry Styles	Example Artists: Doja Cat, Dave Matthews Band	Example Artists: Snoop Dogg, The Chicks	Example Artists: Noah Kahan, Hozier	Example Artists: Tank and the Bangas, Chicago
Target Venue Type: Stadium	Target Venue Type: Stadium, Major Arena, Major Amphitheater	Target Venue Type: Major Arena, Amphitheater	Target Venue Type: Arena, Amphitheater, Theater	Target Venue Type: Amphitheater, Theater, Club	Target Venue Type: Theater, Club

# ECONOMIC & COMMUNITY IMPACT



**\$20–30M**  
ECONOMIC IMPACT



**1.2–1.4M**  
ANNUAL VISITORS



**\$6–9M**  
CITY TAX  
REVENUE



CONSTRUCTION  
JOBS  
**1,500+**



PERMANENT  
JOBS  
**230+**



**100+**  
CONCERTS &  
MAJOR SHOWS  
ANNUALLY

**A TRANSFORMATIONAL PROJECT  
FOR VIRGINIA BEACH:  
JOBS • TOURISM • REVENUE • COMMUNITY**



# Independent Arena Success Stories

## T-Mobile Center (Kansas City, MO)

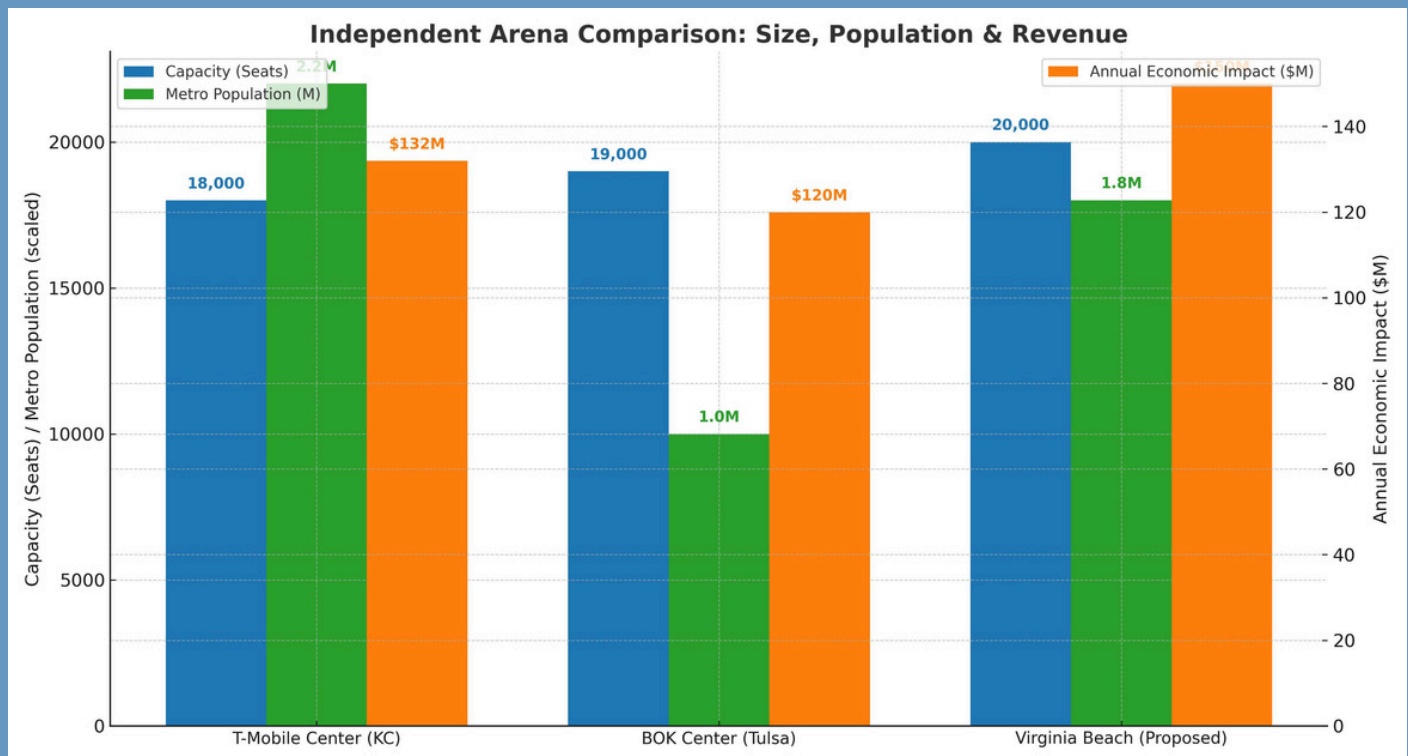
- Opened in 2007 as an independent arena (ASM Global operates, city-owned).
- Hosts 150+ events annually: concerts, NCAA tournaments, UFC, and more.
- Generated \$660M+ in economic impact in its first 5 years.
- Helped transform Kansas City's downtown into a thriving entertainment district.

