

DID YOU KNOW?

A guide to
some of
Minnesota's
very own
homegrown
sporting
events.

US POND HOCKEY CHAMPIONSHIPS MINNEAPOLIS



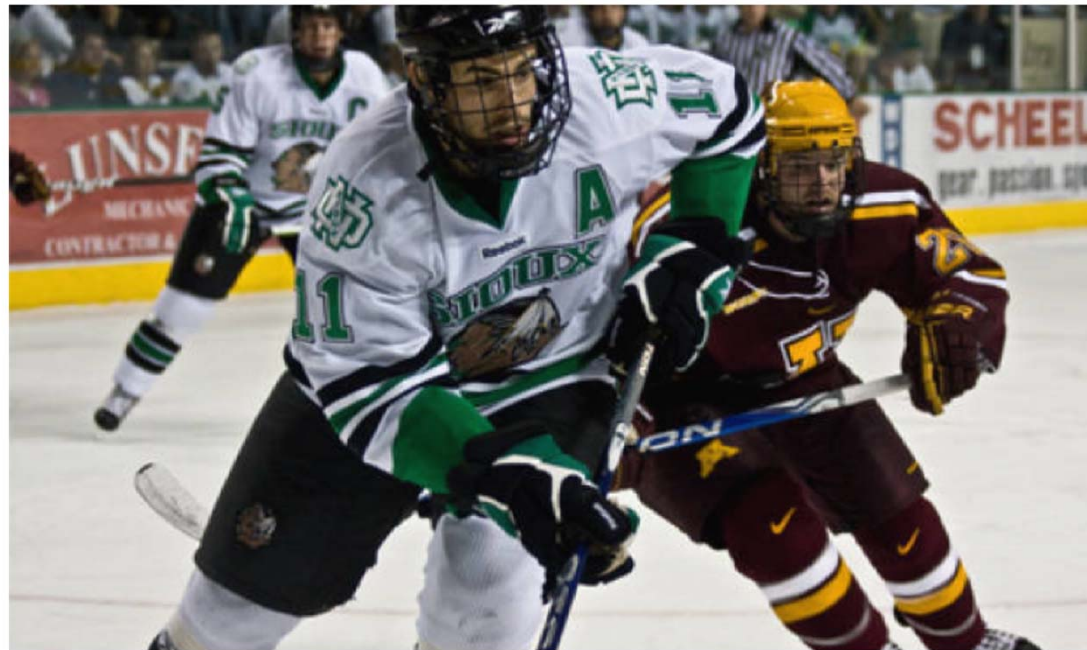
- Held each year on Lake Nokomis.
- Draws over 1,700 skaters, 35% of whom are from outside of Minnesota.
- Listed by ESPN.com as one of the “101 things that sports fans must do before they die.”

MINNESOTA IRONMAN BICYCLE RIDE STILLWATER



- The ride features 15, 25 and 50 mile courses, which can be combined to form a 100 mile ride.
- Held this year in the St. Croix River Valley, the ride has been every year since 1967, rain or shine.

COLLEGE HOCKEY



- Minnesota is home to 14 college hockey teams. Five NCAA Division I programs and 14 Division III programs.
- Every year thousands of fans from North Dakota and Wisconsin join contingents from across the country to fill St. Paul's 18,000 seat Xcel Energy Center for the WCHA Final Five.

NORTHWOODS LEAGUE



- Made up of college players, this summer league includes teams from Alexandria, Mankato, Rochester, St. Cloud, Duluth and Willmar.
- Minnesota teams play 78 home games against out of state competition this year.

GRANDMA'S MARATHON TWO HARBORS-DULUTH



- Held every year in Duluth.
- 17,208 total competitors across Grandma's Marathon, Gary Bjorklund Half Marathon and the William A. Irvin 5k.
- 30% of those were competitors came from outside of Minnesota.

TWIN CITIES MARATHON\ MINNEAPOLIS-SAINT PAUL



- On average, 30% of the 12,000 participants are from outside of Minnesota.
- Known as “The Most Beautiful Urban Marathon in America,” course runs from Mall of America Field to the state capitol in St. Paul.

LUTSEN 99ER LUTSEN



- Unique 99 mile mountain bike race high above Lake Superior.
- Heavily wooded trails, including a category 3 climb.
- Of the 350 competitors, approximately 75% come from outside of the Lutsen area.

SCHWAN'S USA CUP NATL SPORTS CENTER, BLAINE



- Over the tournament's 29 year history teams from 65 different countries have participated.
- 48 of the 50 states have been represented.
- 6.5 million visitors have attended the tournament.
- The tournament generates approximately \$21 million in out-of-state economic impact annually.

ADVANTAGES OF CREATING A HOMEGROWN EVENT

- You can size it to fit your community.
- Utilize your unique venues, terrain, community culture.
- You design the event and competition format.
- No bid fee.
- The event doesn't move.
- You build financial equity and a knowledge base every year.
- If event grows, you create jobs.
- Event can become part of your community's identity.
- Who typically owns a homegrown event?
 - Non-profit organization, individual, sport association, educational institution or a CVB within a community.
 - NOT a governing body like USA Hockey, USA Cycling, etc.

CHALLENGES OF HOMEGROWN EVENTS

- You need to create an event that the athletes want
- Fitting into the calendar of other events. Working with other event promoters in your sport.
- Marketing – recruiting athletes/teams, sponsorship, media/PR.
- No bid fee, but startup money is required. Therefore, not without risk.
- Gathering all necessary community resources – hotels, P&R, venue owners, sport leadership.
- Overcoming skeptics.
- Surviving the learning curve for staff and volunteers.
- Investing in your volunteers.
- Need to have a business plan – look ahead 10 years.

CHALLENGES OF REINVENTION AND INNOVATION

- **re-in-vent:**
- to make major changes or improvements to something
- to present something in a different or new way

- Even if an event becomes stable and successful, the market will inevitably shift underneath you. (sports rise and fall, NGB rules and seasons change, competition comes into the market, weather patterns change)
- How do you preserve event culture, knowledge, community pride and still change?
- Reinvention is hard but fun. It's best done incrementally.
- Examples of how events have reinvented and innovated.