



City of Blaine Anoka County, Minnesota

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WORKSHOP ITEM - *Erik J. Thorvig, Community Development Director*

3M OPEN ECONOMIC DEVELOPMENT RECAP

It's been a month since the 3M Open. Staff wanted to provide a brief recap on the attendance at the Blaine hospitality tent, media coverage/reception of the tournament and receive feedback for economic development efforts leading into next year's event.

Hospitality Tent

The tent was available Tuesday through Sunday and the city was provided with 40 tickets per day for guests. Staff were encouraged by the variety and quality of guests this year as compared to recent years. The following is a general breakdown of attendees:

Business Type	Number of Attendees
Financial Institutions	9
Existing Blaine Businesses	16
Real Estate Developers	14
Real Estate Brokers	7
Prospective Businesses	7
Other Anoka County Cities	7

Media Coverage/Tournament Reception

The tournament was highlighted by national and worldwide news stations throughout the week with CBS coverage over the weekend. Staff did several local media interviews on the economic impact of the tournament for Blaine and the reception from players, spectators, media and tournament workers were extremely positive. People were complimentary of the golf course,

ease of parking/transportation, hospitality and the overall appearance of the city.

Here is a list of the 3M Open media coverage that focused on Blaine.

- Star Tribune - With the PGA Tour heading to town, Blaine braces for big stage
- WCCO TV - 'It's Going To Be Special': Golf Fans Flock To Blaine For 3M Open
- WCCO Radio - Economic development interview
- WCCO Radio - Public safety interview
- MPR News - Economic development interview
- MPR News - Public safety interview
- ABC Newspapers - No major public safety issues at 3M Open
- North Metro TV - 3M Open Brings Big-Time Golf, Thousands of Fans to North Metro For Holiday Weekend
- North Metro TV - Blaine Prepares for 3M Open
- North Metro TV - Blaine Provides Information on 3M Open
- North Metro TV - 3M Open Predicts Big Economic Impact
- Princeton Union-Times - Blaine, golf's biggest stars get set for inaugural 3M Open

Based on comments from the city council at a recent workshop, staff would like further discussion on the following topics:

1. The role of the elected official - setting expectations
2. Targeted recruitment for the hospitality tent - focus areas
3. Talking points and key engagements - key messages

Discuss the topics and provide feedback.