

Maryland Stadium Authority

MISSION

To facilitate and coordinate cooperative efforts between the State of Maryland, local jurisdictions, and the private sector to produce top quality sports facilities, convention and conference centers, and arts/entertainment venues on time and on budget that enhance quality of life for citizens of Maryland while stimulating economic development and community revitalization. To facilitate and coordinate cooperative efforts between Baltimore City, Baltimore City Public Schools, and the Interagency Committee to produce 21st century schools.

VISION

To utilize our unique abilities and expertise to design, finance, build and manage a variety of projects throughout the State, encompassing many interests and industries, which are of high quality, operationally efficient, and produce economic benefits and civic pride for the citizens.

KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

Goal 1. Maximize revenues derived from the facilities managed by the Maryland Stadium Authority and induce economic benefits to the City and State.

Obj. 1.1 Increase the number of and revenue generated from non-professional games and other events held in the seating bowls of the Camden Yards Site.

| Performance Measures | 2012 Act. | 2013 Act. | 2014 Act. | 2015 Act. | 2016 Act. | 2017 Est. | 2018 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Total number of seating bowl and catered events | 206 | 205 | 242 | 179 | 171 | 225 | 200 |
| Revenue from seating bowl and catered events (thousands) | \$631 | \$728 | \$1,060 | \$995 | \$2,300 | \$800 | \$800 |

Goal 2. To attract events throughout the State of Maryland.

Obj. 2.1 Work with county representative to identify potential events for the venues located there.

| Performance Measures | 2012 Act. | 2013 Act. | 2014 Act. | 2015 Act. | 2016 Act. | 2017 Est. | 2018 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Events in each county | N/A | N/A | 230 | 230 | 317 | 335 | 335 |
| Visitors via sports travel industry (thousands) | N/A | N/A | 250 | 250 | 425 | 475 | 472 |
| Direct spending via amateur sports (millions) | N/A | N/A | \$120 | \$121 | \$177 | \$212 | \$212 |

Goal 3. Complete Baltimore City School construction projects with available funds within the established time frame.

Obj. 3.1 Develop responsible project budgets and aggressive but achievable project schedules.

Obj. 3.2 Attain user satisfaction on all projects undertaken by the Maryland Stadium Authority.

| Performance Measures | 2012 Act. | 2013 Act. | 2014 Act. | 2015 Act. | 2016 Act. | 2017 Est. | 2018 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Schools opening | N/A | N/A | N/A | 0 | 0 | 0 | 4 |
| School projects completed on schedule for the start of the school year | N/A | N/A | N/A | 0 | 0 | 0 | 4 |