



**Minnesota Amateur Sports Commission  
Report to the Sunset Advisory Commission  
December, 2011**

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# Minnesota Amateur Sports Commission

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# Executive Summary

## A. Mission

The purpose of the Minnesota Amateur Sports Commission (MASC) is to promote the health, social and economic benefits of sport for Minnesota citizens (specific powers and duties outlined in Minnesota Statute 240A.04.)

## B. Goals

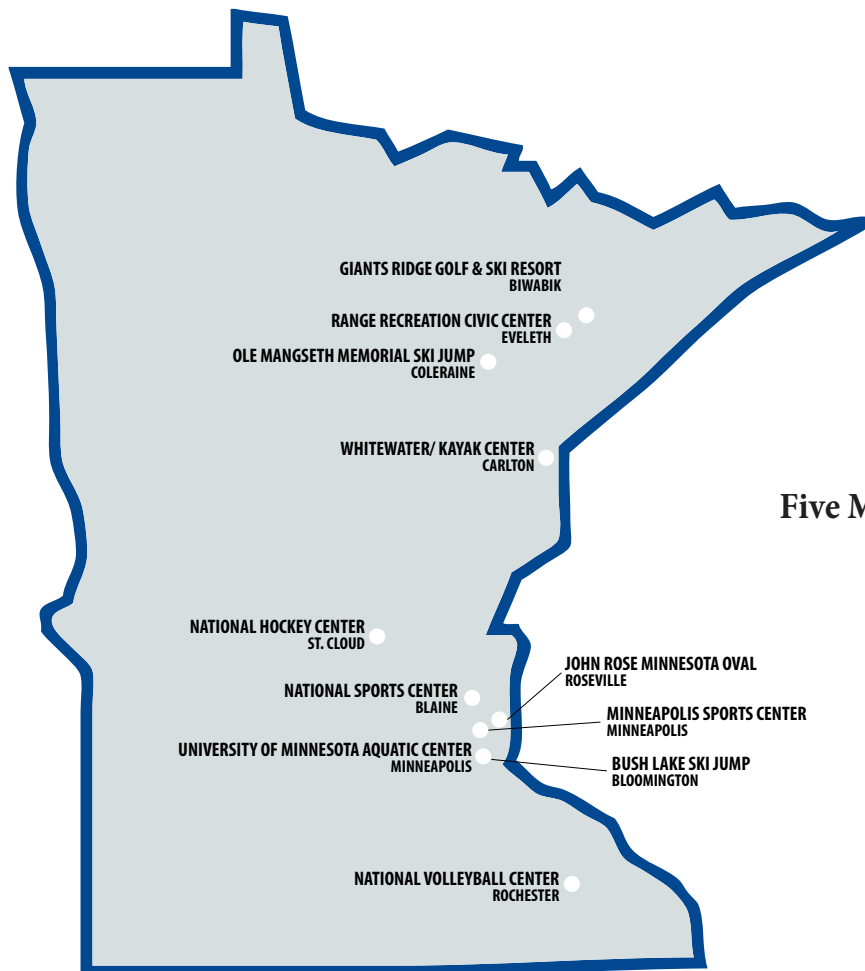
1. Increase sport opportunities;
2. Develop new and renovated sports facilities;
3. Promote Minnesota as a leader in amateur sports.

## C. Strategies

To further its mission and achieve its goals, the MASC has employed the following strategies:

1. Developed ten major amateur sports facilities around the state, such as the National Sports Center.

## STATEWIDE AMATEUR SPORT FACILITIES



Five Million Annual Visitors



3. Developed and supported hundreds of events and programs that promote physical fitness and sports participation. One major example is Schwan's USA CUP youth soccer tournament.
4. Developed and supported sports instructional facilities and programs, such as the Herb Brooks Training Center.
5. Partnered with other organizations to sponsor educational conferences, such as the Youth Sports University.)
6. Promoted over 100 national and international-level sports events, such as the eight U.S. National Team soccer games that have been held at the National Sports Center.

## **OVER 100 NATIONAL & INTERNATIONAL SPORTS EVENTS AT MASC FACILITIES SINCE 1990**



USA team player, Abby Wambach, versus Sweden at National Sports Center in 2006.

