

Maryland Stadium Authority Report required by State
Government Article § 5-112 EC § 10-612(f)(4)
HB 1619/Ch. 575, 2017 (MSAR #11454)



Submitted to:

The Honorable Wes Moore
Governor of Maryland

The Honorable Bill Ferguson
President, Senate of Maryland
Chair, Legislative Policy Committee

The Honorable Adrienne A. Jones
Speaker, Maryland House of Delegates
Chair, Legislative Policy Committee

March 31, 2023

Report required by State Government
Article § 5-112 (MSAR #11454)



Wes Moore
Governor

Michael J. Frenz
Executive Director

Members

.....
Craig A. Thompson
Chairman

Leonard J. Attman
Joseph C. Bryce
William H. Cole, IV
Michael Huber
Gary L. Mangum
Maggie McIntosh
Manervia W. Riddick
Jodi C. Staloni

March 31, 2023

The Honorable Wes Moore
Governor of Maryland
State House
100 State Circle
Annapolis, Maryland 21401

The Honorable Bill Ferguson
President, Senate of Maryland
Chair, Legislative Policy Committee
State House, H-107
Annapolis Maryland 21401

The Honorable Adrienne A. Jones
Speaker, Maryland House of Delegates
Chair, Legislative Policy Committee
State House, H-101
Annapolis Maryland 21401

Re: Report required by State Government Article § 5-112 (MSAR #11454)

Dear Governor Moore, President Ferguson and Speaker Jones:

Accordance with § 2-1257 of the State Government Article and the State Ethics Commission the Maryland Stadium Authority (MSA) shall report annually to the Governor, the Legislative Policy Committee of the General Assembly, in accordance with § 2-1257 of the State Government Article, and the State Ethics Commission:

- (i) the names of the officials and employees serving as a director or official of an affiliated foundation; and
- (ii) how the policies and procedures adopted under subsection (c) of this section have been implemented in the preceding year.

MSA's affiliation with the Sport and Entertainment Corporation of Maryland (501(c)3 (dba The Sport Corp.) has been in accordance with the affiliated foundation policy adopted by MSA with the approval of State Ethics Commission and the State Attorney General.

The Sport Corp. was established to support the efforts of the Maryland Sports Commission. Presently, MSA's officials and employees serving as a director or an official of The Sport Corp (i) are Terry Hasseltine, serving as president. In May 2023, MSA's Executive Director, Michael Frenz will serve as a board member.

In June 2019, (ii) The Sport Corp. applied for Internal Revenue Service (IRS) stature. In

Maryland Stadium Authority
The Warehouse at Camden Yards
333 W. Camden Street, Suite 500
Baltimore, MD 21201
410-333-1560
1-877-MDSTADIUM
Fax: 410-333-1888

www.mdstad.com

Voice: 800-201-7165
TTY: 800-735-2258

November 2019, The Sport Corp. received formal approval by the IRS. The Sport Corp.'s first action was developing The Fair Hill Organizing Committee to successfully manage all aspects of the new Maryland 5 Star at Fair Hill.

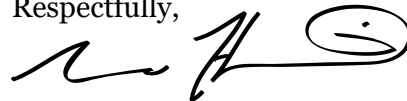
MSA can report for October 1, 2018, that at that time, (i) no officials or employees were serving as a director or official of an affiliated foundation and (ii) the affiliated foundation policy had been approved by the State Ethics Commission on October 31, 2017, approved by the Attorney General on January 1, 2018, and duly adopted by MSA, but MSA had not yet affiliated itself with any foundation.

On June 1, 2022, HB 897 Economic Development - Sports Entertainment Facilities and Events, Prince George's County Blue Line Corridor Facilities, and Racing Facilities was enacted which created the Major Sports and Entertainment Events Funding Program. For the Program, the State will provide up to \$10 million a year in financial assistance to eligible recipients for the costs of advertising, promotions, operations and capital projects associated with attracting, hosting and organizing major sporting and entertainment events throughout the state through the Maryland Sports Commission, and its non-profit arm The Sport Corp.

On August 5, 2022, the MSA Board of Directors approved the Major Sports and Entertainment Event Program policies that will govern and provide oversight for the Program.

Additional information about The Sport and Entertainment Corporation of Maryland, a non-profit of the Maryland Sports Commission, and its activities resulting from the policies and procedures implemented in the preceding year can be found in the report.

