

Agency Purpose

The Minnesota Amateur Sports Commission (MASC) was created in Minnesota statutes to promote the economic and social benefits of sport for Minnesota citizens and organizations. The MASC contributes to the statewide system of amateur sports by:

- ◆ generating economic benefits through sport events;
- ◆ providing increased amateur sport opportunities; and
- ◆ improving infrastructure through developing new sport facilities.

Core Functions

The MASC provides strategic direction to the state’s amateur sports community in order to increase the state economic benefits from amateur sport by increasing sport opportunities and supporting facility improvements. These core functions translate to:

- ◆ hosting major amateur sport tourism events;
- ◆ operating the annual Star of the North State Games; and
- ◆ overseeing and supporting the operations of the National Sports Center.

These functions support ongoing operating goals:

- ◆ Identifying and bidding for major amateur sport events that can bring financial impact to Minnesota, such as 2007 World Short-track Speed Skating Championships and the 2008 US Figure Skating Championship.
- ◆ Creating and developing new “homegrown” amateur sport events, such as the Schwan’s USA Cup.
- ◆ Administering the annual state Olympic games and rotating the event to various regions throughout the state. For example, during the summer of 2008 Star of the North State Games was staged in Saint Paul, and the 2009 Games will be held in Saint Cloud.
- ◆ Overseeing MASC’s National Sports Center (NSC) operations. The NSC is the most-visited sports facility in Minnesota with an annual visitorship of four million and an out-of-state economic impact of over \$47 million.

Operations

The MASC serves a varied customer base. Local, national, and international amateur sport participants and their families are the primary customers of the agency. Amateur sport athletes participate in MASC sport programs at the National Sports Center and other MASC affiliate facilities. The MASC also serves and partners with convention and visitors bureaus, chambers of commerce, and community organizations on sport tourism promotion, especially in event bidding and hosting.

Sport Event Research and Bidding - The MASC actively researches new event opportunities for Minnesota. Once an event is identified, the MASC will partner with local government units, facilities, convention and visitors bureaus, and amateur sport organizations, in order to host the event.

Creation of the New Sport Events - Staff of the MASC research new event concepts and work to develop new “homegrown” events for our state.

Operating the state Olympic games and selecting event -The MASC partners with its Star of the North State Games Board to:

- ◆ identify cities through Minnesota to host the games;
- ◆ host the selected annual state games event involving up to 7,000 athletes; and
- ◆ establish and administer the policy of the games.

At A Glance

	<u>2007</u>	<u>2008</u>
◆ Dollars spent on MN amateur sports by non-MN visitors	\$70.8 million	\$74.7 million
◆ Dollars spent annually at the NSC by non-MN visitors	\$44.7 million	\$47.1 million
◆ Annual participants in MASC affiliate facilities and programs	5.46 million	5.67 million
◆ Annual visitors to NSC	3.99 million	4.0 million
◆ The NSC is the state’s most visited sport facility.		
◆ Star of the North Games hosts up to 7,000 Minnesota athletes annually.		

Research and develop major amateur sport facilities - Since 1987, the MASC has partnered with state and local government units to assist the development of the following facilities:

National Sports Center	Blaine
National Hockey Center	St. Cloud
University of Minnesota/Aquatic Center	Minneapolis
Giants Ridge Golf and Ski Resort	Biwabik
National Kayak Center	Carlton
Ole Mangseth Memorial Ski Jump	Coleraine
John Rose Minnesota OVAL	Roseville
National Volleyball Center	Rochester
Range Recreation Civic Center	Eveleth
Minneapolis Sports Center	Minneapolis
Bush Lake Ski Jump	Bloomington

Key Goals

- ◆ MASC’s primary goal is to promote and develop the economic and social impacts of amateur sports.
- ◆ A key statewide goal for the MASC is to identify and develop a system of statewide amateur sports centers throughout the state in order to ensure that all regions of the state benefit from amateur sports. They include the state’s headquarters in Blaine; Northwest Region – Moorhead; Southwest Region – Marshall; Northeast Region – Biwabik; Southeast Region – Rochester and Central Region – St. Cloud.

Key Measures

Success is measured by economic impact and attendance statistics. While the MASC’s operating budget has remained constant, the benefits to Minnesota continue to grow. As an example, the National Sports Center (NSC), the state’s flagship amateur sports facility, has seen its annual economic impact grow an average of 6-7% per year from \$30.2 million in 2000 to \$47.1 million in 2008. Secondly, attendance at the NSC has grown from 2.5 million in 2000 to four million in 2008. Thirdly, the MASC continues to oversee the operation of the NSC without a state facility operating subsidy.

Budget

The MASC’s budget for the FY 2008-09 biennium is \$608,000 and is appropriated from the general fund. The commission has a total of three full-time staff and limited part-time staff. The MASC is moving toward a dedicated funding model where lease proceeds from a 16-acre parcel of land at NSC would eliminate the need for a general fund appropriation. The MASC also administers a pass through grant of \$750,000 per year that goes to the Target Center in Minneapolis.

Contact

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Dollars in Thousands

	Current		Forecast Base		Biennium 2010-11
	FY2008	FY2009	FY2010	FY2011	
<u>Direct Appropriations by Fund</u>					
General					
Current Appropriation	303	305	305	305	610
Forecast Base	303	305	220	220	440
Change		0	(85)	(85)	(170)
% Biennial Change from 2008-09					-27.6%
<u>Expenditures by Fund</u>					
Direct Appropriations					
General	301	307	220	220	440
Open Appropriations					
General	750	750	750	750	1,500
Statutory Appropriations					
Gift	0	0	0	5	5
Total	1,051	1,057	970	975	1,945
<u>Expenditures by Category</u>					
Total Compensation	294	298	213	218	431
Other Operating Expenses	7	9	7	7	14
Local Assistance	750	750	750	750	1,500
Total	1,051	1,057	970	975	1,945
<u>Expenditures by Program</u>					
Amateur Sports Commission	1,051	1,057	970	975	1,945
Total	1,051	1,057	970	975	1,945
Full-Time Equivalent (FTE)	3.4	3.4	2.0	2.0	