## BOK Center (Tulsa, OK)

- Opened in 2008, city-owned, operated independently.
- Routinely ranks in the Top 20 U.S. arenas for ticket sales.
- Attracts major concerts and sporting events to a mid-sized market.
- Proven model: a 20,000-seat independent arena can thrive in a non-NBA/NHL city.

## KEY TAKES FOR VIRGINIA BEACH

- Independence Works: Cities like Kansas City and Tulsa prove that arenas don't need permanent pro teams to be profitable.
- Concert Power: Touring acts consistently fill independent arenas, keeping venues busy year-round.
- Economic Driver: Independent arenas spur downtown growth, tourism, and national attention.





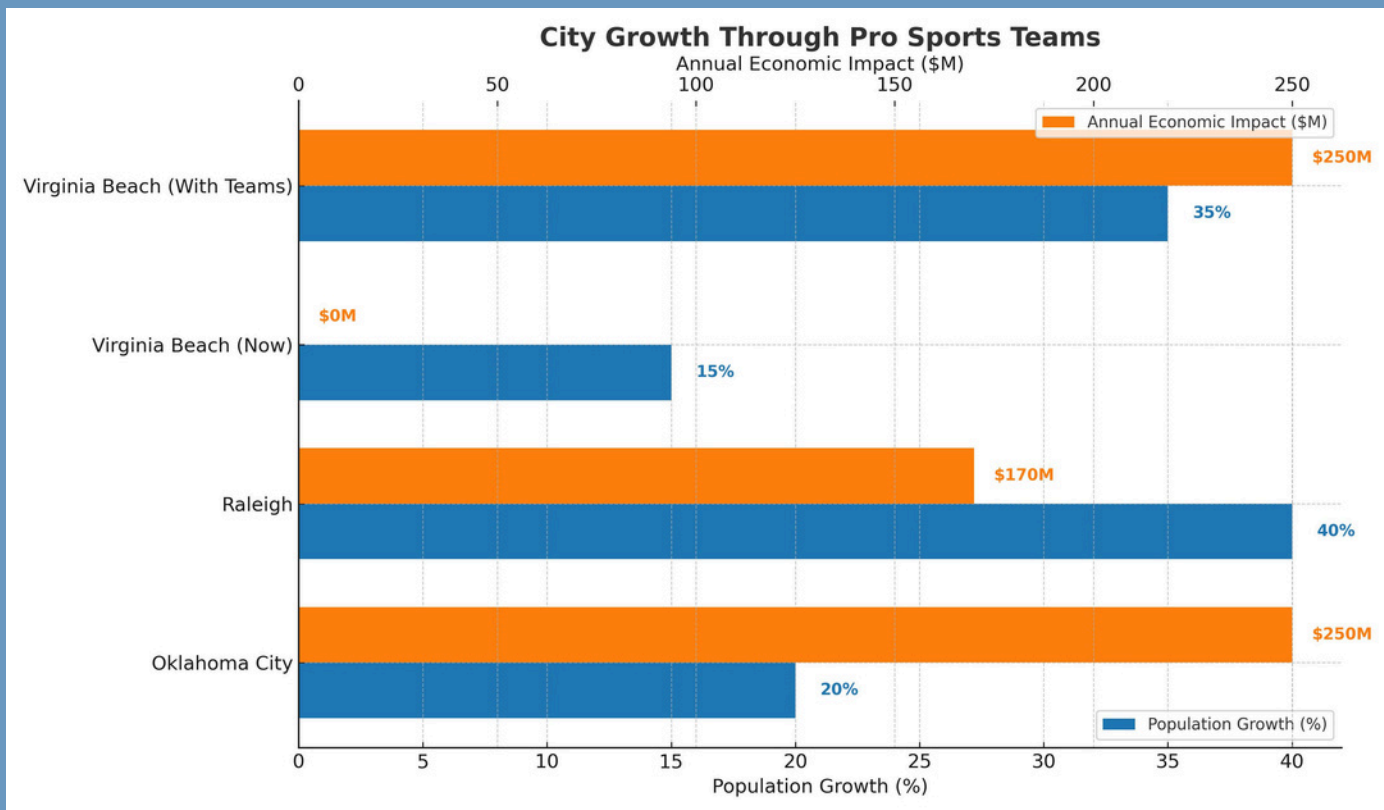
# CITY GROWTH THROUGH SPORTS

## Oklahoma City (NBA – Thunder, 2008)

- Population Growth: +20% since Thunder arrived.
- Downtown Boom: Over \$2 billion in new development (hotels, restaurants, entertainment).
- Tax Revenue: Sales tax collections nearly doubled since team arrival.
- National Profile: OKC transformed from a “minor market” to a nationally recognized NBA city.

## Raleigh / The Triangle (NHL – Hurricanes, 1997)

- Population Growth: Nearly +40% since Hurricanes relocated.
- Economic Impact: Franchise contributes \$170M+ annually to the local economy.
- Tourism: Major events like the NHL Stadium Series and Stanley Cup Finals put Raleigh on the global stage.
- Community Identity: The Hurricanes galvanized the Triangle region into a true major-league market.