Respectfully,



Terrance (Terry) Hasseltine
MSA, Vice President, Marketing & Communications
Executive Director, Maryland Sports
President, The Sport Corp.

cc: Sarah Albert, Department of Legislative Services (5 copies)

THE SPORT AND ENTERTAINMENT CORPORATION OF MARYLAND

2022 was a banner year for the Sport and Entertainment Corporation of Maryland (The Sport Corp.). The Sport Corp. entered 2022 off the heels of an incredibly successful 2021 following the inaugural Maryland 5 Star at Fair Hill and FIFA site visit. In addition to event marketing, promotion and execution, The Sport Corp. began the formal process of identifying potential members to serve on the organizational Board of Directors. The announcement of a Board of Directors is expected in early 2023. Additionally, The Sport Corp. announced in November 2022 that it would be establishing the Propel Program, an apprenticeship program aimed at providing tangible sport tourism working experience to college students of historically marginalized communities.

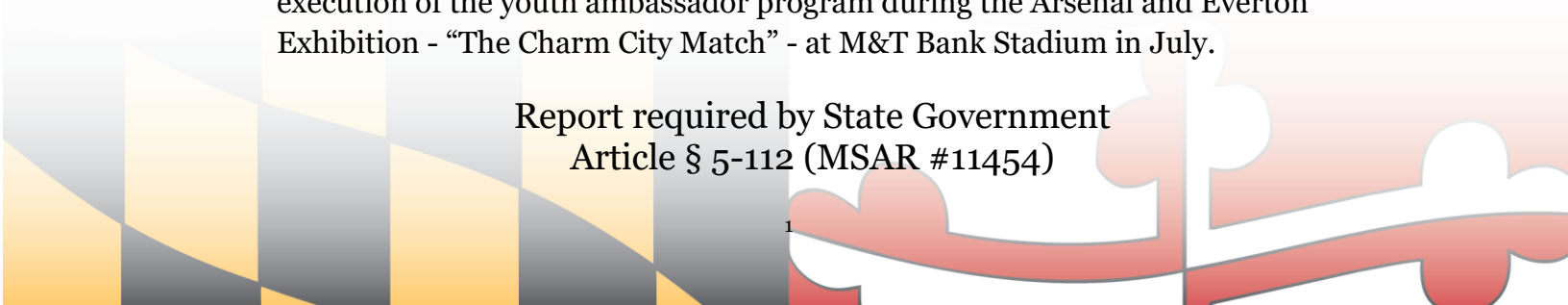
BALTIMORE-MARYLAND 2026 WORLD CUP BID

The Baltimore-Maryland 2026 World Cup Bid entered its final stretch as an announcement date was set for June 2022 for the final host cities to be announced as part of an international, prime time television event. Throughout the first half of the year, staff continued to work with its internal committee to fundraise and identify key partnerships to help advance the bid effort. In the final weeks of the bid, Baltimore-Maryland merged with the Washington, D.C. candidacy to pitch a dual city host committee. However, the effort fell short as Baltimore-Washington was not selected as a host city for 2026.

Despite this, the Baltimore-Maryland 2026 Legacy initiative continues on through the Maryland State Youth Soccer Association's (MSYSA) Let's Play! Program. This program is an after school initiative where students at select schools around the state of Maryland are taught the fundamentals of the sport of soccer and the importance of participating in a team sport and promoting an active and healthy lifestyle.

The Baltimore-Maryland 2026 Legacy also partnered with Football for Peace (FFP), a United Nations recognized non-profit organization that uses the sport of soccer to help overcome conflict and injustice at the local and global levels. This partnership culminated with the announcement of a partnership and the execution of the youth ambassador program during the Arsenal and Everton Exhibition - "The Charm City Match" - at M&T Bank Stadium in July.

Report required by State Government
Article § 5-112 (MSAR #11454)



MARYLAND CYCLING CLASSIC SUPPORTED BY UNITEDHEALTHCARE

More than 50,000 people lined the streets between Sparks, Baltimore County and the Inner Harbor, Baltimore to catch a glimpse of the inaugural Maryland Cycling Classic supported by UnitedHealthcare. Following two years of delays, The Sport Corp. along with Maryland Sports, Medalist Sports, and KOM Marketing executed one of the most memorable large-scale sporting events in Downtown Baltimore in recent memory. Featuring three days of events leading up to race day, the events saw spectators and competitors come to Maryland from around the world.

