

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

May 23, 2024

Report required for Economic Development
Article § 10-612(f)(4) (MSAR # 11454)

THE SPORT AND ENTERTAINMENT CORPORATION OF MARYLAND

The year saw continued growth from the Sport and Entertainment Corporation of Maryland (Sport Corp.), the non-profit arm of the Maryland Sports Commission. The Sport Corp owns and operates the Maryland Cycling Classic and Maryland 5 Star at Fair Hill. It will also be responsible for organizing and executing the AAU Junior Olympic Games in 2028 & 2032 in Baltimore, Maryland. The year showed that the Sport Corp. is headed in the direction of being a major force on the national and international sports tourism industry, as it relates to growth and successful operation of high profile sporting competition.

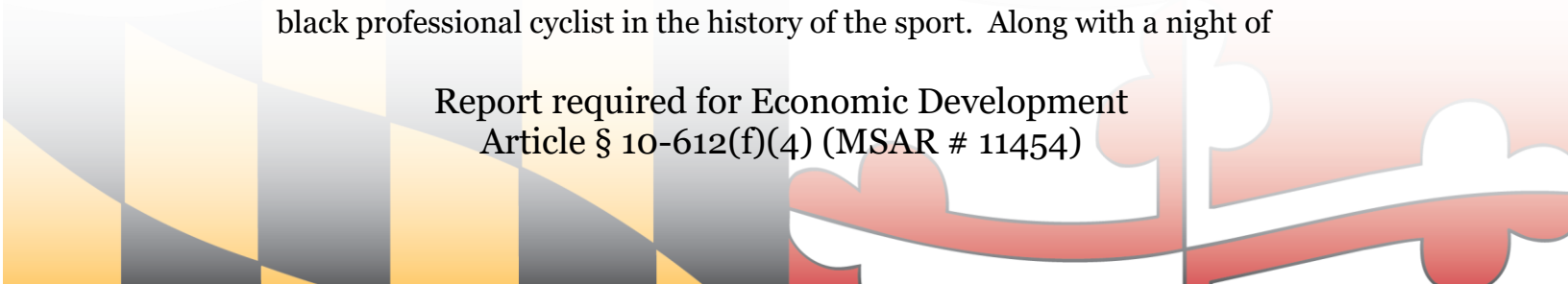
MARYLAND CYCLING CLASSIC SUPPORTED BY UNITEDHEALTHCARE

The second annual Maryland Cycling Classic presented by UnitedHealthcare, America's top one-day international pro cycling race sanctioned by the Union Cycliste Internationale (UCI) and USA Cycling, was held September 3, 2023 in Baltimore, Md. The race featured some of the world's best cyclists including Tour de France participants, National Champions, World Champions, and Olympians from over 20 countries. The Maryland Cycling Classic presented by UnitedHealthcare was part of a four-day weekend community celebration of health and wellness featuring participatory events, an interactive festival, local food and drinks, along with other family-friendly activities. The race is endorsed by Maryland and Baltimore Civic Leaders, while owned and operated by Sport and Entertainment Corporation of Maryland. The event is managed and marketed by industry leaders Medalist Sports and KOM Sports Marketing.

With an estimated more than 50,000 fans spread across the entirety of the 120-plus mile course, the second edition of the Maryland Cycling Classic exceeded organizers expectations as it related to attendance and execution of the entirety of the event. Nearly a week's worth of ancillary community events culminated with an exciting finish to the 2023 Maryland Cycling Classic Supported by UnitedHealthcare, with professional cyclist Mattias Skelmore of Denmark taking home the Blue Jersey.

New partnerships with local media outlet, *The Baltimore Times*, saw a state-of-the-art interactive exposition on the life and legacy of Major Taylor, the first black professional cyclist in the history of the sport. Along with a night of

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champions event that focused on the impact of black cyclists on the sport at the Reginald F. Lewis Museum in Baltimore, event organizers hosted successful community events and initiatives such as: Bike Jam and Team Introductions, as well as school and community visits around Baltimore City and Baltimore County.

The Maryland Cycling Classic also saw a live broadcast of the event - in its entirety - via Maryland Public Television (MPT). This relationship is one that grew through the Sport Corp. as MPT was the official television broadcast partner of the MARS Maryland 5 Star at Fair Hill in Cecil County presented by Brown Advisory.

MARS MARYLAND 5 STAR AT FAIR HILL PRESENTED BY BROWN ADVISORY

The third edition of the MARS Maryland 5 Star at Fair Hill presented by Brown Advisory took place the week of October 19, 2023 in Cecil County, Maryland at the prestigious Fair Hill Special Event Zone.

Hailed as an equestrian triathlon featuring an international field of riders and their horses with four days of Eventing competition featuring Dressage (Thursday-Friday), Cross-Country (Saturday), and Show Jumping (Sunday) took place, along with an outstanding array of special events, entertainment and attractions throughout the weekend geared towards the entire family.

All of the excitement in Elkton, Maryland, part of Cecil County, is a location where visitors can discover the fall beauty, small town charm, award-winning restaurants and so much more that the county has to offer.

One of the more popular packages for fans was the tailgating packages during the exhilarating Cross-Country phase held on Saturday of the event. Guests also enjoyed a rope-side hospitality tent with plenty of comfortable covered seating in the Sawmill Waterfront Club on Saturday as well. Presented by Quarry View Building Group, the Sawmill Waterfront Club providing an exclusive experience with stunning views of Fair Hill.