## idea for Virginia Beach

Landing major professional teams — NBA, NHL, or both — will:

Accelerate population and business growth

Drive billions in new private development around the arena

Increase tax revenue without raising taxes

Elevate Virginia Beach's national profile as the largest U.S. city without an arena gains its place on the big stage



# WHY VIRGINIA BEACH CAN LAND AN NBA TEAM

## NBA TEAMS IN SMALLER METRO AREAS THAN VIRGINIA BEACH

 VIRGINIA BEACH, VA	METRO POPULATION <b>1,8 MILLION</b>
 <b>MEMPHIS GRIZZLIES</b> MEMPHIS, TN	<b>1.3 MILLION</b>
 <b>NEW ORLEANS PELICANS-</b> NEW ORLEANS-METAIRIE, LA	<b>1.25 MILLION</b>
 <b>OKLAHOMA CITY THUNDER</b> OKLAHOMA CITY, OK	<b>1.46 MILLION</b>
 <b>MILWAUKEE BUCKS</b> MILWAUKEE-WAUKESHA, WI	<b>1.56 MILLION</b>
 <b>UTAH JAZZ</b> SALT LAKE CITY, UT	<b>1.27 MILLION</b>

### Strategic Geography

- Virginia Beach fills a gap on the NBA map — no teams between Washington, D.C. and Charlotte.
- Location on the East Coast ensures prime TV scheduling, travel access, and conference alignment.
- Arena proximity to the Convention Center, hotels, and Oceanfront makes it a destination city for fans and teams.

### Market Size & Untapped Potential

- Virginia Beach is the largest U.S. city without a major arena.
- The Hampton Roads metro has 1.8M residents, larger than existing NBA markets such as Oklahoma City (1.4M) and Salt Lake City (1.3M).
- More than 10M people live closer to Virginia Beach than to other NBA options like Austin, TX.

