

The Sport and Entertainment Corporation of Maryland
2024 Annual Review



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 25, 2025

Report in accordance with EC § 10-612(f)(4)



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

March 25, 2025

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 EC § 10-612(f)(4)

Dear Governor Moore, President Ferguson and Speaker Jones:

Pursuant to Economic Development article EC § 10-612(f)(4), 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 by the Attorney General on January 1, 2018, and duly adopted by MSA, but MSA had not

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

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 Hasseltine
MSA, Vice President, Marketing & Communications
Executive Director, Maryland Sports Commission
President, The Sport and Entertainment
Corporation of Maryland

cc: Michael J. Frenz, MSA, Executive Director
Jennifer K. Allgair, Executive Director, State Ethics Commission
William Colquhoun, William J. Colquhoun, General Counsel, State Ethics Commission
Ryane Necessary, Legislative Policy Committee Staff
Dana Tagalicod, Legislative Policy Committee Staff
Sarah Albert, Department of Legislative Services (5 copies)

THE SPORT AND ENTERTAINMENT CORPORATION OF MARYLAND

The Sport and Entertainment Corporation of Maryland (Sport Corp) is a 501(c)(3) nonprofit affiliate of the Maryland Sports Commission. Established in 2017 and incorporated in 2019, Sport Corp is dedicated to producing, marketing, and managing high-profile cultural arts and sporting events across Maryland. The Sport Corp celebrates Maryland's rich cultural and sports heritage, fosters tourism, and drives economic growth.

Maryland 5 Star at Fair Hill

The Maryland 5 Star at Fair Hill, held annually in Cecil County, is one of only two 5 Star equestrian events in the United States and one of seven worldwide. The event, recognized as the pinnacle of Eventing—an equestrian triathlon—showcases Dressage, Cross-Country, and Show Jumping over four days.

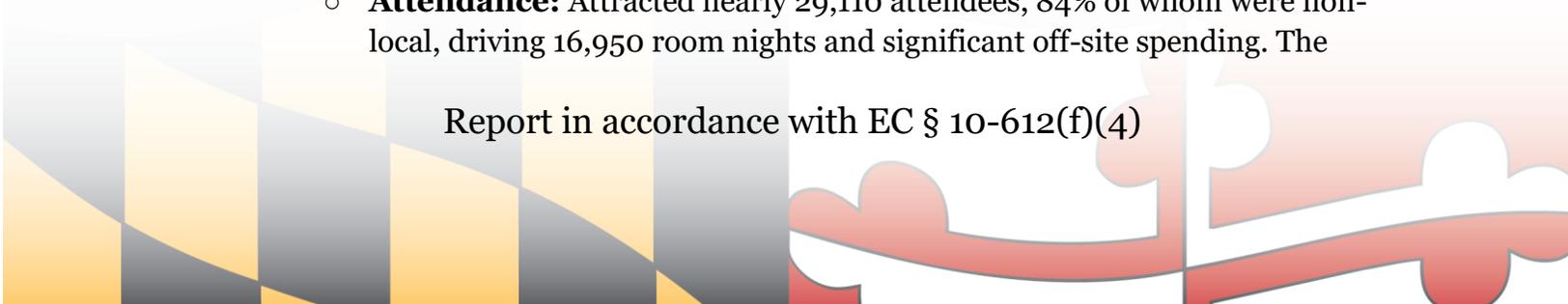
- **2024 Event Details:**

- Building on prior successes, the 2024 Maryland 5 Star aims to enhance its global reputation as a premier equestrian competition. Key initiatives include expanded media coverage, enhanced visitor amenities, and a focus on sustainability.
- The PR strategy focused on targeted outreach, leveraging partnerships with major equestrian media outlets and local news stations to boost attendance and visibility. Innovative campaigns incorporated digital, print, and television elements to attract diverse audiences.
- Economic projections for 2024 anticipate record-breaking direct spending and increased regional business activity due to enhanced programming and strategic marketing.

- **2023 Achievements:**

- **Economic Impact:** The 2023 event generated \$13.8 million in direct spending, contributing \$23.6 million in total business sales in the regional economy and \$19.9 million in statewide sales.
- **Attendance:** Attracted nearly 29,110 attendees, 84% of whom were non-local, driving 16,950 room nights and significant off-site spending. The

Report in accordance with EC § 10-612(f)(4)



event's appeal to international audiences was notable, with participants and spectators traveling from across the globe.

- **Media Coverage:** Maroon PR secured 142 media stories across local and equestrian outlets, increasing coverage by 41% compared to 2022. Highlights included features on Baltimore TV stations and equestrian-focused outlets such as Horse & Hound and Chronicle of the Horse.
 - **Event Highlights:** Key moments included the retirement celebration for course designer Ian Stark, high-level performances from Olympic-caliber athletes, and the debut of new cross-country course elements designed by Pierre Le Goupil.
-

Key Achievements

Maryland Cycling Classic

The Maryland Cycling Classic is the only UCI ProSeries cycling race in the United States, showcasing international cycling talent while spotlighting Maryland as a premier sports destination.