MCC officials worked closely with State of Maryland, Baltimore County, and Baltimore City officials for nearly three years in preparation for the inaugural event which was postponed in 2020 and 2021 due to the pandemic. Despite two years of setbacks, The Sport Corp. was able to use that time to successfully determine appropriate logistical strategies necessary to run an event of this magnitude, covering more than 120 miles in total, with rolling lane closures, across two of the most populous jurisdictions in the state of Maryland.

The more than five hour race was broadcast regionally as part of a media partnership with Sinclair Broadcasting based in Baltimore, and streamed globally via the Tour Tracker app. With a robust multimedia marketing campaign, the Maryland Cycling Classic garnered more than 2 billion total impressions across multiple platforms during the week leading up to race weekend. The success of this campaign was the result of partnerships with local, regional, national and international, as well as, industry specific outlets. The campaign also included multiple onsite activations during events including the Flower Mart Criterium and the WTMD radio First Thursdays Concert Series at Canton Waterfront Park in the months and weeks leading up to race weekend.

110 cyclists from 16 teams traversed the unrelenting rolling terrain with few level gradients to relax on a winding outer circuit that routed close to the Pennsylvania state line and featured the historic Sagamore Farms. The upper course was defined by Prettyboy Reservoir with the course ascending and descending around the 80-square-mile body of water. The inner loop around the reservoir featured lush, tree-covered roads with short punchy climbs but nothing overly long, an ideal mix for attacks and breakaway attempts. American Quinn Simmons won the KOM and fell off on the finishing circuits but was a dominant player in the race after following up on a great performance in July's Tour de France.

In a last-minute shootout involving four heavy-hitter world-class riders, Belgian cyclist Sep Vanmarcke of Team Israel-Premier Tech, used his Classics savvy to win the first-ever Maryland Cycling Classic supported by UnitedHealthcare. America's top-ranked professional road cycling race took riders through a tough, hilly 121.7-mile (196 kilometer) course starting at Kelly Benefits in Sparks, Md. and finishing along East Pratt Street and Market Place in Baltimore's famous Inner Harbor District in front of thousands of cheering fans.

It was clear in the final circuit that one of the four riders in the lead group would take the top step of the podium with lots of jockeying for position in the last lap. EF Education-EasyPost rider Andrea Piccolo (ITA), managed to bridge to the finish to help Neilson Powless (USA), the top American finisher in this year's Tour de France, take the victory, but was outsmarted by Vanmarcke in the last 750-meter straightaway. The Belgian timed his attack perfectly to overtake Nickolas Zukowsky (CAN) of Human Powered Health, who came in second, while Powless of EF Education-EasyPost was nudged into third place.

Preparations and discussions are also underway for 2023 as preliminary conversations regarding overall race logistics have begun with various departments within Baltimore City and Baltimore County government. It is also anticipated that UnitedHealthcare will return as title sponsor for the second year in a row.

MARS MARYLAND 5 STAR AT FAIR HILL PRESENTED BY BROWN ADVISORY

The MARS Maryland 5 Star at Fair Hill presented by Brown Advisory returned to the Fair Hill Special Event Zone in Cecil County for its second year. Backed by MARS Equestrian and Brown Advisory as Title and Presenting Sponsors, respectively, competitors from seven countries participated across the four days of events. Combined competitors (horse and human) totaled 178 in the respective disciplines of: CCI5*, CCI3*, and Young Event Horse 5 & 4 competitions. In the end, it was the world's top rider, Tim Price of New Zealand, who captured victory in year two in the CCI5* competition, with American Tamie Smith coming in second place. American Eliza Wallace & Renkum Corsair won the CCI3* and USEF CCI3*-L Eventing National Championships. The Dutta Corp. USEA Young Event Horse East Coast Championships presented by Dubarry of Ireland Young Event Horse winners were Boyd Martin and Sky Moon (5YO) and Diego Farje and Shmick (4YO).

Three-Day Eventing is the ultimate test of horse and rider. The sport originated as a cavalry test and consists of three phases, Dressage, Cross-Country and Show Jumping. It is also one of the few sports where men and women compete alongside one another as equals, even at the Olympic-level. Nearly 25,000 spectators visited Fair Hill between Thursday and Sunday, with the busiest days being Saturday and Sunday for Cross Country and Show Jumping, respectively. More than 100 vendors total witnessed the pinnacle of the Olympic sport of eventing, also known as equestrian triathlon.