### TOP 5 US CITIES NBA WILL CONSIDER FOR EXPANSION

1. Las Vegas, Nevada
2. Seattle Washington
3. Virginia Beach, Virginia
4. Austin, Texas
5. Pittsburgh, Pennsylvania



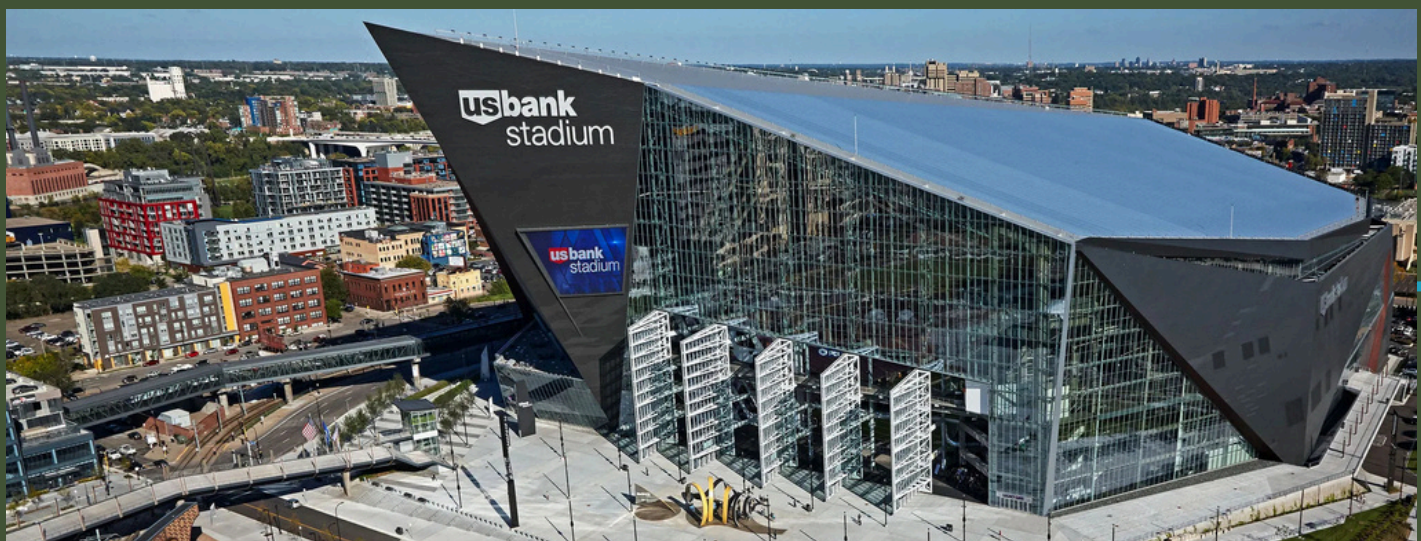


# State of the art arenas designed By HKS

HKS



Our Partner will bring a next level  
masterpiece to the best City in The USA  
Virginia Beach, Virginia





# Parking & Infrastructure

## Comprehensive Parking Capacity

To ensure seamless accessibility for both residents and visitors, the Virginia Beach Arena Corporation proposes a two-tiered parking program that directly supports the Arena and the Convention Center corridor:

**Primary Parking Garage:** A state-of-the-art structure accommodating 5,000 vehicles adjacent to the Convention Center. This garage is designed to handle peak event demand while also providing year-round utility for Convention Center activities, tourism, and Oceanfront visitors.

**RFP Structured Garage:** In response to RFP #VBDA-01-25, we propose a second structured garage located at 19th Street & Parks Avenue, delivering an additional 702 parking spaces. This garage will directly serve the Convention Center district and surrounding businesses, alleviating current strain on surface parking and enhancing the district's overall capacity.

## Strategic Benefits

Sufficient supply to handle arena events drawing 18,000–20,000 attendees.

Shared use with the Convention Center, supporting city-wide events and tourism.

Reduces the need for surface parking, opening land for higher-value development opportunities (retail, dining, entertainment).

## Forward-Looking Integration

This dual-parking plan represents a balanced approach — combining a large-scale garage for major events with a city-requested RFP garage, ensuring both the Arena and the Convention Center corridor remain fully accessible for decades to come.

*702 car Parking Garage at 19<sup>th</sup> and Parks*



*Potenital Retail Plaza  
with 5000 car Parking  
garage and 4 or 5 star Hotel  
next to convention center*







# S.B. BALLARD CONSTRUCTION COMPANY

## Construction Manager

S.B. Ballard Construction, a Virginia Beach-based firm, is the premier choice for this project as the builder behind the region's only major stadiums and arenas, as well as high-profile developments like Rivers Casino Portsmouth. With decades of proven experience on large-scale, complex projects, they combine unmatched local expertise with a reputation for delivering on time, on budget, and to the highest standards of quality. Their strong track record, community roots, and commitment to safety and innovation make them uniquely qualified to ensure the success of this project.



Kornblau Field at SB Ballard Stadium



JMU Basketball Arena



Rivers Casino



Norfolk Casino Resort

The Norfolk Casino Resort, a \$750 million development led by Boyd Gaming and the Pamunkey Indian Tribe, will transform the city's riverfront into a premier entertainment destination. Scheduled for completion in 2027, the project features a 290,000-square-foot gaming floor with 1,500 slot machines and 50 table games, a 200-room hotel, an eight-restaurant lineup, a 7-story parking garage, 13,000 square feet of meeting space, a 4,000-square-foot spa and fitness center, and a 45,000-square-foot outdoor amenity deck, along with a temporary gaming facility opening in 2025.

