

CVTA AGENDA 9/26/25; ITEM D-1.

Introduction of Sports Backers Executive Director

Central Virginia Transportation Authority

BACKGROUND: CVTA has a longstanding relationship with Sports Backers as a valued community partner that advocates for the advancement of multimodal transportation across the Richmond Region. Through that relationship, we are actively developing the Fall Line Trail, bicycle and pedestrian facilities, and connections throughout the region that advance transportation accessibility for all residents and visitors.

Will Dixon is the newly named Executive Director of Sports Backers and is joining the CVTA for introductions.

A native of Richmond, Will has dedicated 18 years to advancing active living in the Richmond region through his work with Sports Backers. Currently serving as Executive Director, Will has played a central role in shaping the organization's vision and impact, guiding strategic planning, leading fundraising campaigns, and strengthening signature community events such as the Allianz Richmond Marathon, Ukrop's Monument Avenue 10k, and Dominion Energy Riverrock.

His leadership has extended to other community initiatives, including shaping in-house programs like Bike Walk RVA, Kids on the Move, ALL Stars, and Fitness Warriors, and fostering partnerships with local government officials, businesses, and community leaders to promote policies, infrastructure, and events that support active living. Beyond his role at Sports Backers, Will serves on the boards of SwimRVA, Greater Richmond Fit4Kids, and Richmond Region Tourism. He is a graduate of Chamber RVA's Leadership Lab and Leadership Metro Richmond.

Will believes access to safe and engaging opportunities for physical activity is essential for building stronger communities. He is passionate about creating environments where people of all ages and abilities can connect, move, and thrive together, seeing active living as a critical foundation for health and community vibrancy.

Will earned a Bachelor of Science in Sport and Recreation Management from James Madison University and lives in Henrico County with his fiancée and two sons.

REQUESTED ACTION: Information only
