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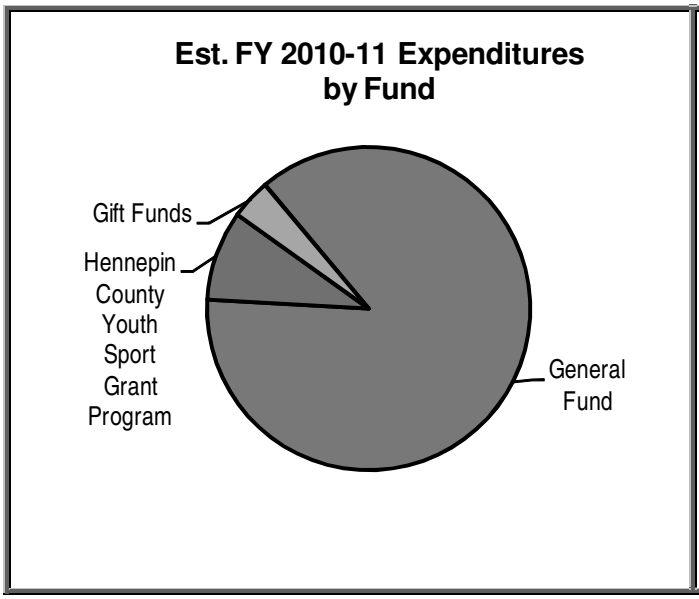
Agency Purpose

The Minnesota Amateur Sports Commission (MASC) was created in Minnesota statues 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:

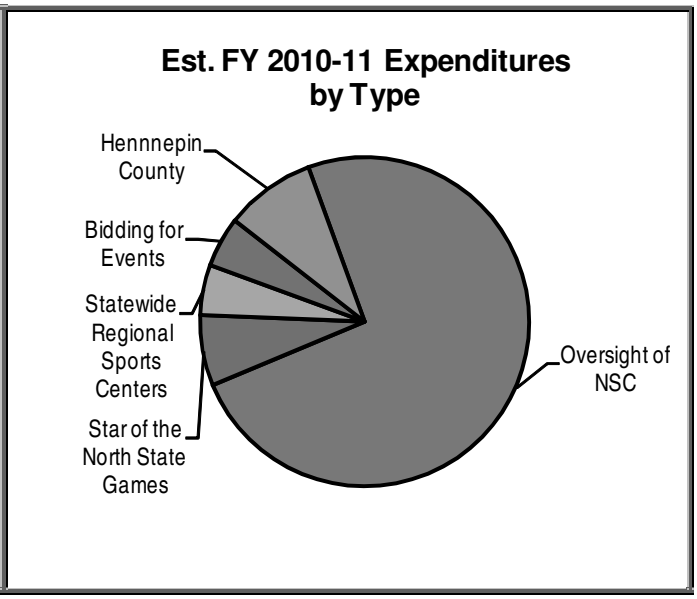
- generating economic benefits through sport events;
- providing increased amateur sport opportunities; and
- improving infrastructure through developing new sport facilities.

At a Glance

- 76.1 million dollars spent on Minnesota amateur sports by non-Minnesota visitors
- 48 million dollars spent annually at the NSC by non-Minnesota visitors
- 5.6 million annual participants in MASC affiliate facilities and programs
- 4 million annual visitors at the National Sports Center (NSC) in Blaine
- The NSC is the state's most visited amateur sport facility
- Star of the North state Games hosts up to 5,000 Minnesota athletes annually



Source: Consolidated Fund Statement.



Source: MASC Analysis.

Strategies

The MASC employs several strategies to achieve the agency's goals and mission to bring the economic and social benefits of amateur sports to Minnesota:

- develop top class amateur sport facilities in partnership with select Minnesota cities like the Regional Centers which have significant facilities that draw out-of-state visitors and serve many Minnesotans;
- identify and research national and regional amateur sport events and then prepare bid presentations in order to bring these events to Minnesota; and
- create and develop new major amateur sport events and programs in Minnesota.

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 New Sports 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 throughout Minnesota to host the games;
- host the selected annual state games event involving up to 5,000 athletes; and
- establish and administer the policy of the games.

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 & Ski Resort (Biwabik)
- National Kayak Center (Carlton)
- Ole Mangseth memorial Ski Jump (Coleraine)
- Range Recreation Civic Center (Eveleth)
- National Volleyball Center (Rochester)
- Minneapolis Sports Center (Minneapolis)
- Bush Lake Ski Jump (Bloomington)

