

METROPOLITAN SPORTS AUTHORITY

Mission Statement

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

1. **By the year 2015, 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
2. **By the year 2015, 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
3. **By the year 2015, 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 1
 - Percent increase in the amount of revenue generated by the community day events
 - Percent increase in the economic impact derived from both revenue generating community day events and sports and entertainment events

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Facilities Management Line of Business

The purpose of the Facilities Management Line of Business is to provide management, oversight, contractual and informational products to strategic partners and organizations so they can use the venues to generate revenue for economic development activities for our region.

Facilities Management

The purpose of the Facilities Management Program is to provide management, oversight, contractual and informational products to strategic partners and organizations so they can use the venues to generate revenue for economic development activities for our region.

Result Measures

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

Output Measures

- Number of contracts provided
- Number of audit reports provided

Demand Measures

- Number of contracts requested
- Number of audit reports provided