



## Thank You for Supporting World Class Events in Minnesota

Minnesota Sports & Events appreciates the state support that has been crucial for attracting and funding future events. MNSE leveraged those funds to secure three major upcoming events, including the 2024 U.S. Olympic Team Trials in Gymnastics, which will collectively have **an economic impact of over \$325 million for our region.**

### MNSE Leverages State Funds to Attract, Secure and Run Successful Events

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

Modeled after best practices from sports commissions across the country, MNSE identifies top-tier event opportunities and attracts, negotiates, procures, and executes large scale events such as **Olympic Trials – Gymnastics, NCAA Women’s Final Four, Big Ten Men’s and Women’s Basketball Tournaments, World Juniors Hockey, Special Olympics USA Games, NCAA events, Rugby World Cup** and more. MNSE also forms the Local Organizing Committees to execute the events.



Gold medalist and Minnesotan Suni Lee will compete for a return to the Olympics at the Trials in June 2024



Iowa and star guard Caitlin Clark won the 2023 Big Ten Women’s Basketball Tournament at Target Center

### MNSE Benefits the State, Socially and Financially – Supporting Workers and Jobs

- **Supporting the hospitality industry:** Securing mega-events brings visitors who fly into our region’s airports, sleep in our hotels, eat at our restaurants, and shop at our retail stores. This leads to millions of dollars in new economic impact for the hospitality industry and will, in turn, support jobs and increase tax revenue.
- **Minnesota shines on the big stage:** Procurement of world-class events revitalizes our region economically, socially, and reputationally, showcasing the region as a safe, vibrant community and a great place to invest.

### Recently Executed Events





### A Public / Private Partnership to Maintain Momentum and Remain Competitive

- In 2023, state support for MNSE directly led to securing the 2024 U.S. Olympic Team Trials and soon-to-be-announced mega-events. Other than that event-specific appropriation funding in 2023, MNSE’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.
  - Hosting costs 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 with guaranteed funding. We have recently lost bids to Detroit, New Orleans, Tulsa, Indianapolis, Houston, Las Vegas, Seattle, Milwaukee, Cleveland and Columbus.

### An ongoing funding mechanism keeps Minnesota competitive

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

- **Minnesota Sports & Events requests a recurring appropriation.** Without this funding, MNSE will be unable to pay the fees and demonstrate that we have the secured funds in-hand that are necessary to compete for future mega-events. **World Juniors Championship requires \$6M-\$7M to support the event.**
- **Funding covers expenses that stay in Minnesota, including public safety, security, permitting, transportation, local union labor, and venue costs.**

### Vital Community Impacts – 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, Basketball Court Installation

### Upcoming Events



### What Else is Possible?

