



City of Blaine Anoka County, Minnesota

Blaine City Hall
10801 Town Sq Dr NE
Blaine MN 55449

Legislation Details (With Text)

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WORKSHOP ITEM - *Erik Thorvig, Community Development Director*

3M OPEN HOSPITALITY OPTIONS

This year’s 3M Open will be held without spectators. As a result, the city will not host a hospitality tent like in years past. The tournament has offered limited opportunities for the city to host guests. They include:

Monday and Wednesday Pro-Am Golf Events: The city has reserved a four-some for both the Monday and Wednesday Pro-Am. This is an opportunity to play 18-holes with a golf professional. The city can invite three guests each day to play. This is an extremely unique experience. There is an opportunity for one councilmember to walk with the group for a portion of the round. Staff would like to discuss who to invite, what councilmembers would be interested in walking along and the possibility of a separate meet and greet for the city council with our guests.

Commercial on the Golf Channel: The city will have a commercial prepared to be aired during the Friday telecast of the event on the Golf Channel. This is a unique marketing opportunity that has been made available to the city. North Metro TV will prepare a commercial for the city highlighting the community.

These opportunities allow the City of Blaine to host prospective businesses, developers, and/or brokers, and to market the city on a large stage.

Discuss and provide direction on the items described above.