

MUNICIPAL AUDITORIUM

Mission Statement

The mission of the Nashville Municipal Auditorium is to provide multipurpose venue and event coordination products to the citizens of Nashville so that they can experience a positive economic impact through a variety of public and private events.

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Strategic Goals

1. Increase revenues and/or decrease expenses to decrease subsidy
2. Increase usage of the venue
3. Number of repeat events and new events for the venue

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Business Development Line of Business

The purpose of the Business Development Line of Business is to provide marketing and sales products to prospective event organizers and attendees so they can host and/or attend events at the Municipal Auditorium.

Sales and Marketing Program

The purpose of the Sales and Marketing Program is to provide sales and marketing products to prospective event organizers so they can book an event at the Municipal Auditorium.

Result Measure

- Percentage of events booked at the Municipal Auditorium

Output Measures

- Number of price quotes delivered
- Number of rental applications completed

Demand Measures

- Number of price quotes demanded
- Number of rental applications demanded

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Operations Line of Business

The purpose of the Operations Line of Business is to provide facility preparation and customer service support products to event organizers and attendees so they can experience a successful event.

Events and Building Program

The purpose of the Events and Building Program is to provide production support products to event organizers and attendees so they can experience a safe and well maintained facility.

Result Measure

- Percentage attendees and event organizers who say they had a positive event experience

Output Measure

- Number of events held

Demand Measure

- Number of events contracted

Administration Program

The purpose of the Administration Program is to provide information and event enhancement products to the internal and external customers of the Municipal Auditorium so that all attendees and event organizers can have a positive event experience

Result Measure

- Percentage of revenue budget achieved

Output Measure

- Number of events held

Demand Measure

- Number of events invoiced