**Eight U.S. National Team soccer games at the National Sports Center.**

**2001 Women's World Hockey Championship.**

**Nine NCAA swimming and diving championships at the University of Minnesota Aquatic Center.**

**Three World Speed Skating Championships and three World Cups.**

**National Championship events in swimming, cycling, soccer, biathlon, cross-country skiing, hockey, figure skating, broomball, weight lifting, rugby, and other sports.**

**Two World Bandy Championships.**

7. Partnered with national sports organizations to create sports programs and business opportunities, such as the partnership with USA Hockey to establish Schwan Super Rink as home to the U.S. Women's National Hockey Team.)

## **NATIONAL SPORTS CENTER THE HOME OF USA WOMEN'S HOCKEY**



**In 2008, USA Hockey selected Schwan Super Rink at the National Sports Center as the home of the U.S. Women's National and Olympic Hockey Team.**

**In year prior to 2010 Vancouver Olympic Games, 25 of the 28 players and staff on the Olympic team were from out of state.**

**During the USA Hockey Residency Program, the players participated in local community activities, attended college and others took part-time jobs.**

8. Developed and managed over 4,000 events and programs annually at the National Sports Center.

9. Developed and manages the Star of the North Games, Minnesota's annual Olympic-style sports competition (since 1988.)

10. Partner with non-state partners for facility development and programming support, such as the partnerships that helped to build the Schwan Super Rink at the National Sports Center, which was built primarily with non-state funds.



11. The MASC oversees the operations of the National Sports Center (NSC). The NSC is the most-visited sports facility in Minnesota with an annual visitor ship of four million and an out-of-state economic impact of over \$48 million.

## THE NATIONAL SPORTS CENTER MINNESOTA FLAGSHIP AMATEUR SPORTS FACILITY

NSC provides 75% of the economic benefit from MASC facilities.

NSC hosts 71% (four million visitors) of total visitors to MASC facilities.

Coverage of NSC events and programs produced 58.9 million media impressions in past 12 months, including significant national and international coverage.

Growth and innovation is part of the NSC culture.



## D. Objectives

1. Achieve five plus million participants per year.
2. Establish a statewide system of sport facilities.
3. Generate millions of media impressions, nationally and internationally.
4. Generate 70 plus million dollars in economic impact annually.
5. Operate the National Sports Center in the black.

## MINNESOTA AMATEUR SPORTS COMMISSION MASC OVERVIEW

***\$70 million annual economic impact*** from out-of-state visitors. All regions of Minnesota benefit.

***Five million athletes*** and their families use MASC facilities annually.

Minnesota receives significant national recognition.  
Via ***millions of media impressions***.

The MASC's leadership ensures the NSC that it operates in the black, generates sports tourism, and provides oversight of state property.



## **E. Background**

The MASC serves a varied participation 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 opportunity 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’s Annual Olympic-style Games, the Star of the North Games**

The MASC partners with its Star of the North State Games Board to 1) identify cities through Minnesota to host the games; 2) host the selected annual state games event involving up to 6,000 athletes, and 3) 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
John Rose Minnesota OVAL	Roseville
National Volleyball Center	Rochester
Range Recreation Civic Center	Eveleth
Minneapolis Sports Center	Minneapolis
Bush Lake Ski Jump	Bloomington

## **Budget**

The MASC's budget for the FY2012-13 biennium is \$522,000 and is appropriated from the General Fund. The commission has a total of three full-time staff and limited part-time staff.

## **Statutory requirements**

### **1. The efficiency and effectiveness with which the agency or the advisory committee operates:**

The MASC Board is the governing board of the agency, and takes an active role in guiding staff and complying with the mission of the MASC. The board is very effective in supporting the agency in business strategy, budget and sponsorships. The business and sports backgrounds of members are an asset to the agency and its entrepreneurial approach to promote amateur sports.

### **2. An identification of the mission, goals, and objectives intended for the agency or advisory committee and of the problem or need that the agency or advisory committee as intended to address and the extent to which the mission, goals, and objectives have been achieved and the problem or need has been addressed:**

#### **Mission**

The purpose of the Minnesota Amateur Sports Commission (MASC) is to promote the health, social and economic benefits of sport for Minnesota citizens.

#### **Goals**

Increase sport opportunities;

Develop new and renovated sports facilities;

Promote Minnesota as a leader in amateur sports.

#### **Objectives**

Achieve five plus million participants per year.

Establish a statewide system of sport facilities.

Generate millions of media impressions.

