

Economic impact | 2026

IHF World Junior Championship in Minnesota

\$71.5
MILLION

Dollars generated in
economic activity

★ **73** ★
PERCENT

Economic activity
accounted for by visitors



\$451

Avg. spent by visitors



\$77.60

Avg. spent by locals



\$4.7M

collected in state
and local taxes



385

JOB'S SUPPORTED

\$21.1M

LABOR INCOME CREATED

EIGHTY EIGHT %

Portion of visitors in the
region directly due to the
tournament

Most enjoyed aspects

- Quality of event facilities
- Friendliness of the community
- Dining options

Businesses most benefited

- Venues
- Hotels
- Local restaurants



UNIVERSITY OF MINNESOTA
EXTENSION

z.umn.edu/CommunityDevelopment

By 2027, MNSE will have generated close to \$400M for Minnesota since inception in 2020.



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 under served communities and statewide engagement.

2026 IIHF WORLD JUNIOR CHAMPIONSHIP - 50th ANNIVERSARY

December 2025 - January 2026



- **Grand Casino Arena & 3M Arena at Mariucci**
- **\$71.5M** estimated economic impact, **240,000+** fans during low hotel season
- **Bold North Breakaway:** 65,000+ visitors at RiverCentre & Rice Park
- **Assist 26:** 12-month statewide legacy program; **36** community events
- **Greater Minnesota Impact:** Exhibition games played in Mankato, Bemidji, Duluth, Rochester
- **What's Next?** IIHF u18 Men's World Championship (Duluth) & 2031 WJC

2024 U.S. OLYMPIC TEAM TRIALS - GYMNASTICS

June 2024



- **Target Center Sellout**
- **\$74.8M** total economic impact
- **200,000+** fans over 10 days of activities
- **Gymnastics City USA:** Over one-mile of free fan activations in DT Mpls
- **Highlighting Minneapolis** on the Primetime National NBC Broadcast
- **Minnesota's Own Suni Lee** earned spot on Team USA for 2024 Summer Olympic Games in Paris

2024 BIG TEN MEN'S & WOMEN'S BASKETBALL TOURNAMENTS

March 2024



- **First-ever women's tournament sellout**
- **198,000 fans over two weeks** at Target Center
- **\$53M** total economic impact
- **Women's Champion:** Iowa Hawkeyes led by Caitlin Clark
- **Men's Champion:** Illinois Fighting Illini
- **Multiple Community Initiatives** including a new scoreboard at Farview Community Center and the B1G Gives Back program

DUE TO A LACK OF PERMANENT FUNDING MINNESOTA HAS LOST OUT ON \$430M IN ECONOMIC IMPACT

2026 Big Ten Women's Volleyball Tournament - November '26 - \$20M

U.S. Olympic Team Trials - Gymnastics - \$80M

U.S. Olympic Team Trials - Swimming - \$130M

U.S. Figure Skating Championships - \$20M

NCAA Men's Final Four - \$180M

2027 IIHF u18 MEN'S WORLD CHAMPIONSHIP

Potential Event April 2027



- **Host Site:** AMSOIL Arena in Duluth
- **10 Nations, 5 Days** of elite international competition
- **NHL Draft Eligible Talent:** Top 18-year-olds who are newly NHL Draft eligible
- **Statewide Economic & Community Impact** that aligns with MNSE's mission of engaging greater Minnesota

THE MOMENTUM IS REAL!

MNSE's Events On Deck



2026 WWE SUMMERSLAM

August 1-2, 2026

- U.S. Bank Stadium for the first-ever two-night SummerSlam
- Expecting 100,000+ attendees generating \$100M+ in economic impact
- Strong focus on community initiatives with an emphasis on the youth

2027 NCAA DI MEN'S BASKETBALL PRELIM. CHAMPIONSHIP

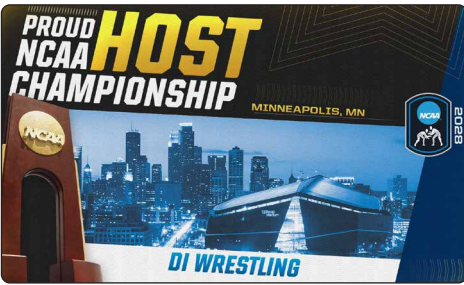
March 2027

- First and second rounds of March Madness hosted at the Target Center

2028 NCAA MEN'S WRESTLING CHAMPIONSHIP

March 2028

- Returning to U.S. Bank Stadium in March 2028 after a sold-out 2020 event was canceled due to COVID



2028 TRANSPLANT GAMES

August 2028

- A national multi-sport event honoring donors and celebrating second chances, while raising awareness of the urgent need for organ donation

VITAL COMMUNITY IMPACT: LEGACY INITIATIVES

MNSE events create lasting benefits across Minnesota, driving measurable community impact through partnerships, programming, and investments that extend well beyond the event itself.

Title IX 50th Championship Tour
 NCAA WFF Indigenous Initiatives
 Big Ten Mobile Mammogram
 B1G Farview Scoreboard Donation
 B1G MLK Park and Rec Tech Upgrade
 Youth Gymnastics Clinic - NAZ
 Northside Jamboree at V3 Sports

WFF & MFF Read to the Final 4
 WFF & MFF Bounce
 Practice with a Purpose
 Critical Conversations
 B1G Gives Back
 WJC Mayor's Cup
 WWE Make a Wish

WFF Kay Yow Breast Cancer Donation
 Title IX Bus Tour, Naomi's House
 WFF Hall STEM School Court Installation
 B1G Women's BB Junior Journalism
 Assist 26 Statewide Initiative - WJC
 WWE Boys & Girls Club Renovation



MNSE DRIVES ECONOMIC IMPACT FOR MINNESOTA
\$1.7+ BILLION ECONOMIC IMPACT POTENTIAL

PREVIOUSLY HOSTED EVENTS



\$33M



\$17M



\$51M



\$23M



\$30M



\$5M



\$30M \$23M



\$75M



\$12M



\$75M

ON DECK



\$70M



\$108M



\$45M



\$8M



\$10M

WHAT IS POSSIBLE?



\$200M



\$10M



\$20M



WOMEN'S

\$75M



MEN'S

\$250M



\$50M



\$8M



\$75M



\$15M



\$25M



\$200M



\$44M



\$15M



\$15M



\$250M