As construction manager in joint venture with Yates Construction, S.B. Ballard Construction is spearheading all preconstruction and construction management services, bringing decades of Hampton Roads expertise and a proven record of delivering landmark projects such as the Half Moone Cruise & Celebration Center and Norfolk International Airport's arrivals garage. By leveraging its deep regional network and commitment to community engagement, S.B. Ballard is playing a central role in delivering Norfolk's first resort-style casino and ensuring long-term economic and cultural benefits for the city.

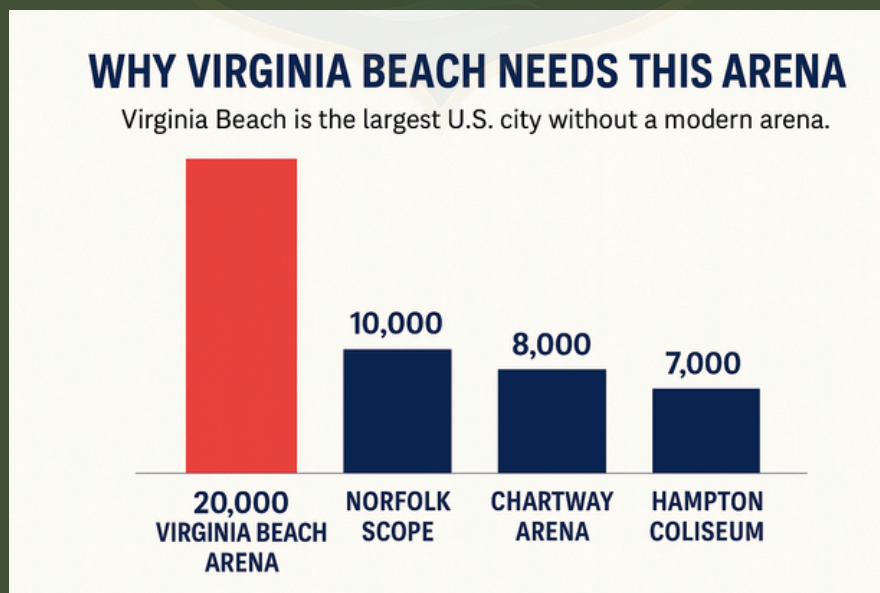
# Event Demand & Market Gap

## Why Virginia Beach Needs This Arena

Virginia Beach is the largest U.S. city without a modern arena. Today, residents travel to Norfolk Scope, Chartway Arena, or Hampton Coliseum — all undersized and outdated. The result: millions in lost revenue and missed opportunities.

- Norfolk Scope seats 10,000 and is nearly 60 years old.
- Chartway Arena is a campus facility with just 8,000 seats.
- Hampton Coliseum cannot host major touring acts or pro-level sports.
- 

A 20,000-seat arena fills this gap and positions Virginia Beach as a premier destination for world-class entertainment, sports, concerts and festivals.





# CONCESSIONS

OWNERS  
FAST PASS





# Parking commitment and phasing

A central element of our proposal is to deliver structured parking first—before the arena—ensuring the Convention Center District gains immediate benefit from new infrastructure.

## Phase 1 – RFP Garage (702 Spaces)

- Construct the City's requested 702-space structured parking garage on the designated RFP site.
- This will be built and delivered before any arena groundbreaking, ensuring the city and convention center receive a vital asset up front.
- Spaces will support convention center visitors, resort guests, and local businesses.

## Phase 2 – Expanded Parking (5,000+ Spaces)

- Following the RFP garage, we will develop additional structured parking on adjacent parcels, targeting over 5,000 total spaces.
- Features include EV charging, smart payment systems, and shared capacity for both arena events and Oceanfront tourism.
- This phase ensures sustainable access and reduces congestion as the district grows.

## Phase 3 – Arena Construction

- Arena construction will not begin until Phase 1 parking is complete.
- By sequencing in this way, we prioritize accessibility and traffic management for the community.

## Our Commitment

Virginia Beach will see new parking infrastructure delivered first, safeguarding accessibility while laying the foundation for successful arena development.



