



City of Blaine Anoka County, Minnesota

Blaine City Hall
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Legislation Details (With Text)

File #: EDA RES 18-11 **Version:** 1 **Name:** EDA Item - 3M Tourney Sponsorship

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Title: APPROVING THE EXPENDITURE OF \$120,000 TO FUND BLAINE PROMOTIONAL ACTIVITIES AT THE 2018 3M CHAMPIONSHIP GOLF EVENT

Sponsors: Erik Thorvig

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Date	Ver.	Action By	Action	Result
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ECONOMIC DEVELOPMENT AUTHORITY - *Erik Thorvig, Economic Development Coordinator*

APPROVING THE EXPENDITURE OF \$120,000 TO FUND BLAINE PROMOTIONAL ACTIVITIES AT THE 2018 3M CHAMPIONSHIP GOLF EVENT

Since 2001 the City of Blaine (EDA) has hosted a tent at the 3M Championship, a PGA golf tournament that brings the national spotlight to Blaine. This year’s event will be held July 30-August 5. Because of the interest in this event, Blaine has been able to use it as a unique economic development tool to highlight the industrial and commercial opportunities for businesses. The 3M Championship created a total of \$18.7 million in economic impact in 2010. (March 2011 University of Minnesota report).

Each day the city is allotted 100 tickets for the tent. Invitations target existing and new Blaine businesses, general corporate location consultants, and real estate and development contacts. Last year the city’s share of tickets were fully utilized Friday-Sunday. Feedback from the guests is very appreciative and positive about the event. The tent is staffed Friday-Sunday during the tournament. Friday morning will be focused on economic development programming with presentations and discussion on the Anoka County Economic Development Initiative, GreaterMSP and business success stories from the region.

The tent contribution and sponsorship is \$100,000 plus the actual food and beverage cost. These proceeds provide financial support to charitable causes that has totaled over \$25 million since the tournament started in 1993. For this year’s event it is proposed the EDA contribute

\$100,000 plus catering costs. The 2018 EDA budget included \$135,000 for this event as it was anticipated that Anoka County would not be participating in the tent again this year. Anoka County and Blaine will be sharing the tent this year, therefore reducing the food and beverage costs as they are split between the two groups. Costs for the event would breakdown as follows:

Skybox Sponsorship	\$100,000
Catering/Marketing	\$20,000

By motion, approve the Resolution.

BE IT RESOLVED by the Board of Commissioners (the “Board”) of the Blaine Economic Development Authority (the “EDA”), as follows:

WHEREAS, it is one of the goals and purposes of the Blaine EDA to improve the community, strengthen the tax base and enhance employment opportunities; and

WHEREAS, the 3M Championship created a total of \$18.7 million in economic impact in 2010; and

WHEREAS, the 3M Championship has subsidized this effort by making a tent available to the City of Blaine; and

WHEREAS, the EDA will make a contribution towards the tent of \$100,000 plus actual marketing and catering costs of approximately \$20,000; and

NOW, THEREFORE, BE IT RESOLVED, by the Board of Commissioners of the Blaine Economic Development Authority, City of Blaine, Minnesota, that the President and Executive Director of the Blaine Economic Development Authority are hereby authorized to expend said funds to promote the City of Blaine at the 3M Championship Tournament held at the TPC Golf Course in Blaine, July 30 - August 5, 2018.

PASSED by the Blaine Economic Development Authority this 21st day of June, 2018.