For an enhanced experience, guests made the most of their time at the Maryland 5 Star at Fair Hill with a Johnnie Walker VIP Hospitality Tier 1. This included access to a gorgeous, glass-enclosed hospitality tent overlooking the Main Arena, delicious food and an open bar with signature cocktails.

Additionally, guests had a covered, reserved seat with premium views of the competition located directly off of the indoor VIP hospitality tent for easy access back and forth. Guests watching the action had the opportunity to interact with athletes via the press conference area that will be part of Tier 1 as well.

Throughout the weekend, guests enjoyed an array of fantastic special events and entertainment attractions for the entire family. Guests 21 years and older were invited to experience the Local Beer, Wine & Spirits Expo by Bog Turtle Brewery & Elk River Brewing Company on Saturday, October 21 as both featured a custom beer, designed just for the event. The Fresh Food Fest held in partnership with Upper Shore Regional Council served up fresh, locally sourced food on Sunday, along with a selection of delicious food trucks throughout the venue.

New this year was the Kids' Zone, packed with fun and engaging activities for the Maryland 5 Star's youngest fans. Kids of all ages were welcome to join in the Hill Side Area to find their way through the hay maze, meet and learn about some of the most famous horses of all-time at the Hall of Champions and more. Amid the excitement of the Show Jumping phase on Sunday of the event, an adorable pack of corgis took the field for the Maryland Corgi Cup presented by Major League Eventing, in pursuit of the coveted title: Fastest Corgi in Maryland.

Also for 2023, the introduction of MD5Star Radio powered by Brown Advisory. Fans had the opportunity for the first time to purchase a radio (earpiece) in advance of and during the event (based upon availability) and listen to all of the same commentary from the live broadcasts and stream throughout the competition.

In addition to the CCI5* action, guests were able to watch the very best in competition with champions being crowned during three of the four days of competition with the USEF CCI3 Star-Long National Championship taking place each morning during event week, along with the USEA East Coast Nationals for Young Event Horses, ages 4 and 5 on Thursday and Friday. Adding to the excitement was the fact that this year's event served as an Olympic Qualifying Event and U.S. Selection Trial for the Paris Olympics in 2024.

FOOTBALL FOR PEACE

Football for Peace: A Baltimore-Maryland 2026 World Cup Legacy Program, announced in September the launch of an incredible, first-of-its-kind partnership

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between Football for Peace, American University (AU), and the Maryland Sports Commission the creation of the first FfP Peace Center.

American University's School of International Service (SIS) and Football for Peace (FfP), an international sports diplomacy non-government organization headquartered in London, UK, with the support of the Maryland Sports Commission, launched the first Football for Peace Center in the United States. The Peace Center will address pressing social and environmental challenges in the U.S. and around the world, focusing on youth empowerment, water prosperity, and societal advocacy.

The FfP Peace Center will serve as a platform for community service, global campaigns, advocacy, and youth engagement for marginalized communities in the Washington, D.C., Maryland, and Virginia area, as well as for AU students, alumni, and partners, uniquely leveraging the power and popularity of both soccer and American football. As one of the new Center's initiatives, SIS faculty and students will share their expertise in water politics and justice to support Football for Peace's Rehydrate the Earth campaign, which will be formally launched later ahead of World Water Day 2024. The campaign is the world's first global football-led water campaign.

The agreement between AU SIS and FfP was celebrated during a special event on the AU campus that focused on the impact of sports diplomacy and featured prominent speakers, including Brenda Abdelall, Assistant Secretary, U.S. Department of Homeland Security; George Atallah, assistant executive director of external affairs for the NFL Players Association; Terry Hasseltine, of the Maryland Sports Commission; Josh Norman, NFL former Washington Commanders' top cornerback; Oguchi Onyewu, former US Men's soccer national team Captain and Vice President of Sporting, United States Soccer Federation; tennis star Francis Tiafoe; and Brenden Varma, Deputy Director, UN Information Center..

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	Unrivaled	Senior 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
Matt Libber	Maryland SoccerPlex	Executive Director
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/Executive Director MD Sports
Michael Frenz	Maryland Stadium Authority	Executive Director
Drew Hawkins	Edyoucore	Founder
Eric Teisch	Visit Howard County	Senior Director of Business Development (TEAM MD Liaison)

EX- OFFICIO MEMBER BOARD OF DIRECTORS

Director	Company / Organization	Position
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



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MARYLAND SPORTS COMMISSION

THE SPORT & ENTERTAINMENT CORPORATION



Football for Peace: A Baltimore-Maryland 2026 World Cup Legacy Program, announced in September the launch of an incredible, first-of-its-kind partnership between Football for Peace (FfP), American University (AU), and the Maryland Sports Commission the creation of the first FfP Peace Center. The FfP Peace Center will serve as a platform for community service, global campaigns, advocacy, and youth engagement for marginalized communities in the Washington, D.C., Maryland, and Virginia area, as well as for AU students, alumni, and partners, uniquely leveraging the power and popularity of both soccer and American football.





Wes Moore
Governor

Michael J. Frenz
Executive Director

Members
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Craig A. Thompson
Chairman

Leonard J. Attman
Joseph C. Bryce
William H. Cole, IV

Lee Coplan
Artis G.

Hampshire-Cowan
Maggie McIntosh
Manervia W. Riddick
Jodi C. Staloni
Justin A. Williams

May 29, 2024

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 Economic Development Article § 10-612(f)(4) (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. MSA's Executive Director, Michael Frenz will serve as an ex-officio board member.

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

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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,

A handwritten signature in black ink, appearing to read "Terrance Hasseltine". The signature is stylized with a large, looped initial "T" and a circular flourish at the end.

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

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