MINNESOTA’S CONVENTIONAL WISDOM PAYS OFF

2008 Republican National Convention Impact Report
Minneapolis Saint Paul 2008 Host Committee
The 2008 Republican National Convention, held September 1-4, put Minneapolis Saint Paul and the surrounding area on the map as an amazing place to host a world-class event, convention or meeting as well as a first-rate place to visit.

While the official Convention activities lasted just a few days, the community came together and worked tirelessly to prepare for the historic event, which is second only to the Olympics in the amount of exposure it brings to an area. Individuals, regardless of their political affiliation; city, state and federal officials and their staffs; businesses large and small; the arts community; parks and recreation community; and local residents gave their time, talent and dollars to ensure that our 45,000 guests returned home with a positive view of Minneapolis Saint Paul.

The following report outlines numerous activities and events that surrounded the making of the 2008 Republican National Convention. While there are many people and organizations to mention, the event would not have occurred without the work of the Minneapolis Saint Paul 2008 Host Committee – a nonprofit, nonpartisan organization charged with raising $58 million for the Convention to reduce the financial burden on the host cities. The Host Committee also recruited and trained 10,000 volunteers, facilitated the delegate experience and helped communicate the benefits of this area to media and visitors.

In addition, businesses generously did their part to make this event a reality by donating money, offering discounts on products and services, and enabling employees to volunteer their time.

The host cities spruced up, rolled out the red carpet and most importantly let the world know that Minneapolis Saint Paul is a great place to work, vacation, invest and live.

2008
REPUBLICAN NATIONAL CONVENTION
IMPACT REPORT
Hosting the 2008 Republican National Convention – one of the largest events that can be held in a city – positively benefitted the economies of Minneapolis Saint Paul and the surrounding area in numerous ways.

Overall, the Convention resulted in nearly $170 million in new spending in the greater Minneapolis Saint Paul area.

Here are just a few numbers that illustrate the benefits:

- 45,000 people came to town for the Convention and took in the sights, sounds and culture of Minneapolis Saint Paul.
- About 2,800 jobs and $100 million in wages came to the Minneapolis Saint Paul area in conjunction with this Convention.
- On average, Convention visitors stayed in the area for six days and spent $1,600 for lodging, food, transportation and activities.
- 12,000 hotel rooms were booked in 100 hotels in Minneapolis, Saint Paul, Bloomington and the surrounding suburbs.
- Hotel occupancy rates in downtown Minneapolis ranged from 90-95 percent compared to 50-60 percent during the same time the previous year. Saint Paul reported occupancy rates at 90-95 percent compared to 70 percent the previous year.
- 300 hospitality events occurred at venues around the Minneapolis Saint Paul area.
- More than 10,000 guests including national and international media attended the Media Party held on the Mississippi Riverfront between the Guthrie Theater and the MEC City Museum. Attendees dined on home-grown food prepared by area restaurants, enjoyed local entertainment and took in the diverse riverfront architecture.
- CivicFest: A Very Minnesota Celebration – this 300,000 square-foot event at the Minneapolis Convention Center featured more than 35 exhibits including a replica of the Oval Office, a replica of Air Force One, a miniature White House, dresses worn by former First Ladies and much more.
- More than 9,000 guests attended the Delegate Party at the Minneapolis Convention Center with CivicFest as a backdrop and saw exhibits about Minnesota business and innovation.
- The Convention was held at the Xcel Energy Center and the press was conveniently housed at the adjacent Saint Paul River Center.
- Approximately 100 local entertainment acts performed at more than 60 venues during spark24 – a round-the-clock marathon of free entertainment featuring local musicians, actors and theater companies that showcased the best of the world-class arts scene of Minneapolis Saint Paul.
- Hundreds of people logged more than 700 miles during the three-day More to Tri Fitness Challenge that showcased Minneapolis Saint Paul's urban green landscape and highlighted the cities' commitment to healthy and active lifestyles. Minneapolis Mayor R.T. Rybak welcomed early morning fitness enthusiasts and participated in the events.
- The Minneapolis Institute of Arts hosted the “Hail to the Chief” exhibit that featured historic memorabilia from past presidents and administrations.
LANDING IN THE PLUS COLUMN

The 2008 Republican National Convention exceeded expectations on many levels — including the economic impact the Convention had on the local economy. Nearly $170 million in new money was generated for Minneapolis, Saint Paul and the surrounding area as a result of the Convention. The new dollars included more than $153 million in direct economic impact and more than $15 million in indirect impact.

