



## What is Minnesota Sports and Events?

Minnesota Sports and Events (MNSE) is an independent 501c6 designed to bring significant economic, reputational, and social impact to our region through the attraction, promotion, and execution of world-class events. MNSE also advances community initiatives associated with each MNSE event with a focus on underserved communities and statewide engagement. MNSE is a regional entity primarily representing Mpls, St.Paul and Bloomington, secondarily Minnesota.

## What events does MNSE secure? And how?

Modeled after best practices from sports commissions around the country, MNSE identifies top-tier event opportunities and attracts, negotiates, procures and executes large scale events such as Super Bowl, All-Star Games, Special Olympics USA Games, Olympic Trials, World Juniors Hockey, NCAA events, Rugby World Cup and more. MNSE also forms the Local Organizing Committees to execute the events.

## Why is MNSE important to the state?

- **Revitalization of the hospitality industry.** Securing mega-events will bring visitors flying into our region’s airports, sleeping in our hotels, eating at our restaurants, and shopping at our retail stores, leading to millions of dollars in new economic impact for the hospitality industry, which will in turn support jobs throughout our regional hospitality sector.
- **Minnesota shines on the big stage.** Procurement of world-class events will restore and revitalize our region economically, socially and reputationally, showcasing the region as a safe, vibrant community and a great place to live, work and play.

## How much funding does MNSE need? What is it for?

- Minnesota Sports & Events is requesting \$50 million in one-time funding support to create a competitiveness bid fund. Without this funding, MNSE will be unable to pay the fees and demonstrate that MN has the secured funds in-hand that are necessary to compete for mega-events.
- **All funding covers expenses that stay in Minnesota, including public safety, security, permitting, transportation, local union labor, and venue costs.**

## Accomplishments

Executed Five Events	
2022 NHL Winter Classic	2022 NCAA Women’s Basketball Final Four
2022 MLS All-Star Game	2022 Big Ten Basketball Media Days
2023 Big Ten Women’s Basketball Championship	

Secured Five Upcoming Events	
2024 Big Ten Women’s Basketball Championship	2024 Big Ten Men’s Basketball Championship
2024 NCAA Men’s Ice Hockey Frozen Four	2025 NCAA Women’s Ice Hockey Frozen Four
2026 Special Olympics USA Games	

## The Opportunity

Pending Bids and Future Bids with Decisions in the Next 24 Months	
Total Economic Impact at Risk: \$532M	
NFL Draft and NFL Combine (2026+)	NCAA Championships (2026-2031)
College Football Playoff Championship Game (2027+)	USA Swimming Olympic Team Trials (2028)
Men’s Rugby World Cup (2031)	Women’s Rugby World Cup (2033)



### Events to be Decided in the Next Six Months

Event	Estimated Economic Impact/Approximate Expenses
USA Gymnastics Olympic Team Trials (2024)	\$50M Economic Impact; \$4 - \$5M Expenses
World Juniors Hockey (2026)	\$45M Economic Impact; \$15M Expenses
WWE Premiere Events (2025 & beyond)	\$15M - \$200M Economic Impact; \$5M - \$20M Exp
Big Ten Football Championship (2025+)	\$25M Economic Impact; \$5M Expenses
NBA All-Star Weekend (2026)	\$100M Economic Impact; \$10M Expenses

\*Estimated Economic Impact based on past events in other markets

### What is MNSE's current financial model?

- The organization's current financial model is dependent on corporate fundraising and/or a small percentage of ticket revenue, which has become unsustainable as event organizers demand guaranteed funding.

### Why does MNSE need financial support? The funding and bidding landscape has shifted.

- Following the volatility induced by the pandemic, we can no longer rely on the corporate community to fund our hosting costs, which can range from \$5 million to \$40 million per event.
- The number of regions bidding on events has increased substantially, and other cities' sports commissions have public funding sources that allow them to aggressively bid for mega-events with guaranteed funding at bid submission. We have recently lost bids to Detroit, New Orleans, Tulsa, Indianapolis, Houston, Dallas, Las Vegas, Seattle, Milwaukee, Cleveland and Columbus.

### Public/Private Revenue Streams

MNSE is building a model that incorporates multiple revenue streams (public/private) to support hosting mega-events:

- Corporate support will continue to be a revenue stream
- One time State appropriation
- Long Term Funding mechanism that provides long term sustainability
- MNSE funding: upcharge in ticket revenue; development of Owned and Operated events

### Vital Community Impacts

- Restore the vitality of Minnesota's hospitality and tourism industry

### Legacy Initiatives

Title IX 50th Championship Tour (MN)	WFF MFF Read to Final 4	\$6M in Super Bowl Projects for MN Youth Sports
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	Hall Stem School, installation of Basketball Court

### Bids on the Brink

#### USA Gymnastics Olympic Team Trials 2024 - \$4M-\$5M needed to secure the event

- 40,000+ visitors, thousands of hotel rooms occupied; Projected economic impact: **\$40M - \$50M**
- Develop community legacy programs for Minnesota kids, specifically in underserved communities

#### World Juniors Hockey Tournament 2026 - \$15M needed to secure the event: December 2025/January 2026

- Estimated economic impact: \$50M - \$70M+ (ROI: 4:1), estimated attendance of 330,000 fans
- World Juniors will fill hotel rooms at a time when hotel occupancy averages 5%.
- Statewide: opportunity to stage games across MN in communities such as Duluth, St. Cloud, Eveleth, Mankato
- Legacy Initiatives will provide access to hockey for more youth in underserved communities.