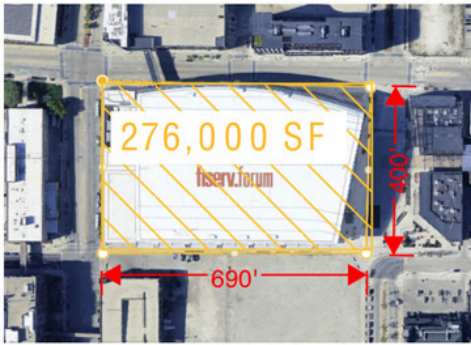








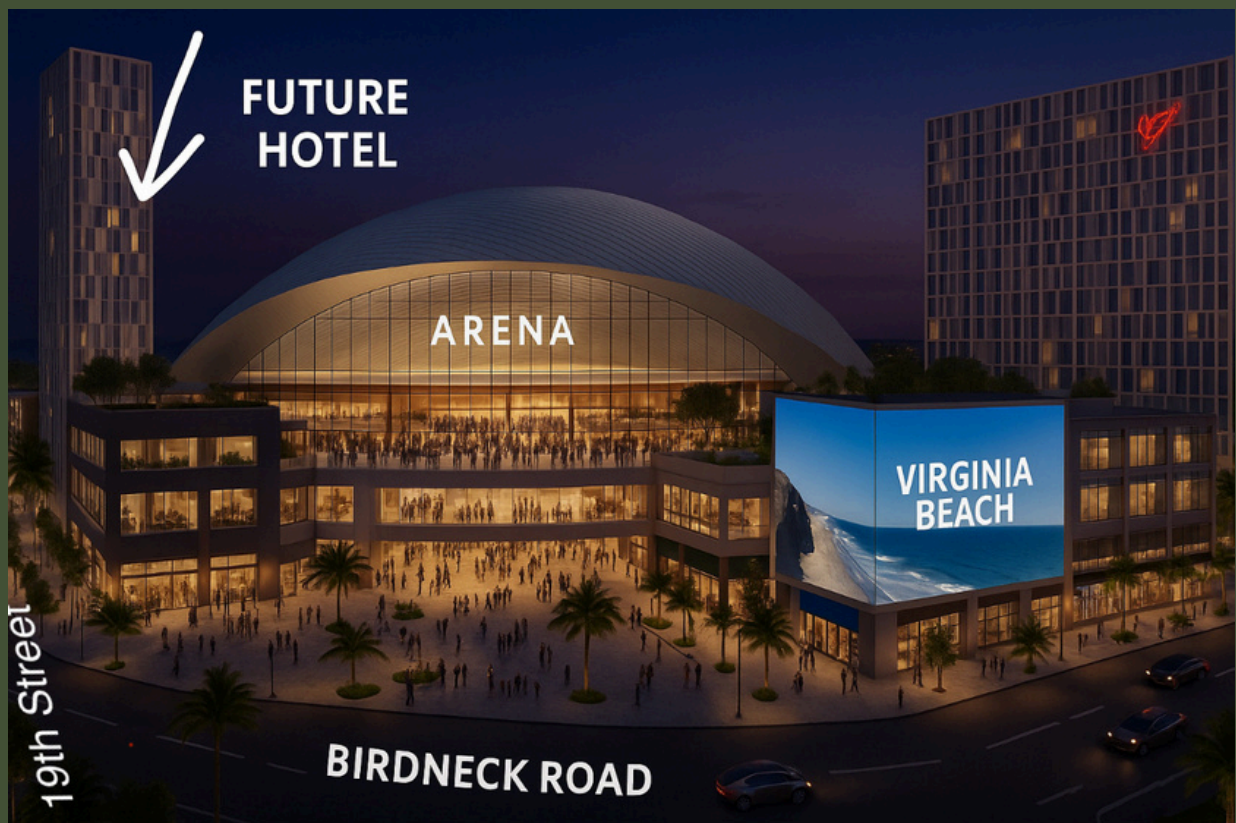
VA BEACH CONVENTION CENTER



MILWAUKEE BUCKS, FISERV.FORUM

NTS

Seen here is a Test Fit and rendering of what the Corner of Birdneck And 19<sup>th</sup> Could Look Like



# Stormwater Management Commitment for Arena at 19th & Birdneck

## Acknowledgement of Existing Conditions

- We recognize that the proposed site includes a small stormwater pond that currently serves as part of the local drainage system.
- Our project team understands the importance of maintaining – and improving – stormwater management capacity for the surrounding community.

