



**EXP**   
**2027**  
MINNESOTA • USA

# Healthy People, Healthy Planet

Wellness and Well-being for All



# Doing the Unthinkable Major Milestones



**2016**

Signature of U.S. President Barack Obama.



**2017**

Unanimous Law passed by Congress.  
House– led by Rep. Emmer,  
Senate – led by Sen. Klobuchar



**2017**

Signature of U.S. President Donald Trump.



**2018**

Minnesota forms Expo 2027 Bid Committee



**2021**

Signature of U.S. President Joe Biden.



## It is Official

Minnesota's second bid becomes America's bid and is fully endorsed by the U.S. Government

# Impact of a modern World's Fair



**93**

Days



**62**

Acres Maximum



**7.6 million**

Unique Visitors



**1 billion**

Global Viewers

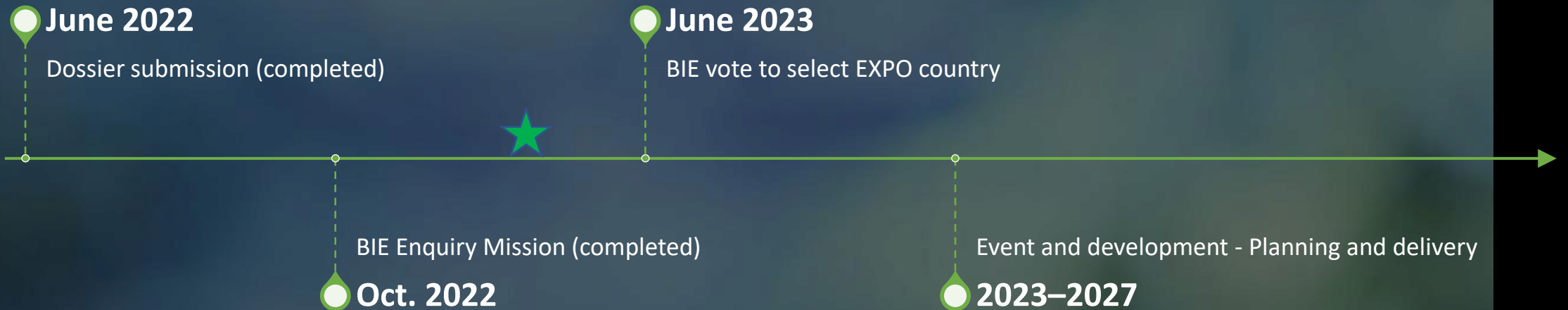


**\$2+ billion**

Economic Impact



# Timeline



# Opportunity By the Numbers



Expo 2027 Will Help to Better Position the United States on the World Stage:

Over 7.6 million attendees are expected, and the Expo will afford the U.S. and Minnesota a unique PR and positioning opportunity and will support future tourism and business investment.



Expo 2027 Will Promote a Healthy Job Market: Expo 2027 will support of 33,000 jobs in the United States, including 17,000 in Minnesota.



Expo 2027 Will Directly Benefit National and Local Businesses: Nearly 90% of Expo attendance will come from non-resident visitors to the MSP metro area. International visitors will travel to MSP and other U.S. destinations during an average trip of 12 days, spending a total of nearly 3 million days in the United States.



Expo 2027 Will Generate Tax Revenue to Support State, Local & Federal Government: About \$103 per non-resident visitor will be collected in tax receipts, \$50 of which will go to state & local authorities.



## The main logo for "Expo 2027 Minnesota USA" is positioned to the right of a vertical gold line. The word "EXPO" is in large, bold, sans-serif letters: "E" is dark blue, "X" is light blue, "P" is orange, and "O" is a circular ring composed of many small, multi-colored segments. Below "EXPO", the year "2027" is written in large, bold, sans-serif digits: "2" is orange, "0" is green, "2" is purple, and "7" is blue. At the bottom, "MINNESOTA • USA" is written in a smaller, black, sans-serif font.

[www.Expo2027.us](http://www.Expo2027.us)