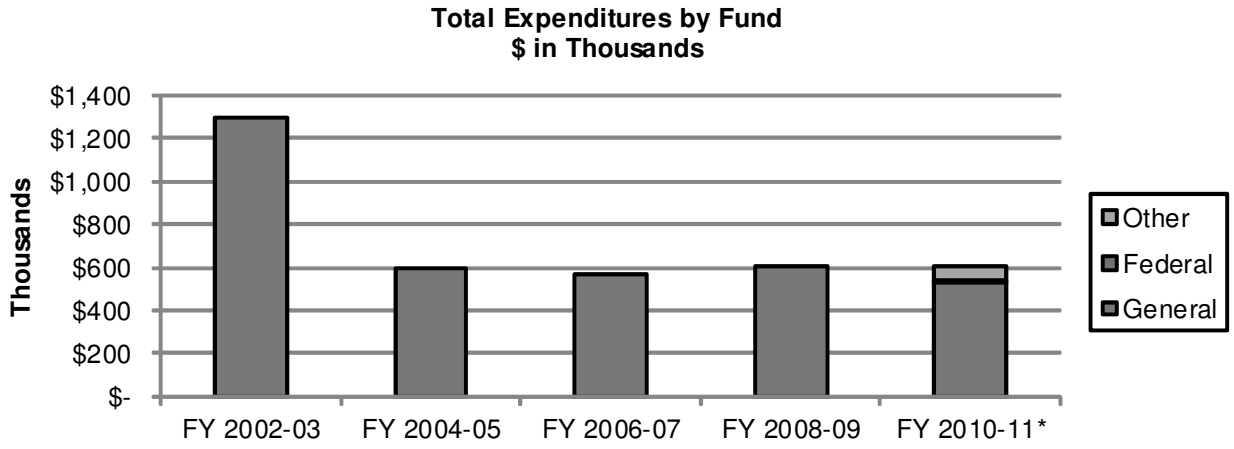
Key Goals & Measures

MASC's primary goal is to promote and develop the economic and social impacts of amateur sports statewide.

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

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) in Blaine, the State's flagship amateur sports facility, has seen its annual economic impact grow an average of 4% per year from $30.2 million in 2000 to $48.0 million in 2009. Secondly, attendance at the NSC has grown from 2.5 million in 2000 to over four million in 2009. Thirdly, the MASC continues to oversee the operation of the NSC without a state facility operating subsidy.

Budget Trends



** FY 2010-11 is estimated, not actual*
Source data for the previous chart is the Minnesota Accounting and Procurement System (MAPS).

The MASC has a dual role in its management and execution of established agency priorities. Staff continues to develop and promote amateur sports tourism statewide and carries out the recommendations of the MASC Board. The agency serves as a steward of the state's assets by providing prudent oversight of the NSC and its operations. It will be vital to the state's investment that the MASC continue to maintain its management oversight of the NSC by continuing to provide direct administrative assistance and staff operating support. The current MASC staff provides direct support of the overall operation of the NSC: 1) management oversight of the budget and facility operations; 2) recruitment and management of NSC sponsorship 3) oversight and management of the NSC's marketing, promotion and communication initiatives; and 4) ongoing community and government relations support. The NSC is a non-profit corporation and is financially supported by its user/registration fees and sponsor revenues and does not receive any state operating subsidy.

Trends that will directly affect the NSC's performance include: 1) an aging facility that requires investment (NSC has limited ability to maintain a significant capital improvement and replacement reserve); and 2) the economic down turn diminishes revenues and directly impacts program participation numbers, sponsor recruitment/retainment and economic impact.

Contact

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Dollars in Thousands

	Current FY2010	Current FY2011	Governor Recomm. FY2012	Governor Recomm. FY2013	Biennium 2012-13
Direct Appropriations by Fund					
General					
Current Appropriation	266	261	261	261	522
Recommended	**266**	**261**	**261**	**261**	**522**
Change		0	0	0	0
% Biennial Change from 2010-11					-0.9%
Expenditures by Fund					
Direct Appropriations					
General	266	261	261	261	522
Statutory Appropriations					
Miscellaneous Special Revenue	120	98	65	65	130
Gift	12	4	0	0	0
Total	**398**	**363**	**326**	**326**	**652**
Expenditures by Category					
Total Compensation	291	294	291	291	582
Other Operating Expenses	14	9	5	5	10
Local Assistance	93	60	30	30	60
Total	**398**	**363**	**326**	**326**	**652**
Expenditures by Program					
Amateur Sports Commission	398	363	326	326	652
Total	**398**	**363**	**326**	**326**	**652**
Full-Time Equivalents (FTE)	**3.0**	**3.0**	**3.0**	**3.0**	

Agency Revenue Summary

Dollars in Thousands

	Actual FY2010	Budgeted FY2011	Governor's Recomm. FY2012	Governor's Recomm. FY2013	Biennium 2012-13
Non Dedicated Revenue:					
Total Non-Dedicated Receipts	**0**	**0**	**0**	**0**	**0**
Dedicated Receipts:					
Other Revenues:					
Miscellaneous Special Revenue	130	98	65	65	130
Total Dedicated Receipts	**130**	**98**	**65**	**65**	**130**
Agency Total Revenue	**130**	**98**	**65**	**65**	**130**