

TENNESSEE STATE FAIR

Mission Statement

The mission of the Tennessee State Fair/Fairgrounds is to provide multipurpose venue and event coordination products to the citizens and visitors of middle Tennessee so they can participate in a variety of public and private events that showcase agriculture, education, commerce, entertainment, technology, and industry.

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Strategic Goals

1. **By 2010, customers of the Tennessee State Fair will experience a revitalized State Fair as evidenced by:**
 - Increase in entertainment expense dollars at the State Fair
 - Increase in paid attendance dollars at the State Fair
 - Increase in number of State Fair cash sponsorship dollars

2. **By the year 2010, the customers of the Tennessee State Fair Flea Market will experience a larger diversity of vendor-provided products as evidenced by:**
 - Increase in the amount of vendor booth rental dollars participating in the Flea Market
 - Increase in Flea Market parking revenue

3. **By 2010, the customers of the Tennessee State Fair/Fairgrounds will experience increased utilization of the Fairgrounds due to facilities improvements, maintenance activities, and security levels, as evidenced by:**
 - Increase in equipment rental dollars for rental events held at the Fairgrounds
 - Increase in rental events building and space rental revenue

TENNESSEE STATE FAIR

Tennessee State Fair Line of Business

The purpose of the Tennessee State Fair line of business is to provide Fair planning support products to competitors, vendors, and attendees so they can participate in the annual ten (10) day state fair.

Tennessee State Fair Program

The purpose of the Tennessee State Fair program is to provide Fair planning support products to competitors, vendors, and attendees so they can participate in the annual ten (10) day state fair.

Result Measure

- Change in revenue from carnival midway operator

Output Measures

- Amount of money received from competitors
- Number of attendees paid at the gate
- Dollars of tickets sold

Demand Measures

- Independent midway booth rental income
- Number of independent midway vendors

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Flea Market Line of Business

The purpose of the Flea Market line of business is to provide booth space/equipment and marketing products to prospective vendors so they can book booth space at the monthly Flea Market.

Flea Market Program

The purpose of the Flea Market program is to provide booth space/equipment and marketing products to prospective vendors so they can book booth space at the monthly Flea Market.

Result Measure

- Increase in booth space revenue at the Flea Market

Output Measures

- Dollars of R.V. trailer park revenue at the Flea Market
- Dollars of Flea Market equipment rental revenue

Demand Measure

- Number of Flea Market booth spaces rented

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Corporate Sales Line of Business

The purpose of the Corporate Sales line of business is to provide facilities/equipment rental and marketing products to prospective event organizers so that they can book an event at the Tennessee State Fairgrounds.

Corporate Sales Program

The purpose of the Corporate Sales program is to provide facilities/equipment rental and marketing products to prospective event organizers so they can book an event at the Tennessee State Fairgrounds.

Result Measure

- Increase in building and space rental revenue

Output Measures

- Equipment rental revenue from rental events
- Dollars of R.V. trailer park Corporate Sales revenue

Demand Measure

- Increase in total number of Corporate Sales renters