



MORE THAN A MARATHON

Since the first Twin Cities Marathon in 1982, Twin Cities In Motion (TCM) has stewarded Minnesota's running community. In addition to the annual Twin Cities Marathon Weekend, TCM hosts events throughout the year and encourages the community to move for more with efforts like TC Kids Run Free, charity fundraising opportunities and Twin Cities Motion Center programming. TCM's best-in-class events and inclusive programs are a space to learn, motivate, and strengthen the community's connection through movement. TCM offers events and programs that invite everyone to experience the love of motion, whether a participant, supporter, spectator, or community member.



Twin Cities Marathon Weekend: Rooted in Minnesota

- Minnesota-based operations and workforce
- More than 4,500 Minnesota volunteers
- A statewide community of 150,000 runners, walkers, and program participants
- Hundreds of Minnesota small businesses and community partners
- Engagement from major employers across the state

As of 2024, Twin Cities Marathon Weekend **ranks 28th nationally** among U.S. running event weekends. As they approach 45 years in operation, TCM is seeking state support for the first time to boost the Twin Cities Marathon Weekend into a new tier, breaking into the top 15 major races nationwide and building on Minnesota's exceptional strengths in outdoor culture, hospitality infrastructure, corporate engagement and community participation.

Why Now? State support will leverage TCM's operational foundation and readiness, while taking advantage of well-timed market opportunities with the global endurance sports industry worth an estimated \$11.2 billion in 2024 and expected to reach \$21.1 billion by 2033. With strategic investment now, Minnesota can compete at a national and global level and fully realize the economic impact potential of this proven statewide asset. ►

Twin Cities in Motion 2025 Snapshot

\$47.9 million in total economic impact

\$12.8 million in earnings

\$3,005,070 in tax revenue generated

\$30+ million in earned media value

250 local jobs supported

RUN UP MINNESOTA

\$3 million in one-time funds to expand the reach of the Twin Cities Marathon Weekend

- Strengthen a proven economic engine
- Increase recurring state revenue
- Expand tourism and small business impact statewide
- Elevate Minnesota's national and global reputation

With additional investments in improving course logistics and safety, expanding the footprint of marathon weekend, and increasing strategic brand and marketing capacity, TCM will **increase participation by 35%** and **grow spectatorship from 300,000 to more than 400,000** by 2029, **generating an additional \$13.4 million in overall economic impact** for the state of Minnesota.



Twin Cities Marathon Weekend is ranked 28th today. Strategic investment can move Minnesota into the top 15 – unlocking greater tourism, revenue, and positive national visibility.

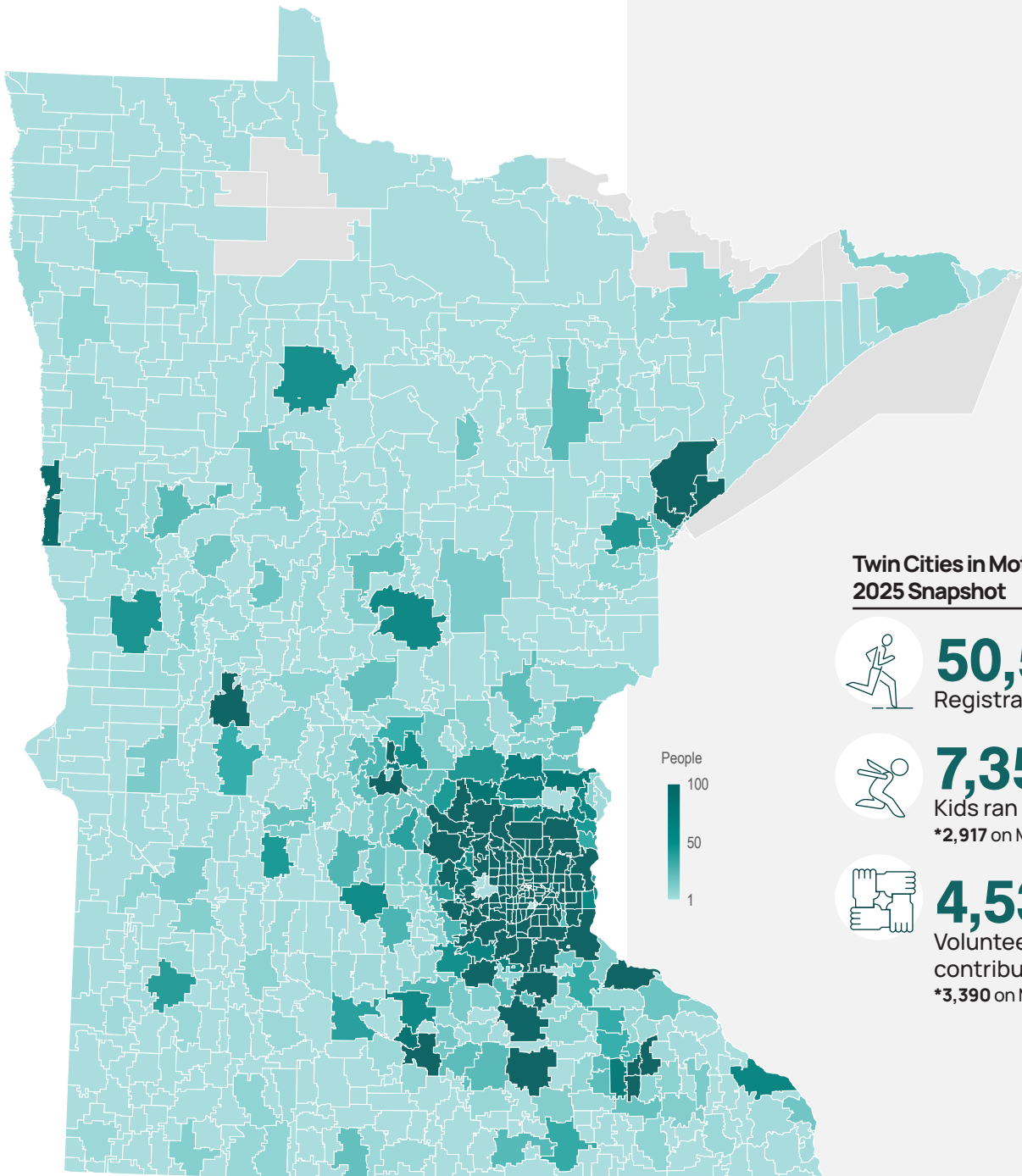


Funds will be used to:

- Increase **infrastructure and public safety capacity**, including expanded barricade and course control networks; temporary pedestrian bridges and improved crowd flow systems; enhanced emergency response and medical readiness; and modern wayfinding, large format screens, and technology that directs visitors to local businesses.
- **Support a portfolio of expandable initiatives** to increase the event footprint and statewide reach, such as launching a greater Minnesota qualifier experience, adding new participation modalities like biking, extending the timeline of the weekend and enhancing the professional field.
- **Elevate Minnesota on the national and global stage** by building new marketing and storytelling capacity, creating a marathon challenge series that unites races across partner cities, and investing in targeted national and international promotion - all designed to significantly grow out of state participation. ►



Participants in TCM Events 2022-2025



Twin Cities in Motion 2025 Snapshot



50,577
Registrants



7,350*
Kids ran free

*2,917 on Marathon Weekend



4,537*
Volunteers
contributed

*3,390 on Marathon Weekend