March 24, 2016

To: Members of the Minnesota House of Representatives & Minnesota Senate
Minnesota State Capitol
75 Martin Luther King Boulevard
Saint Paul, MN 55155

From: Minnesota Association of Convention & Visitors Bureaus

The Minnesota Association of Convention & Visitors Bureaus (MACVB), representing more than 50 communities throughout the State of Minnesota, has passed a resolution in support of H.F. 3210 and S.F. 2840 for a one-time appropriation for a statewide Events Funding Program.

MACVB members, collectively, represent thousands of private sector businesses and job creators that provide the foundation of Minnesota's $13.6 billion a year tourism and hospitality industry which generates hundreds of millions in sales tax revenues to fund critical needs.

MACVB recognizes the significant value and impacts, in terms of both awareness and actual economic impacts, that occur throughout the State when Minnesota hosts a major event. The proposed Events Funding pilot program will help to attract and secure more major events, as well as to generate more localized events of significance in rural and Greater Minnesota.

In supporting the Event Funding pilot program appropriation, MACVB believes any funding should be a supplemental appropriation to the existing Explore Minnesota Tourism budget. This is vital to sustaining EMT's on-going promotion of the state's diverse tourism offerings.

Sincerely;

Steve Markuson

Steve Markuson, Chair
Minnesota Association of Convention & Visitors Bureaus

Southern Minnesota Tourism Association

www.ExploreSouthernMinnesota.com

naturally different

March 3, 2016

The Southern Minnesota Tourism Association Board recently met on March 3 and approved the following Resolution of Support for Explore Minnesota's Event Funding Proposal:

The Southern Minnesota Tourism Association supports Explore Minnesota in their request for an additional funding mechanism in which communities in Minnesota can bring new events to the State.

We further support a fair process in which the balance between the metro and greater Minnesota is proportioned and easily accessible to smaller communities.

While we support the event funding proposal, we believe that the funding should not impact the current budget of Explore Minnesota which is so important for the promotion of our entire state.

Sincerely,

Christy Riley
President
Southern Minnesota Tourism Association

115 East Hickory Street, #230, Mankato, MN 56001
P: 507-389-2683 | www.exploreminnesota.com
Toll-free: 888-975-6766 | F: 507-389-2685

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convention & visitors bureau

April 4, 2016

Senate Natural Resources, Economic Development and Agriculture Budget Division

Chairman Tomassoni & Committee Members,

The Rochester Convention & Visitors Bureau would like express our support for SF 2840, a bill to establish a pilot program to assist in attracting and securing major events to Minnesota. SF 2840 will enable us to better compete and facilitate growth to Rochester and Minnesota's tourism industry.

Although we have many examples to share with the committee, I would like to highlight one opportunity that would have had major significance. In 2015, in partnership with Mayo Clinic. Rochester was invited to bid on the 2018 Transplant Games of America which are held every other year in early June. The TGA is a 5-day multi-sport festival with 7,000 – 10,000 athletes (ages 5 – 70), spectators and volunteers. The goal of the event to help promote the need for organ & tissue donation and show the world that transplantation is a treatment that does indeed work.

Although our team worked very hard to meet the required operational and sponsorship budget of $500,000 / $20,000 bid fee, we ended up about 25% shy of our goal and were unable to provide a bid. In Rochester, we do not bid on any event that we do not have our financial obligation fully identified and committed to in advance. In the end, we needed an additional funding source in order to secure the event for Rochester and the State of Minnesota.

The economic and financial benefits of hosting the 5-day TGA event in Minnesota would have been $3,450,000 in direct visitor spending and nearly $6,000,000 in overall statewide economic impact. Moreover, this event would have produced nearly $300,000 in state taxes as well as $285,000 in Rochester local sales and use taxes. More than 95% of all TGA attendees would have traveled from other states to Minnesota.

Rochester's Hospitality Industry is our city's 2nd largest industry employing over 12,000 people. As our industry continues to grow and flourish, we must continue to develop and attract new events which draw visitors to the State of Minnesota and produces very important incremental revenue streams to local businesses. HF 3210 will help our ability to be competitive and win new business like the TGA to the State of Minnesota.

On behalf of our Board of Directors and stakeholders at the Rochester Convention & Visitors Bureau, I offer our full support toward SF 2840 and would encourage the committee to join us in growing Minnesota's ability to attract events to Minnesota.

Yours in Hospitality,

Brad M. Jones
Executive Director / CEO
Rochester Convention & Visitors Bureau

ASSOCIATION

March 25, 2016

The Minnesota Arrowhead Association Board approves the following Resolution of Support for Explore Minnesota's Event Funding Proposal:

The Minnesota Arrowhead Association supports Explore Minnesota in their request for an additional funding mechanism in which communities in Minnesota can bring new events to the State.

We further support a fair process in which the balance between the metro and greater Minnesota is proportioned and easily accessible to smaller communities.

While we support the event funding proposal, we believe that the funding should not impact the current budget of Explore Minnesota which is so important for the promotion of our entire state.

Sincerely,

Gene Shaw
President
Minnesota Arrowhead Association

11 East Superior Street, Suite 550 | Duluth, MN 55802 | 218-302-6378 | 888 UP NORTH

VISIT
GRAND RAPIDS
IT'S IN MINNESOTA'S NATURE

10 NE 5th Street • Suite 212 • Grand Rapids, MN • 55744
Phone: 218-326-9607 • Fax: 218-326-8219

March 25, 3016

Visit Grand Rapids, Inc. Board approves the following resolution to support the Major Event Funding Bill:

> *Visit Grand Rapids, Inc. supports Explore Minnesota in their request for an additional funding mechanism in which communities in Minnesota can bring new events to the State.*
>
> *We further support a fair process in which the balance between the metro and greater Minnesota is proportioned and easily accessible to smaller communities.*
>
> *While we support the vent funding proposal, we believe that the funding should not impact the current budget of Explore Minnesota which is so important for the promotion of our entire state.*

Sincerely,

Melissa Nordberg

Melissa Nordberg
President
Visit Grand Rapids, Inc.