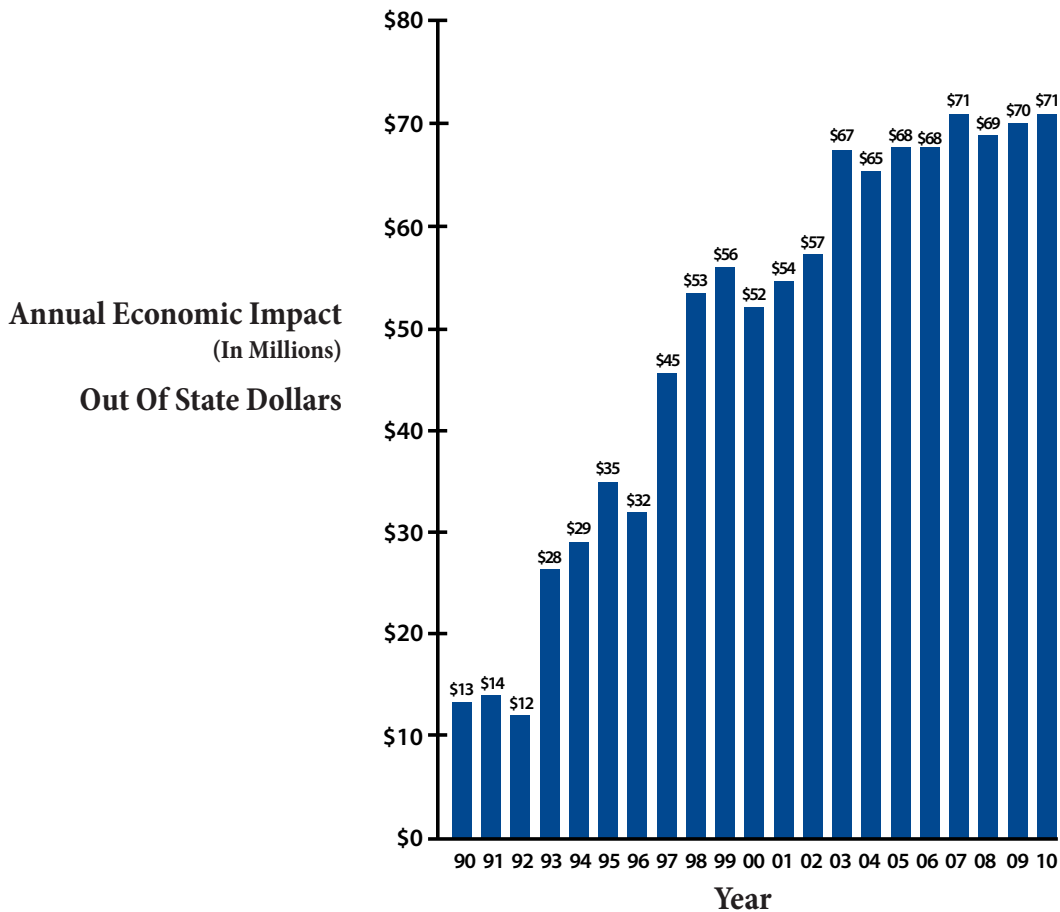
Generate 70 plus million dollars in economic impact annually.

Operate the National Sports Center in the black.

## Key Measures

Success is measured by the agency's compliance with the mission to promote and develop amateur sports in Minnesota, as defined in Minnesota Statute Chapter 240A.04. The MASC has met and exceeded these criteria.

## MASC ANNUAL ECONOMIC IMPACT (OUT-OF-STATE)



While the MASC's operating budget has decreased significantly, the benefits to Minnesota continues. 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% per year from \$30.2 million in 2000 to \$47.1 million in 2010. Secondly, attendance at the NSC has grown from 2.5 million in 2000 to approximately four million in 2010. Thirdly, the MASC continues to oversee the operation of the NSC without a state facility operating subsidy.

**3. An identification of any activities of the agency in addition to those granted by statute and of the authority for those activities and the extent to which those activities are needed:**

The MASC continually focuses on its mission and does not participate in any activities outside its statutory authority.

**4. An assessment of authority of the agency relating to fees, inspections, enforcement, and penalties:**

The MASC operates within its statutory authority to own and operate sports facilities and sport programs. The MASC does not have statutory authority to impose penalties, enforce inspections or participate in enforcement or regulation activities.

**5. Whether less restrictive or alternative methods of performing any function that the agency performs could adequately protect or provide service to the public:**

There are no known alternative methods or more efficient methods of performing the MASC's mission to increase sports and athletic participation, increase opportunities for Minnesota residents, create international publicity and generate out-of-state economic impact.