- **Postponement of 2024 Event:**
 - The 2024 Maryland Cycling Classic was postponed due to unforeseen logistical challenges. Sport Corp has used this opportunity to refocus efforts on delivering an elevated experience for the 2025 event.
- **2025 Announcement:**
 - Plans for the 2025 Maryland Cycling Classic were announced with enthusiasm, promising a larger roster of international teams, enhanced fan experiences, and increased community engagement initiatives. Details about the new routes and partnerships will be unveiled in the coming months.
- **2023 Event Details:**
 - **Spectator Engagement:** Welcomed over 80,000 attendees, a 10,000 increase from the previous year.
 - **Media Reach:** Achieved 6.2 billion media impressions and livestreamed to 76 countries, highlighting its global significance.

- **Economic Impact:** Delivered \$11.1 million in direct economic impact, supported by partnerships with local businesses and international sponsors.
 - **Race Highlights:** The competition featured elite cyclists from over 20 countries. The event included fan zones, youth cycling programs, and community rides, underscoring its broad appeal.
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Preakness Festival

The Preakness Festival, an extension of the iconic Preakness Stakes, blends horse racing with cultural arts and entertainment, offering a week-long celebration in Baltimore.

- **Key Features:**
 - Family-friendly events, including concerts, parades, and culinary showcases.
 - Collaboration with local businesses and artists to highlight Maryland's cultural vibrancy.
 - Partnerships with national sponsors to elevate the festival's profile and economic contribution.
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2028 & 2032 AAU Junior Olympic Games

Sport Corp will host the AAU Junior Olympic Games in 2028 and 2032, reinforcing Maryland's reputation as a hub for youth sports excellence.

- **Projected Impact:**
 - **Economic Growth:** Anticipated to generate millions in local revenue through visitor spending on accommodations, dining, and attractions.
 - **Youth Development:** Opportunities for young athletes to compete at a national level while fostering community pride.
 - **Facility Upgrades:** Planned investments in state-of-the-art venues to support the games and future events.
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Awards and Recognitions

- **Industry Accolades:**

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- Recognition by national sports and tourism organizations for innovation in event management and economic impact.
- Maryland Cycling Classic and Maryland 5 Star received awards for excellence in marketing and community engagement.
- **Hasseltine Recognitions:**
 - Terry Hasseltine, President of the Sport and Entertainment Corporation of Maryland, has received numerous accolades for his visionary leadership. Recent awards include:
 - **Tourism Advocate of the Year (2023):** Recognized for his efforts to position Maryland as a global destination for sports tourism.
 - **Innovation in Sports Marketing Award:** Honored for groundbreaking campaigns that elevated the visibility of Maryland's premier events.
- **Community Impact:**
 - Commendations for fostering inclusivity and sustainability in large-scale events.
 - Awards for collaboration with local governments, businesses, and nonprofits.

The Sport and Entertainment Corporation of Maryland continues to enhance the state's reputation as a premier destination for world-class events, fostering economic vitality, cultural enrichment, and community engagement through its diverse portfolio of initiatives.

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 occurred in early 2023, with an effective date of May 1, 2023. Current Leadership team and Board of Directors listed on following page.

LEADERSHIP TEAM

Name	Role
Terry Hasseltine	President, Sport & Entertainment Corporation of Maryland
Marissa Melzer	Vice President, Operations, Senior Project Director, Maryland 5 Star
Jeff Newman	Senior Vice President, Events, President & CEO Maryland 5 Star
Bob Sicard	Senior Projects Director
Bill Schoonmaker	Chief Commercial Officer

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
Kim Mumby Green	Green Consulting LLC	Founder
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 Baltimore	Senior Sales Director and TEAM Maryland Chair

EX- OFFICIO MEMBER BOARD OF DIRECTORS

Director	Company / Organization	Position
Michael Frenz	Maryland Stadium Authority	Executive Director

Report in accordance with EC § 10-612(f)(4)



THE SPORT & ENTERTAINMENT CORPORATION



The 2024 Maryland Cycling Classic (MCC) was postponed due to unforeseen logistical challenges. The Sport Corp used this opportunity to refocus efforts on delivering an elevated experience for the 2025 event. For 2024, The MCC partnered with **Kaiser Permanente** for the “In the Community” initiative. This week-long series of events focused on creating a positive impact on children in Baltimore County and Baltimore City.



THE SPORT & ENTERTAINMENT CORPORATION



The MARS Maryland 5 Star at Fair Hill presented by Brown Advisory took place 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.