

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 the year 2013, 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

2. **By 2013, 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

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

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

Result Measures

- Increase in building and space rental revenue
- Increase in booth space revenue at the Flea Market

Output Measures

- Equipment rental revenue from rental events and the Flea Market
- Dollars of R.V. trailer park revenue from rental events and the Flea Market

Demand Measure

- Increase in total number of Corporate Sales renters
- Increase in the total number of Flea Market booth spaces rented