**6. The extent to which the jurisdiction of the agency and the programs administered by the agency overlap or duplicate those of other agencies, the extent to which the agency coordinates with those agencies, and the extent to which the programs administered by the agency can be consolidated with the programs of other state agencies:**

There is no known overlap of duties between the MASC and any other state agency. The reason the MASC was created was that there was no existing state agency fulfilling an equivalent mission.

**7. The promptness and effectiveness with which the agency addresses complaints concerning entities or other persons affected by the agency, including an assessment of the agency's administrative hearings process:**

The MASC responds to complaints in a reasonable time frame, and the agency does not conduct administrative hearings.

**8. An assessment of the agency's rulemaking process and the extent to which the agency has encouraged participation by the public in making its rules and decisions and the extent to which the public participation has resulted in rules that benefit the public:**

The MASC does not have any rulemaking functions, and the agency does not promulgate rules for athletic competitions.

**9. The extent to which the agency has complied with federal and state laws and applicable rules regarding equality of employment opportunity and the rights and privacy of individuals, and state law and applicable rules of any state agency regarding purchasing guidelines and programs for historically underutilized businesses:**

The MASC has complied with all applicable Federal and State Laws to the best of our ability. There are no issues of non-compliance with MASC facilities.

**10. The extent to which the agency issues and enforces rules relating to potential conflicts of interest of its employees:**

The MASC staff and board members comply with conflict-of-interest policies adopted by the MASC board. The agency complies with state conflict-of-interest policy.

There have been no conflict of interest issues with MASC staff or board members to the best of our knowledge.

**11. The extent to which the agency complies with chapter 13 and follows records management practices that enable the agency to respond efficiently to requests for public information:**

The MASC complies with Chapter 13 in regard to data practices and open meetings law.

**12. The effect of federal intervention or loss of federal funds if the agency is abolished.**

N/A

**13. A priority-based budget:**

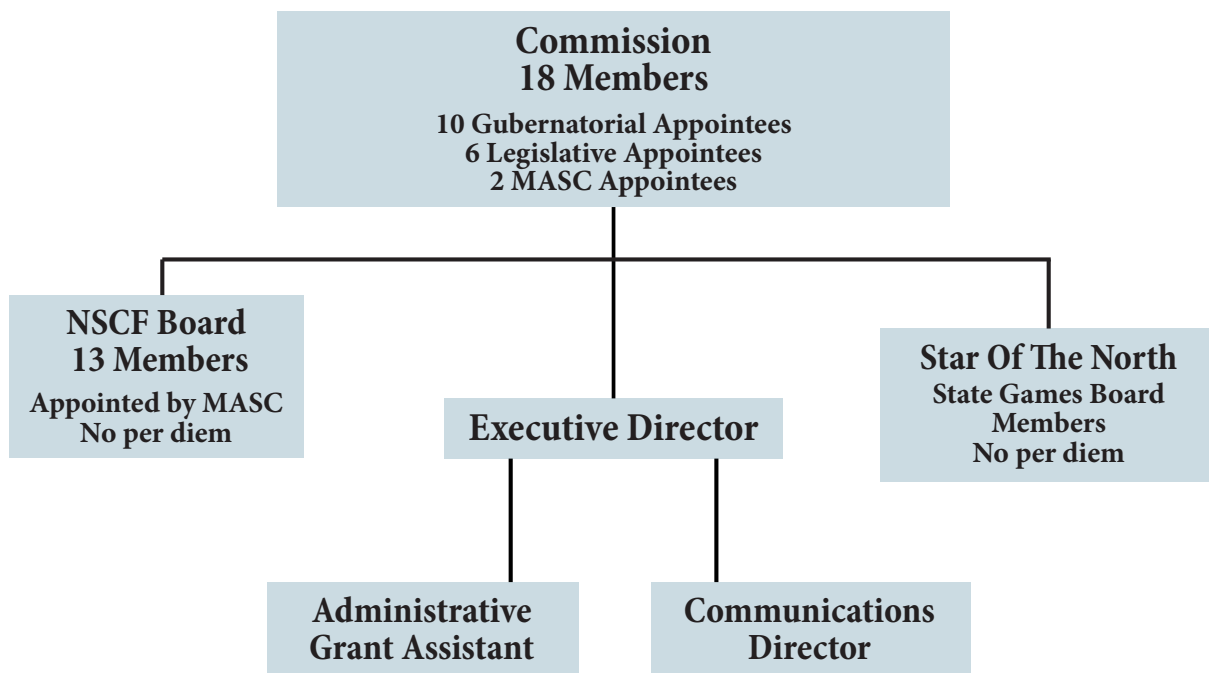
The MASC board has set priorities on how to best serve the agency’s mission, and the board periodically re-prioritizes based on budget availability. For example, the board reduced its meeting schedule from monthly to quarterly meetings based on budget constraints.

