

The Economic Impact Generated by U.S. Bank Stadium



From 2017-25, U.S. Bank Stadium generated:

- **\$1.36 billion** in direct new spending in Minnesota
- **\$2.77 billion** in total economic activity



Over nine years, **one in four** Stadium visitors traveled from outside Minnesota for events.

Of the **357,000** out-of-state visitors in 2025, 82 percent stayed overnight. Overnight visitors spend an estimated \$285 per trip.



\$19.3 billion

in net new total economic activity in **Minneapolis**, as 81% of stadium visitors come from outside Minneapolis.



1.4 million visitors per year

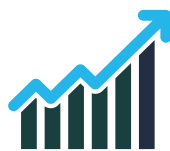
Construction required 8,000 workers, 3.5 million hours of labor, more than 300 Minnesota businesses and was responsible for **total economic activity of \$2.34 billion**.

Over the 30 year term analyzed, statewide economic activity is projected to reach **\$14.2 billion**, supporting an average of **2,605 jobs** annually.



\$1.2 billion in direct construction

spending since 2014 in the Downtown East neighborhood with more than 4.6 million square feet of development in offices, residences, hotels, and restaurants added.



\$1.63 billion in tax revenue

over 30 years for the State of Minnesota and \$2.52 billion for the City of Minneapolis — each more than doubling the initial investment.

Hunden Partners is the leading global, full-service advisor for destination real estate development projects, with expertise that includes market, financial feasibility, and economic impact analyses. The full study, which is available at msfa.com, measures the value of the public investment in U.S. Bank Stadium by determining what benefits — new spending, jobs and tax revenue — resulted that are unique to the Stadium's construction and operations.