Major new revenue was generated through security, hotels and accommodations, retail and services, Host Committee activities and the Convention complex. In addition, significant money was collected through income, sales, lodging, entertainment and gas taxes. Other significant impacts included technology and telecommunications, transportation, Convention production and entertainment.

Not only did the Minneapolis Saint Paul 2008 Host Committee raise enough money to fund the Convention, it ended the fundraising process with a surplus of nearly $7 million, which was divided and donated to the Saint Paul Foundation, the Minneapolis Foundation and the Minnesota Foundation. This was the largest surplus ever donated by a Convention Host Committee.

Not counted in these totals are the hundreds of thousands of dollars donated by companies and organizations in computer equipment, clothing, office furniture, office supplies and food that was used during the Convention. The Host Committee donated the majority of these items to local organizations post-Convention.

The report and graphic illustrate what we knew all along, that hosting an event of this magnitude would positively benefit our economy both in the short term and the long term.

ECONOMIC IMPACT ANALYSIS

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<td>1 Host Committee Activities &amp; Administration</td>
<td>$18,975,000</td>
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<td>2 Convention Complex</td>
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<td>3 Hotels &amp; Accommodations</td>
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<td>4 Transportation</td>
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<td>6 Retail &amp; Service Sales</td>
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<tr>
<td><strong>Total Direct Economic Impact</strong></td>
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<td>† <strong>Total Direct &amp; Indirect Impact</strong></td>
<td>$166,192,000</td>
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* Indirect impacts are additional or multiplier effects of spending created as the result of the direct expenditures. The direct economic impact was determined using data provided by the Minneapolis Saint Paul 2008 Host Committee, various state and other organizations including the cities of Saint Paul and Minneapolis, the convention bureaus of both cities, the University of Minnesota’s Center for Tourism, the State Departments of Employment and Economic Development and the Department of Revenue, as well as the Metropolitan Council and Metropolitan Airports Commission, a number of retailers and cultural venues, and the consultants’ estimates. The economic feasibility study was compiled by Dave Brennan, University of St. Thomas Professor and co-director of the Institute for Retailing Excellence.

** Supplied by the city of Saint Paul.
† Approximate number.
†† The economic impacts described in this report were derived using the Department of Employment and Economic Development’s (DEED) aggregate multiplier using the IMPLAN model that was utilized for DEED’s December 2007 report titled “Economic Impacts of 2008 Republican National Convention,” which provided pre-Convention projections. The aggregate multiplier used in that report was 1.0943395. While this is a conservative multiplier, it was used in an effort to keep the estimates of this report and the 2007 report comparable. Not all Conventions utilized this model to reach their economic impact estimates.
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OUR LEGACY
Cities, organizations, businesses, government officials and residents came together in an unprecedented show of support to make the event a success and created a legacy of partnership and cooperation that will live beyond the Convention. From elected officials including Minnesota Governor Tim Pawlenty, U.S. Senator Norm Coleman, Minneapolis Mayor R.T. Rybak, Saint Paul Mayor Chris Coleman and Bloomington Mayor Gene Winstead to area convention and visitors bureaus including Meet Minneapolis, the Saint Paul Convention and Visitors Authority and the Bloomington Convention and Visitors Bureau, as well as Mall of America and the thousands of residents who joined in volunteer efforts to welcome visitors, spruce up the area and more – this was truly an amazing example of collaboration and teamwork among Minnesotans.

From Point A to Point B, Flawlessly
Minneapolis Saint Paul successfully managed a massive transportation system that included moving 350 buses between the two cities without disrupting traffic. It also involved changing traffic patterns around the Xcel Energy Center, creating a new Interstate 35 off-ramp for buses, cutting curbs, moving traffic islands and relocating and transporting thousands of parkers in downtown Saint Paul for a week during the Convention.

Safe and Secure
Minneapolis Saint Paul has some of the most well-trained, well-equipped and effective law enforcement and emergency management agencies in the country. Yet maintaining safety and security during an event of this magnitude required that Minneapolis and Saint Paul law enforcement and emergency officials, along with those from the seven-county metro area, partner like never before.