In the months and weeks leading up to the competition, MSA staff worked closely with The Sport Corp. to ensure competition surfaces and courses were sound and ready for the world class competition. The Fair Hill Special Event Zone serves as the world-class venue for the MARS Maryland 5 Star at Fair Hill presented by Brown Advisory. It features an Ian Stark-designed cross-country course, as well as state of the art dressage and show jumping arenas within the historic turf track's infield. Fair Hill is a 5,656-acre MD Department of Natural Resources Management Area, conveniently located between Baltimore and Philadelphia, with proximity to Delaware. Fair Hill is known for its pristine terrain, woodlands, and natural beauty. The property was formerly owned by William duPont, Jr., an avid equestrian and racecourse developer, then it was purchased by the State of Maryland in 1975.

In addition to the competition and retail vendors specific to the event, this year's MARS Maryland 5 Star at Fair Hill presented by Brown Advisory saw the return of the Beer, Wine & Spirits Showcase powered by Grow & Fortify. The showcase presented an opportunity for fans to sample locally sourced products from a number of Maryland-based breweries, wineries, and distilleries. The Maryland Fresh Food Fest also returned for its second year in a row, which featured seasonal fruits and vegetables, as well as locally sourced dairy products, meats and seafood. It also presented an opportunity for spectators to engage and interact with local growers from across the state.

And what's sure to be a fan favorite for the years to come was the Inaugural Maryland Corgi Cup presented by Major League Eventing which took place on Sunday morning. 50 Corgis competed on the steeplechase track between the Main Arena & Grandstands for the title of top pup. The action packed races featured different heats and was open to the furry friends regardless of age (or speed).

EVERTON V. ARSENAL “CHARM CITY” MATCH AT M&T BANK STADIUM

The Sport Corp. and Maryland Sports played an instrumental role in what came to be known as, “The Charm City Match”, an exhibition match between professional soccer’s English Premier League Clubs, Arsenal and Everton, on July 16, 2022 at M&T Bank Stadium. The match in Baltimore was one of Arsenal’s three preseason matches held in the United States with the other two in Florida. Arsenal defeated Everton in the friendly exhibition, 2-0.

Prior to this particular matchup, teams from the English Premier League had last played in Baltimore a decade ago when Liverpool and Tottenham faced off at M&T Bank Stadium in front of a sold-out crowd during the summer of 2012. Other past notable friendlies at the stadium included Chelsea vs. AC Milan in 2009 and Manchester City vs. Inter Milan in 2010.

The Sport Corp. and Maryland Sports staff remained active in the leadup to the announced match, assisting with welcoming and logistics of Arsenal staff during their April site visit. The spring visit included facility inspections at M&T Bank Stadium and Retriever Soccer Park on the campus of the University of Maryland, Baltimore County (UMBC).

On matchday, The Sport Corp. partnered with Hearst Radio (98 Rock) and Abbey Burger Bistro in the Federal Hill community of Baltimore City to host a pre-match activation. The Sport Corp. enjoyed successful partnerships with both Hearst Broadcasting and Abbey Burger Bistro throughout the 2026 World Cup bid effort. The pre-match activation shutdown a portion of Marshall Street, and included an on-site broadcast by 98 Rock, which also serves as the official radio broadcast home of the Baltimore Ravens.

AAU JUNIOR OLYMPIC GAMES BALTIMORE 2028 & 2032 ANNOUNCEMENT

In May, the Amateur Athletic Union (AAU) announced Baltimore, Maryland as the host for the 2028 & 2032 Junior Olympic Games. The Sport Corp. worked with Maryland Sports and Visit Baltimore to host AAU officials in early 2022 prior to the announced selection. Joined by Baltimore Mayor Brandon M. Scott, a past AAU athlete, Sport Corp. and Maryland Sports took part in a press conference announcing the selection on the campus of Morgan State University. Morgan State University along with the Baltimore Convention Center will serve as two of the primary venues for Junior Olympic Games competition. While Visit

Baltimore took the lead on the bid effort to secure the event, the 2028 & 2032 AAU Junior Olympic Games will fall under the umbrella of The Sport Corp. in regards to overall event execution, marketing, and promotion.

MAJOR SPORTS AND ENTERTAINMENT EVENTS PROGRAM

The Maryland Stadium Authority (MSA) has operated and maintained the award-winning Camden Yards Sports Complex (CYSC) on behalf of the state of Maryland in partnership with two stellar professional teams for over 30 years. During that time, in an effort to enhance the complex as a year-round entertainment destination, MSA has entered into various agreements with the teams to successfully bring concerts, college and international sports events, television and motion picture film crews to Maryland. MSA's direct financial contributions to these events, similar to a convention center model, are offset by the strong fiscal benefits to the state through tax revenues, economic activity, job creation and media exposure while providing entertainment and event diversity for both Marylanders and out-of-town attendees.

