
Authorities Budget Office Policy Guidance



Authority Mission Statement and Performance Measurements

Name of Public Authority:

Monroe County Sports Development Corporation

Public Authority's Mission Statement:

The mission of the Monroe County Sports Commission is to promote Monroe County as a destination through sporting events, conferences, and sport-related activities to improve the economic vitality and quality of life in the community. The Monroe County Sports Commission will solicit, develop and assist in the growth of sporting events of all kinds in Monroe County through proposals, event support, site visits, marketing, and sponsorships.

Date Adopted:

March 24, 2011

List of Performance Goals (If additional space is needed, please attach):

- **Effective Oversight by Authority Board**

Performance Measure:

**Board member/Staff training
Continuing education
Attendance at meetings**

- **Increase Number of Visitors in Monroe County**

Performance Measure:

**Number of Leads attained per year
Number of Bids submitted
Number of Events booked per year**

- **Utilize Hotel Rooms in Monroe County**

Performance Measure:

**Number of Leads attained per year
Number of Events booked per year
Number of Hotel rooms booked per year
Number of Bids that turn into booked events**

- **Maintain Communication with Stakeholders including: Board Members, Hotels, Facilities, Local Sports Organizations/Clubs**

Performance Measure:

Number of Presentations/Leads Given to Stakeholders

- **Assist in Growth and Development of Existing Sporting Events**

Performance Measure:

Number of Participants and Visitors at Existing Events

- **Increase Efforts to Promote Monroe County and the Sports Commission through Publications and Electronic Media**

Performance Measure:

**Number of Hits on Website
Number of Published Articles related to Monroe County and/or the Sports Commission**