Planning and preparations began more than a year in advance, and included dozens of federal and state public safety and homeland security agencies. Hundreds of police officers, firefighters and other emergency responders received training on handling safety and security issues for a large-scale event.

Collaborative planning, joint operations centers and a network of public safety cameras and common communications channels allowed all these agencies to work together with real time information throughout the Convention. This collaboration ensured that there was appropriate law enforcement preparations and staffing to cover all of the large- and small-scale events that also occurred throughout Minneapolis Saint Paul during the Convention, and that transportation to the venues was safe and well-managed.

A Little Northern Exposure
Minneapolis Saint Paul and the surrounding suburbs were poised and excited to host an event that would bring 45,000 visitors to the area, many of whom had never been here before. This was our opportunity to make a great first impression and also correct misconceptions.

One of the main goals in hosting the 2008 Republican National Convention was to educate the 15,000 national and international media about Minneapolis Saint Paul and communicate our strengths that include a thriving business community, vibrant arts and theater community, year-round recreation, great entertainment, fine dining and unrivaled shopping. To do this, the Host Committee regularly sent out information about the area in creative mailings ahead of the Convention; conducted a New York and Washington, D.C. 100-day out media tour that included a press conference at the National Press Club in Washington, D.C.; hosted more than a dozen local press conferences to get Minnesotans excited about hosting the Convention; coordinated the development of a TV ad that played during the week of the Convention; and hosted a media resource room at the Convention to provide information and ongoing support to media throughout the event.

Several networks broadcast from a variety of locations including:

• MSNBC broadcast several of its shows live from Rice Park in Saint Paul including Hardball with Chris Matthews, The Rachel Maddow Show and Countdown with Keith Olbermann.
• MSNBC's Morning Joe broadcast live from Key's Café in Saint Paul.
• The Daily Show with Jon Stewart broadcast from the Minnesota History Theater.
• CNN set up shop in the Eagle Street Grille, located across the street from the Xcel Energy Center in Saint Paul.
• FOX set up a huge broadcast tent across from the Xcel Energy Center and went live for five days of political coverage.
• Hundreds of media outlets shot footage from a variety of venues throughout the host cities that was seen in homes around the country and around the world.
PRICELESS MEDIA ATTENTION

The event earned Minneapolis Saint Paul more than 10 billion media impressions, which is the equivalent of a $407 million advertising campaign or 150 Super Bowl ads.

People are talking:

“A closer look at the Twin Cities reveals an urban area that works…an oft-overlooked but thriving Midwest scene that, locals say, is both citified and homespun.”

Washington Times

“There is a depth of cultural amenities in Minneapolis, and its not-so-twin city St. Paul, that will surprise a first-time visitor.”

New York Times

“A strong tradition of philanthropy has made the region a cultural powerhouse. And those outlays have transformed a spot occasionally called America’s Icebox into a magnet for young talent.”

Financial Times

“The spirit of modern-day Minneapolis and St. Paul springs from the setting of America’s heartland. Even as skyscrapers rose from the vast Midwestern prairie where it abuts the banks of the Mississippi, people honored the values of pioneers and entrepreneurs who planted their ambitions on that prairie.”

Christian Science Monitor

“The city laid out its finest food, music and stunning riverfront scenery for thousands of delegates, VIPs and media last night at the opening party of the GOP convention, a bash that rivaled anything that we’ve seen at these conventions. It’s a jewel of a city, and the convention crowds congregated last night downtown at the historic riverfront to kick it all off, munching on excellent local foods – fresh grilled corn, Portobello mushrooms, sliders, wild rice pilaf, etc. – enjoying city highlights like the Guthrie Museum, the big blue architectural jewel. A five-star party but the city of Minneapolis was the star, and a memorable one.”

Sfgate.com

“How can you stay a snarky, jaded journalist when these relentlessly nice folks with accents like the cast of the movie “Fargo” keep smiling and insisting that you eat another ear of roasted sweet corn? Not just any corn on the cob, mind you. Minnesota sweet corn that probably won a blue ribbon at the state fair going on across town… Such was the scene at the Saturday night “Media Party” thrown by the Twin Cities… The Guthrie Theater is a sleek, elegant place… It has fantastic views of the city and river.”

