

Schott, Heather

From: Bellamy, Mark
Sent: Tuesday, January 7, 2025 2:58 PM
To: Schott, Heather
Subject: FW: [EXTERNAL] FW: Phenom Hoops Sets Sights on Williamsburg for Seven Tournaments in 2027

Friday

Mark Bellamy
890-3309



From: Olsen, Kristi <olsen@yorkcounty.gov>
Sent: Tuesday, January 7, 2025 9:19 AM
To: Fuller, Brian <bfuller@yorkcounty.gov>; Bellamy, Mark <bellamy@yorkcounty.gov>; Goodwin, Susan <Susan.Goodwin@yorkcounty.gov>
Cc: Williams, Darren <darren.williams@yorkcounty.gov>
Subject: FW: [EXTERNAL] FW: Phenom Hoops Sets Sights on Williamsburg for Seven Tournaments in 2027

FYI

Kristi Olsen-Hayes
Director
York County Economic & Tourism Development
757.890.3525

From: Edward Harris <edward.harris@visitwilliamsburg.com>
Sent: Monday, January 6, 2025 6:27 PM
To: cfleet@cdf.org; Christy Coleman <christy.coleman@jyf.virginia.gov>; Doug Pons (dpons@williamsburgva.gov) <dpons@williamsburgva.gov>; Dr. Brannon Porter <BrannonP@vpcc.edu>; Hansen, Robyn H. <RHansen@sandsanderson.com>; James Horn <jhorn@preservationvirginia.org>; Kevin Lembke <kevin.lembke@buschgardens.com>; Michael Claar <mclaar@alewerks.com>; Ron Kirkland <ron.kirkland@widomaker.com>; Rita McClenny <rmcclenny@virginia.org>; Ruth Larson <ruth.larson@jamescitycountyva.gov>; Noll, Sheila S. <noll@yorkcounty.gov>; masonb@vpcc.edu; Phelps, Selena <SPhelps@CDF.org>; Roberts, Dan <droberts@virginia.org>; cfleet@cdf.org; Christy Coleman <christy.coleman@jyf.virginia.gov>
Cc: Morgan Cordle <morgan.cordle@visitwilliamsburg.com>; Visit Williamsburg Team <team@visitwilliamsburg.com>
Subject: [EXTERNAL] FW: Phenom Hoops Sets Sights on Williamsburg for Seven Tournaments in 2027

Hi Everyone,

First off, Happy New Year! I wanted to share with you some good news on the Sports front related to our new Greater Williamsburg Sports & Events Center.

Last Summer, our sports sales manager - Morgan Cordle, did an excellent job in building a new relationship with “Phenom Hoops” (based in North Carolina) which turned into a multi-day site visit to Williamsburg in the Fall and now has turned into a substantial commitment to bring their tournaments to our new Sports & Events Center. On average, Phenom Sports tournaments bring in 125+ teams to compete over a weekend. As you will see by their announcement below, they have committed to seven weekends in 2027.

Please join me in congratulating Morgan on her hard work to land this significant piece of business that will deliver a very positive economic impact to our local community. I’m looking forward to sharing additional exciting updates on the sports front in the near future at both the January Sports Advisory Committee Meeting and at our next board meeting on the 21st.

Talk to you soon,
Ed

Edward Harris | Chief Executive Officer | Visit Williamsburg
P: 757-715-4275 | E: edward.harris@visitwilliamsburg.com



From: Morgan Cordle <morgan.cordle@visitwilliamsburg.com>
Sent: Monday, January 6, 2025 11:37 AM
To: Edward Harris <edward.harris@visitwilliamsburg.com>
Subject: FW: Phenom Hoops Sets Sights on Williamsburg for Seven Tournaments in 2027

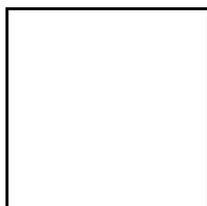
FYI. They also posted on Instagram, X, and Facebook.

From: Rick Lewis <rick@phenomhoopreport.com>
Sent: Monday, January 6, 2025 11:25 AM
To: Morgan Cordle <morgan.cordle@visitwilliamsburg.com>
Subject: FW: Phenom Hoops Sets Sights on Williamsburg for Seven Tournaments in 2027

Morgan,

We also sent out an email blast to over 10,000 people.

From: Rick Lewis <rick@phenomhoopreport.com>
Reply-To: Rick Lewis <rick@phenomhoopreport.com>
Date: Monday, January 6, 2025 at 11:00 AM
To: Rick Lewis <rick@phenomhoopreport.com>
Subject: Phenom Hoops Sets Sights on Williamsburg for Seven Tournaments in 2027



Phenom Hoops Sets Sights on Williamsburg for Seven Tournaments in 2027

Press Release per Visit Williamsburg
Link: <https://www.visitwilliamsburg.com/>

Phenom Hoops is bringing its nationally recognized platform to Williamsburg, VA, in a big way. In 2027, Williamsburg will be a hub for seven tournaments at the state-of-the-art Greater Williamsburg Sports Complex. These events will feature a variety of age groups, genders, and skill levels, offering athletes invaluable exposure in front of college coaches and top scouts.

A leader in high school basketball, Phenom Hoops is known for hosting premier showcases, travel tournaments, and exposure camps that elevate players to the next level. As an NCAA-compliant scouting service, Phenom Hoops delivers trusted analysis and unique insights across the basketball community.

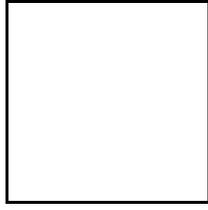
Phenom Hoops President Rick Lewis had this to say about the partnership and their excitement to host in Greater Williamsburg:

“Phenom Hoops is thrilled to host events in beautiful and historic Williamsburg, Yorktown, and Jamestown. After meeting with Morgan Cordle of Visit Williamsburg, we were incredibly impressed by her professionalism and passion for the area. Williamsburg is truly a destination location, with over 7,000 hotel rooms, outstanding restaurants within a 15-mile radius, and the added draw of Busch Gardens for participants and their families. Combine that with a 12-court multi-court facility and the region’s rich history, and it’s clear Williamsburg offers the total package that will excite teams about attending.”

These seven tournaments will make waves far beyond the courts. By bringing in teams, families, and fans from across the country, Phenom Hoops events will significantly impact the local economy—filling hotel rooms, driving business to restaurants, and generating spending at shops, attractions, and entertainment venues.

Phenom Hoops’ decision to make Williamsburg a tournament hub further cements our reputation as a top sports tourism destination. Beyond showcasing world-class basketball, these events underline how sports drive growth, vibrancy, and connection within our

community.



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