

Nashville Sports Council “Scorecard”

Overview & Methodology

Goal: Create a report that will demonstrate and measure tangible progress toward the consistent achievement of the Nashville Sports Council mission. *The mission of the Nashville Sports Council is to positively impact the economy and quality of life of the Greater Nashville Area by attracting and promoting professional and amateur sports.*

The Nashville Sports Council created the “Scorecard” in 2001. The Nashville Sports Council’s “Scorecard” is a model endorsed by the National Association of Sports Commissions (NASC) and is considered the pacesetter for the sports commission industry.

Items Measured

- **Economic Impact** - Results to the city, results to the NSC, and to the event
- **Involvement** - Participant, spectators, media, and volunteer involvement
- **Media Exposure** - Exposure for the city/event from local, regional and national media, including broadcast and news coverage of the event.
- **Performance rating** – Overall experience as rated by all those involved.
- **Financials** - Impact on the NSC, the NSC Foundation, charities or other organizations.

Economic Impact

Hotel Nights

Hotel nights were calculated by the surveys and/or CVB room pick up. The surveys calculated total nights stayed, and average room cost per night.

Visitor Spending

The survey estimated the total spending per person, per day.

Operational Spending

Operational spending was calculated into the total economic impact figure by reported spending from one or all of the following appropriate groups: teams, event rights holders, and/or NSC.

Involvement

Participants

Represents athletes, coaches, officials, and administrators.

Spectators

This number is calculated by the number of tickets sold and/or estimated in attendance.

Volunteers

This number is represented by the total volunteers recruited and assigned by the NSC.

Media

This number is calculated by the total of credentialed media members at each event.

Media Exposure

Television

Total figure was calculated by compiling time of national, regional, and/or local broadcast time. Rating is reported when possible.

Print

Calculated by adding column inches of all print coverage, leading up to and post event.

Radio

Calculated by the total number of hours that each event is broadcast.

Website

The total number of hits or page views on the NSC, Bowl, and or rightsholder website.

Performance Rating

To calculate performance rating, the following groups were surveyed during and/or after the event:

- Spectators
- Teams
- Media
- Volunteers

Rating Scale

5 = Excellent 4 = Good 3 = Average
2 = Fair 1 = Poor

Financials

- Calculations of events (examples below):
 - Gaylord Hotels Music City Bowl Presented By Bridgestone Payout
 - O'Charley's Dinner of Champions Scholarships/Grant
 - Country Music Marathon & ½ Marathon Leukemia and Lymphoma support.

Data Collection to support "Scorecard"

- Partner with Belmont University's Sports Management program
- On-site random sampling (questionnaires) of event attendees
- Spectators, participants, volunteers, media, and sponsors are surveyed
- Figures are calculated after each Nashville Sports Council event
- Nashville Sports Council provides a yearly report

**Attached is an example of the 2001-2002 "Scorecard" year report.

For more information on the Nashville Sports Council "Scorecard" or for economic impact questions related to sporting events, call 615-743-3120 or visit nashvillesports.com