## Proposed Mitigation & Enhancement Measures

### 1. Compensatory Storage

- Any pond volume displaced by construction will be replaced on-site or nearby with equal or greater stormwater storage.
- Options include underground stormwater vaults, larger capacity bioswales, or expanded retention areas integrated into the arena site design.

### 2. Enhanced Stormwater Treatment

- We will incorporate best management practices (BMPs) such as permeable pavements, rain gardens, and green roofs where feasible.
- These improvements will provide higher water quality treatment than the existing pond.

### 3. Flood Control & Drainage Improvements

- The arena's civil engineering design will meet or exceed Virginia Beach stormwater regulations, ensuring post-development runoff does not exceed pre-development levels.
- The design will factor in climate resilience, with capacity to handle more intense rainfall events.

### 4. Partnership with City Public Works & DEQ

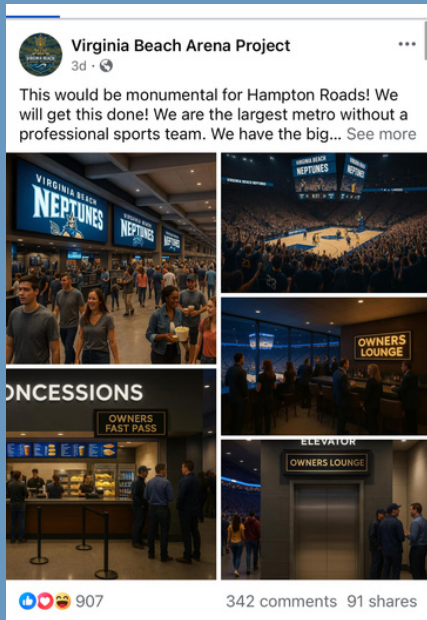
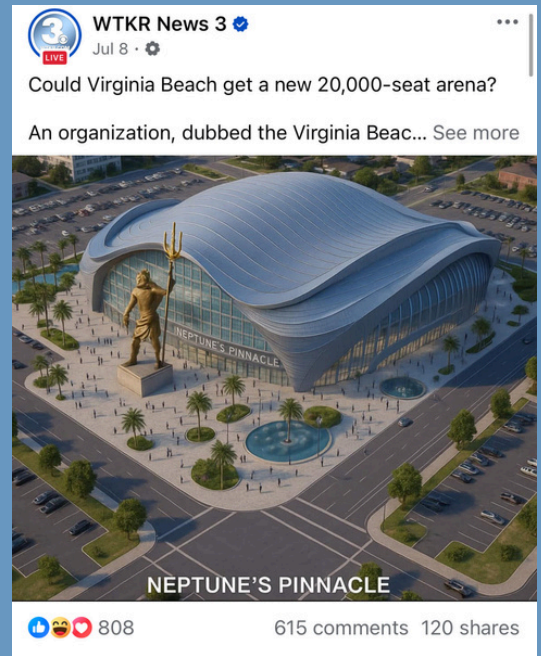
- We will coordinate closely with Virginia Beach Public Works and the Virginia Department of Environmental Quality to ensure full compliance.
- A detailed stormwater management plan will be submitted and reviewed during the permitting phase.

## Community Benefits

- The project will not just replace lost capacity but will upgrade stormwater infrastructure in the area.
- By investing in modern systems, the arena development will improve long-term resiliency and protect nearby neighborhood







