

Thank You for Supporting World Class Events in Minnesota

BY 2026, MNSE will have generated over \$500M for Minnesota since inception in 2020

State support has been crucial to funding three recent events: the 2024 U.S. Olympic Team Trials in Gymnastics, 2026 IIHF World Junior Ice Hockey Championship and 2026 WWE SummerSlam

MINNESOTA SPORTS AND EVENTS: WHO WE ARE

MNSE is a nonprofit that brings significant economic, reputational, and social impact to our state through the attraction, promotion, and execution of world-class events. MNSE, an independent 501(c)(6) organization, advances community initiatives associated with each MNSE event and focuses on underserved communities and statewide engagement.

2024 U.S. Olympic Team Trials - Gymnastics

For 10 days in June, Minnesota became the epicenter of gymnastics as we welcomed 200,000 fans to our region. Televised primetime on NBC, the event culminated with the announcement of the gymnasts, including Minnesotan Suni Lee, who represented Team USA in Paris.

- **200,000 fans** descended upon downtown Minneapolis during the 10 day gymnastic events
- Total economic impact is estimated at **\$74.8M** over the course of the entire event¹ with direct spend from consumers to local businesses a remarkable **\$38.6M**.¹
- \$6 Million in state funds spurred local, regional and national excitement, generating **\$5.75M** in tax revenue.¹



2024 Women's and Men's Big Ten Basketball Tournaments

March Madness descended upon Target Center as Minnesota hosted a second consecutive record-breaking Big Ten Women's Basketball Tournament and a week later, the Big Ten Men's Basketball Tournament.

- Total Economic Impact is estimated at **\$52M** amassing **\$5M** in tax revenue; public funds spent totalling just **\$1M**
- First time ever SELL-OUT for Women's Tournament; 121,000 fans stayed in our hotels, ate in our restaurants!
- Highest hotel occupancy since 2019 – 83% - in Minneapolis during Women's Tournament week

MNSE leads the way in bringing vitality back to Minnesota

"Gymnastics Trials Accelerated 'Comeback Era' for Minneapolis" –Twin Cities Business 7/3/24

- Since the pandemic, **two of the three highest hotel occupancy rate periods** have been during MNSE events.
- More than **60% of ticket buyers** to these major events were visitors from **outside Minnesota**

Vital Community Impact – Legacy Initiatives

Title IX 50th Championship Tour	WFF MFF Read to Final 4	WFF Kay Yow Breast Cancer Donation
NCAA WFF Indigenous Initiatives	WFF MFF Final 4 Bounce	Title IX Championship Bus Tour, Naomi's House
Big Ten Mobile Mammogram	Practice with a Purpose	WFF Hall STEM School, BB Court Installation
B1G Farview Scoreboard Donation	Critical Conversations	Olympic Trials Clinic Northside Achievement Zone
B1G MLK Park and Rec Tech upgrade	B1G Gives Back	B1G Women's BB Junior Journalism
Gymnastics Clinic - NAZ	WJC Mayor's Cup	1000s of event tickets to youth statewide

The Momentum is Real! Announcement of 5 upcoming Mega-Events in 2024

2026 IIHF World Junior Ice Hockey Championship

- Ten-team U-20 International Hockey Tournament featuring 29 games at Xcel Energy and 3M
- 10 pre-tournament games across Greater Minnesota

2026 WWE SummerSlam

- The 2026 edition will be the first ever two-night Summer Slam with an expected attendance of more than 100,000 and an estimated economic impact of more than **\$100 million**.

2025 Concacaf Gold Cup:

- The Concacaf Gold Cup is our flagship event for men's national teams and the 2025, played at U.S. Bank Stadium

2027 NCAA Division I Men's Basketball Preliminary Championship

- The first and second rounds will be hosted by Target Center in March 2027

2028 NCAA Men's Wrestling Championship

- After selling out in 2020 but canceled due to covid, the NCAA Wrestling Championships returns to U.S. Bank Stadium in March 2028





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