The MASC budget is small and has no discretionary monies. Funds are used for staff salaries and board meeting expenses.

**Other Requirements**

- 1. An organizational chart

**MASC ORGANIZATION**



**2. A link to the organization’s web site**

<http://www.mnsports.org/>

**3. A six year history of full time equivalent staffing levels**

From 2005-2011 the MASC has maintained a staffing level of three full-time employees and two seasonal intern positions (ceased in 2010 due to budget restrictions)

**4. A six year history showing all funding**

FY ending June 30, 2005	\$300,000
FY ending June 30, 2006	\$300,000
FY ending June 30, 2007	\$272,000
FY ending June 30, 2008	\$303,000
FY ending June 30, 2009	\$305,000
FY ending June 30, 2010	\$270,000
FY ending June 30, 2011	\$261,000
FY ending June 30, 2012	\$248,000

**5. A list of all advisory councils whose primary function is to advise the organization**

National Sports Center Foundation – all volunteer (no per diems)

Star of the North State Games Board – all volunteer (no per diems)

**6. Citation of the statute creating the organization and to other statutes governing or administered by the organization**

240A...

<https://www.revisor.mn.gov/statutes/?id=240A&view=chapter&format=pdf>

**7. Citation to the administrative rules adopted by the organization**

N/A

**8. A copy or link to any other governance documents adopted by the organization**

N/A

# Minnesota Amateur Sports Commission



## Board & Staff Directory

### Board Members

Duane Arens, Chair, Minneapolis

Rep. Paul Anderson, Starbuck

Anne Barry, Minneapolis

Karla Bigham, Cottage Grove

Jennifer Byers, Elko

Joel Carlson, Zimmerman

John Evans, Golden Valley

Judy Frisch, Moorhead

Michael Hahm, St. Paul

Rep. Melissa Hortman, Brooklyn Pk

Edward Hruska, Rochester

Bob Milbert, South St. Paul

Alex Rowell, Vice-Chair, Eden Prairie

Rep. Tim Sanders, Blaine

Sen. David Senjem, Rochester

Sen. David Tomassoni, Chisholm

Stuart Voigt, Apple Valley

Sen. Pam Wolf, Fridley

David Stead, Ex-Officio, Coon Rapids

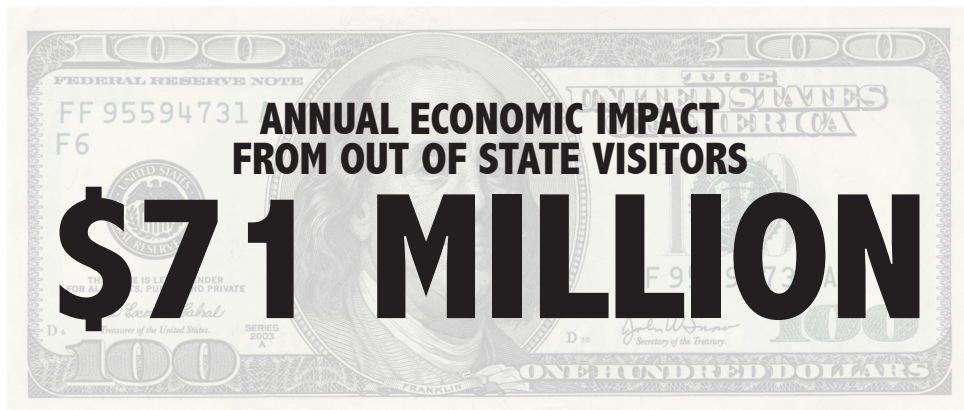
### Staff

Paul D. Erickson, Executive Director

Barclay Kruse, Associate Director

Lynda Lynch, Administrative Asst

# MINNESOTA'S RETURN ON INVESTMENT AMATEUR SPORTS



**\$5 MILLION  
IN SALES TAX**

## Annual State Investment

**\$3.8 Million Annual Principal and Interest  
on \$50 Million in Bonds**



- National Sports Center, Blaine
- University of Minnesota Aquatic Center, Minneapolis
- National Hockey Center, St. Cloud
- Giants Ridge Golf & Ski Resort, Biwabik
- National Whitewater/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

**\$3.8 MILLION  
COST TO STATE**



**\$1.2 MILLION  
SURPLUS TO STATE**