## HUGE MEDIA COVERAGE

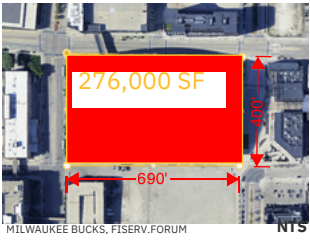
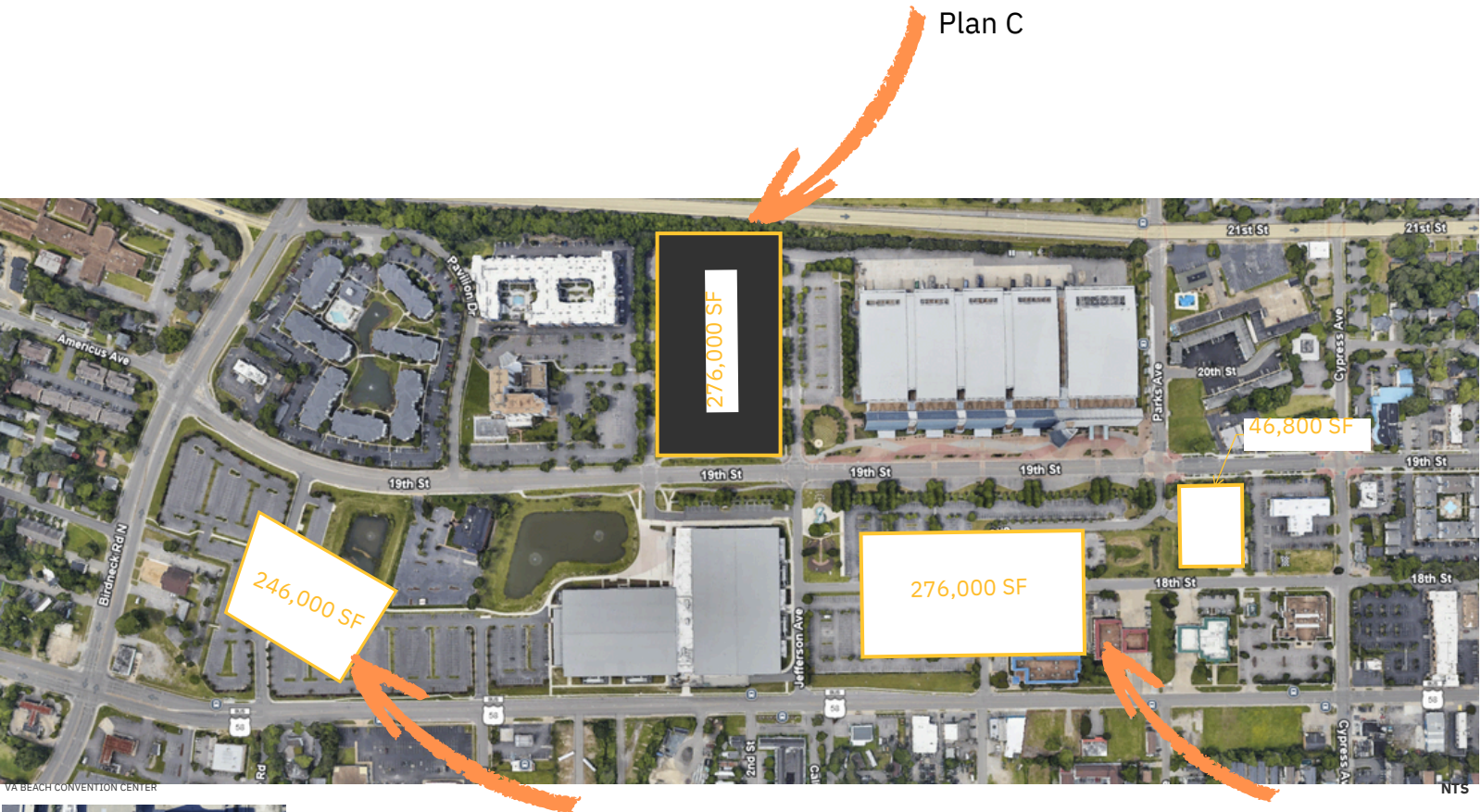
WE'VE ALREADY RECEIVED AN INCREDIBLE AMOUNT OF MEDIA COVERAGE, WHICH HAS BEEN A HUGE BOOST FOR OUR MOMENTUM. THE SPOTLIGHT HAS NOT ONLY HELPED RAISE AWARENESS BUT ALSO VALIDATED THE VISION IN THE PUBLIC EYE, SPARKING CONVERSATIONS AND GENERATING EXCITEMENT FROM THE COMMUNITY AND POTENTIAL PARTNERS. THIS KIND OF EXPOSURE IS A POWERFUL SIGN OF PROGRESS AND CONTINUES TO BUILD CREDIBILITY AS WE MOVE FORWARD.

Over 3 Million Views Across All Social Media Platforms





# Multiple Potential Locations and Flexibility



**Plan A, Most Visability, Most room for vicinity Devolpment**

Plan B