

<b>DEPARTMENT NAME</b>	Municipal Auditorium
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<b>DEPARTMENT MISSION</b>	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

<b>Goal One</b>	<p>By 2012, customers of the Municipal Auditorium will experience significant increases in event awareness and venue presence resulting in greater economic impact for the Nashville community as evidenced by:</p> <ul style="list-style-type: none"><li>• Increase in the number of profitable events</li><li>• Increase in sponsorship dollars</li><li>• Increase in annual attendance</li></ul>
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<b>Goal Two</b>	<p>By the year 2012, the customers of the Nashville Municipal Auditorium will experience a greater level of customer satisfaction and an enhanced event experience via upgraded technologies, as evidenced by:</p> <ul style="list-style-type: none"><li>• % of attendees who report a satisfactory level with venue accommodation and upgrades.</li><li>• % of promoters who report satisfaction with venue upgrades</li><li>• An increase in the annual % of eTickets scanned by TicketFast technology</li></ul>
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<b>Goal Three</b>	<p>By 2013, the citizens of Davidson County will experience a rise in economic impact as evidenced by:</p> <ul style="list-style-type: none"><li>• Increased number of shows</li><li>• Rise in the % of sales tax dollars collected by the Municipal Auditorium from tickets, concessions and novelties.</li><li>• Increase more profitable events</li><li>•</li></ul>
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**LINES OF BUSINESS**

**Line of Business One – Purpose Statement**

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.

**LOB One – Key Results**

Percentage of events booked at the Municipal Auditorium.

**Line of Business Two – Purpose Statement**

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.

**LOB Two – Key Results**

Percentage attendees and event organizers who experience a safe and well maintained facility.

Percentage of attendees who say they had a positive event experience.

## PROGRAM

**Line of Business  
Purpose Statement**

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.

**Program Name**

Venue Booking

**Program Purpose Statement**

The purpose of the Venue Booking program is to provide sales and marketing products to prospective event organizers so they can book an event at the Municipal Auditorium.

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

Percentage of events booked at the Municipal Auditorium

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

Number of price quotes delivered (key)  
Number of rental applications completed

*If you have more than one output measure for this program, please list the one output measure that contains your key product for this program.*

Available dates delivered

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

Number of price quotes demanded  
Number of rental applications demanded

**Please list measures, if any, for this program that might be determined via a public survey.**

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**Products**

Facility information responses Venue brochures Faxed diagrams Online brochures Price quotes (key) Facility tours Rental Applications Marketing consultations Build manifests (seating diagrams) Event cost estimates Contract negotiations responses Service lists Insurance requirements Parking information contacts Available dates Sales reports Marketing reports Managers reports
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## PROGRAM

**Line of Business Purpose Statement**

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.

**Program Name**

Facility Preparation

**Program Purpose Statement**

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

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

Percentage attendees and event organizers who experience a safe and well maintained facility

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

Number of facility projects completed

- Maintenance Projects
- Setup Projects

*If you have more than one output measure for this program, please list the one output measure that contains your key product for this program.*

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

Number of facility projects demanded

- Maintenance Projects
- Setup Projects

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

Expenditure per facility project completed

- Maintenance Projects
- Setup Projects

**Please list measures, if any, for this program that might be determined via a public survey.**

Percentage attendees and event organizers who experience a safe and well maintained facility

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**Products**

Updated dressing rooms  
Staff positions  
Tables, chairs  
Requested setups, stages  
Equipment (chairs, tables, stage, forklifts, curtains)  
Medical services  
Parking spaces for production  
Sound system  
Lights  
Security hours  
Seating manifests  
ADA equipment and spaces  
Clean venue  
Communications methods  
Clearcom system stations  
Event power sources  
Maintenance sessions  
Event instructions  
PNL statements  
Facility projects (key?)

- Maintenance projects
- Set-up projects

## PROGRAM

**Line of Business  
Purpose Statement**

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.

**Program Name**

Customer Service

**Program Purpose Statement**

The purpose of the Customer Service program is to provide information and event enhancement products to event attendees so that can have a positive event experience

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

Percentage of attendees who say they had a positive event experience (Survey)

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

Number of information responses delivered

*If you have more than one output measure for this program, please list the one output measure that contains your key product for this program.*

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

Number of information responses demanded

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

Expenditure per information response delivered

**Please list measures, if any, for this program that might be determined via a public survey.**

Percentage of attendees who say they had a positive event experience

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**Products**

Concessions  
Beer servings  
Souvenirs  
Tickets  
In person request responses  
Customer feedback responses  
Event information  
Information responses  
Ticket information  
Ticket reconciliation reports  
Contract revision consultation  
Promoter "Thank you" letters