

DEPARTMENT NAME	Metropolitan Sports Authority
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DEPARTMENT MISSION	The mission of the Metropolitan Sports Authority is to operate, plan, promote, finance, construct, acquire, renovate, equip and enlarge sports complexes, stadiums, arenas, structures and facilities for public participation and enjoyment of professional and amateur sports, fitness, health and recreational activities that yield enhance economic development for the region.
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STRATEGIC GOALS

Goal One

By the year 200X, the Metropolitan Sports Authority will address the aging of the facilities as evidenced by:

- Conducting facility management surveys
- Identification of funds for capital improvements from sources outside the Metro Government

Goal Two

By the year 200X the Metropolitan Sports Authority will assess the competition in the market place by:

- Conducting a market place survey that will indicate the market trends regarding competition in other cities including facilities and capital investments.

Goal Three

By the year 200X the Metropolitan Sports Authority will increase the utilization and revenue generated through community day events at LP Field as well as professional sports and music events as evidenced by:

- An increase in the number of revenue generating community event days by 3.
- An increase in the amount of revenue generated by the community day events by ____%.
- % increase in the economic impact derived from both revenue generating community day events and sports and entertainment events.

LINES OF BUSINESS

Line of Business One – Purpose Statement	The purpose of the Marketing line of business is to provide contractual and informational products to organizations so they can use the venues to generate revenue for economic development activities for our region.
LOB One – Key Results	Percent change in revenue over expenses for the potential organizations Percent change in revenue over expenses for the Sports Authority/Metro
Line of Business Two – Purpose Statement	The purpose of the Facilities Acquisition and Management line of business is to provide acquisition, management, oversight and information products to current and future strategic partners so they can manage their facilities.
LOB Two – Key Results	Percent change in revenue over expenses for facilities Percent change in revenue over expenses for the Sports Authority/Metro

PROGRAM

**Line of Business
Purpose Statement**

The purpose of the Marketing line of business is to provide contractual and informational products to organizations so they can use the venues to generate revenue for economic development activities for our region.

Program Name

Marketing

Program Purpose Statement

The purpose of the Marketing program is to provide contractual and informational products to organizations so they can use the venues to generate revenue for economic development activities for our region.

**Family of Measures: Result
Measure(s)**

Percent change in revenue over expenses for the organizations

Percent change in revenue over expenses for the Sports Authority/Metro

**Family of Measures: Output
Measure(s)**

Number of contracts provided

**Family of Measures: Demand
Measure(s)**

Number of contracts requested

Products

Brochures
Contracts
Demographic packets

PROGRAM

**Line of Business
Purpose Statement**

The purpose of the Facilities Acquisition and Management line of business is to provide acquisition, management, oversight and informational products to current and future strategic partners so they can manage their facilities.

Program Name

Facilities Acquisition and Management

Program Purpose Statement

The purpose of the Facilities Acquisition and Management program is to provide acquisition, management, oversight and informational products to current and future strategic partners so they can manage their facilities.

**Family of Measures: Result
Measure(s)**

Percent change in revenue over expenses for facilities

Percent change in revenue over expenses for the Sports Authority/Metro

**Family of Measures: Output
Measure(s)**

Number of audit reports provided

**Family of Measures: Demand
Measure(s)**

Number of audit reports requested

Products

Acquisition assessments
Land acquisition documents
Board meeting minutes
Audit reports
Procurement decisions
Long-term contracts