On June 1, 2022, HB 897 Economic Development - Sports Entertainment Facilities and Events, Prince George's County Blue Line Corridor Facilities, and Racing Facilities was enacted which created the Major Sports and Entertainment Events Funding Program. For the Program, the State will provide up to \$10 million a year in financial assistance to eligible recipients for the costs of advertising, promotions, operations and capital projects associated with attracting, hosting and organizing major sporting and entertainment events throughout the state through the Maryland Sports Commission, and its non-profit arm The Sport Corp.. On August 5, 2022, the MSA Board of Directors approved the Major Sports and Entertainment Event Program policies that will govern and provide oversight for the Program.

Moving forward, this new Program will significantly reduce the need for MSA to contribute financially to events at the complex. MSA strongly believes these continued efforts will further establish CYSC and Maryland as premier destinations for sports and entertainment and generate even greater economic benefits for the state, the city, and local jurisdictions, while providing business opportunities and enjoyment for citizens for years to come.

NAVY V NOTRE DAME AT M&T BANK STADIUM

In November 2022, the Naval Academy Midshipmen hosted the Notre Dame Fighting Irish in their annual, and nationally televised football matchup, at M&T Bank Stadium. The game, originally announced in May 2021, was scheduled as part of a partnership between the Naval Academy Athletics Association, Baltimore Ravens, and MSA. It marked the 23rd time that the City of Baltimore hosted the perennial game, but the first at M&T Bank Stadium since 2008. The Fighting Irish fended off a second half comeback by the Mids, capturing a 35-32 victory in front of more than 62,000 fans. This event received financial support from Major Sports and Entertainment Event Program.

PROPEL PROGRAM

In November 2022, The Sport Corp. announced the creation of the Propel Program. The program will seek highly qualified candidates to develop hands-on skills in the sport tourism industry, while also acting as an instrument of diversity within the industry. The purpose of the Propel Program is to provide access, support, and training for students from underrepresented and historically marginalized communities with the goal of accelerating their path towards a career in the sport tourism industry. The multi-tiered program will begin as a collaboration between Sport Corp and Maryland's four Historically Black Colleges and Universities (HBCU): Bowie State University, Coppin State University, Morgan State University, and the University of Maryland Eastern Shore. The program has a start date tentatively scheduled for the Spring 2023 semester.

LEADERSHIP TEAM

Name	Role
Terry Hasseltine	President, Sport & Entertainment Corporation of Maryland
Marissa Melzer	Director of Operations
Bob Sicard	Senior Director of Events & Partnerships
Jeff Newman	President & CEO, Maryland 5 Star

BOARD OF DIRECTORS *

Director	Company / Organization	Position
Amanda Shank	Ripken Baseball	Vice President, Business Development
Bill Schoonmaker	Motivate Sports Group	President
Bill Ward	TBC	Executive Vice President, Managing Director
Flynn Burch	Under Armour Foundation	Director, Global Philanthropy
John Nauright, PhD	Mount St. Mary's University	Dean, Richard J. Bolte, Sr. School of Business
Matt Libber	Maryland SoccerPlex/ TEAM Maryland	Executive Director/ Chair
Shelonda Stokes	Downtown Partnership of Baltimore	President
Stacey Ullrich	BGE	Vice President, Marketing and Communications
Tariq Moiduddin	Emagine, IT	Founder
Terry Hasseltine	Sport & Entertainment Corp. of Maryland	President
Michael Frenz	Maryland Stadium Authority	Executive Director

* In 2022, The Sport Corp. began the formal process of identifying potential members to serve on the organizational Board of Directors. The announcement of a newly restructured Board of Directors is expected in early 2023, with an effective date of May 1, 2023.



THE SPORT & ENTERTAINMENT CORPORATION



Top to bottom: Inaugural Maryland Cycling Classic and MARS Maryland 5 Star at Fair Hill presented by Brown Advisory welcome international athletes and thousands of fans.



THE SPORT & ENTERTAINMENT CORPORATION



The Baltimore-Maryland 2026 World Cup Bid included the successful execution of the Arsenal and Everton Exhibition - "The Charm City Match" - at M&T Bank Stadium in July. The Naval Academy Midshipmen hosted the Notre Dame Fighting Irish in their annual, and nationally televised football matchup, at M&T Bank Stadium in November.