



City of Blaine Anoka County, Minnesota

Blaine City Hall
10801 Town Sq Dr NE
Blaine MN 55449

Legislation Text

File #: EDA RES 17-08, Version: 1

EDA - Erik Thorvig, *Economic Development Coordinator*

APPROVING THE EXPENDITURE OF \$135,821 TO FUND BLAINE PROMOTIONAL ACTIVITIES AT THE 2017 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 31-August 6. 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 150 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 Thursday-Sunday during the tournament.

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 2017 EDA budget included \$125,000 for this event. In years past Anoka County co-hosted the tent and food costs were split between each group. Anoka County has chosen not to participate in the tent this year therefore we have to absorb the total food costs. Costs for the event would breakdown as follows:

Skybox Sponsorship	\$100,000
Catering/Marketing	\$35,821

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 \$35,821; 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 31 - August 6, 2017.

PASSED by the Blaine Economic Development Authority this 13th day of July, 2017.