

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	2011 Act.	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Est.	2017 Est.
Total number of seating bowl and catered events	208	206	205	242	179	200	225
Revenue from seating bowl and catered events (thousands)	\$1,153	\$631	\$728	\$1,060	\$995	\$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	2011 Act.	2012 Act.	2013 Act.	2014 Act.	2015 Act.	2016 Est.	2017 Est.
Events in each county	N/A	N/A	N/A	230	230	235	240
Visitors via sports travel industry (thousands)	N/A	N/A	N/A	250	250	265	275
Direct spending via amateur sports (millions)	N/A	N/A	N/A	\$120	\$121	\$122	\$124