Palmbeachpost.com
SHOWCASING “MINNESOTA NICE”

More than 10,000 recruited volunteers rolled out the red carpet and assisted with activities surrounding the 2008 Republican National Convention. Volunteers were utilized in a variety of locations during the event, including greeting visitors at the MSP International Airport and hotels, and providing information at the various event venues and special events, including CivicFest.

Rolling out the red carpet:

• 45,000 visitors were personally greeted at MSP International Airport by Minnesota volunteers.

• 70,000 welcome buttons were distributed and worn by volunteers, hotel staff, restaurant staff, Convention staff and airport greeters.

• 600 welcome banners were posted throughout Minneapolis Saint Paul.

• 65,000 snack boxes were provided by General Mills and distributed at MSP International Airport and hotels.

• Minneapolis Saint Paul launched a Spruce Up Campaign to paint, primp and plant flowers in preparation for the 45,000 visitors.

• Mayors from the area joined other local dignitaries to wash dozens of taxis the week before the event.

• 25,000 “Wish You Were Here” postcards were mailed to Convention attendees’ friends and families, compliments of Xcel Energy Center.

• More than 350 buses transported delegates and visitors using 26 routes to various locations.

• Nearly 850 cabs participated in reciprocity between Minneapolis and Saint Paul.

• Area destination marketing organizations filled 1,400 volunteer positions with 600 destination experts at more than 50 hotels to welcome visitors, provide directions and distribute information about the cities. Volunteers distributed 5,000 official 2008 RNC Minneapolis Saint Paul maps.

• More than 1,000 people logged on to Minneapolis’ wireless network during the Convention week, taking advantage of Minneapolis’ Free Wireless Wednesday and the USI Wireless and MySpace kiosks along Nicollet Mall.
In addition to the Convention activities, Minneapolis hosted CivicFest: A Very Minnesota Celebration at the Minneapolis Convention Center August 29 – September 4. CivicFest was a vibrant, non-partisan festival celebrating the history of Minnesota and the country, democracy and the office of the U.S. presidency.

The family-friendly, once-in-a-lifetime 300,000 square-foot event featured more than 35 educational exhibits plus historic memorabilia and artifacts including:

- 20-foot by 60-foot Smithsonian model of the White House featuring minute details of the residence
- Replica of the President’s desk in the White House Oval Office where individuals could sign a bill into law
- Life-sized replica of Air Force One fuselage
- Innovation Nation exhibit recognizing Minnesota innovators
- Objects from 12 presidential libraries
- Dresses worn by the former First Ladies
- Historical flags
- 60,000 square-foot marketplace selling Minnesota products

More than 75,000 people toured the exhibit including First Lady Laura Bush and Cindy and Meghan McCain, the wife and daughter of the Republican nominee John McCain. Proceeds from CivicFest were donated to hurricane relief efforts because the event took place shortly after Hurricane Gustav hit the Gulf Coast.
RED, WHITE, BLUE & GREEN

BIG IMPACT, SMALL FOOTPRINT

It was a major goal for all individuals involved in the planning of the 2008 Republican National Convention to make the large-scale event eco-friendly.

Efforts included utilizing hybrid vehicles; providing information and applications online versus in print for volunteers, delegates and media; printing materials on recycled paper or other alternative types of material including producing the 45,000 GOParty Cards for delegates and media on a bio-plastic material derived entirely from plants; conducting volunteer training virtually; and creating an office environment for Convention planners and staff that was equipped with recycled furniture, carpet and office supplies. Also, 80 percent of Convention employees lived within walking distance to the offices, decreasing the need for public transportation or cars.

In addition, the Host Committee joined forces with Waste Management and Coca-Cola Recycling to develop a first-of-its-kind “closed-loop” recycling program that enabled all of the recyclable material at the Xcel Energy Center and Saint Paul River Center to be recycled in the Minneapolis Saint Paul area. All polyethylene terephthalate plastic bottles and aluminum cans were shipped to the Coca-Cola bottling plant in Eagan, MN, and processed into new bottles and cans. Waste Management recycled all of the paper and cardboard recovered at the event. Nearly 300 recycling bins and waste containers were placed throughout the Xcel Energy Center and Saint Paul River Center.

Nearly 2,000 people also utilized bikes for transportation as part of the Freewheelin’ Bike Share Program.
MIDDLE OF THE COUNTRY BUT HARDLY MIDDLE OF THE ROAD

From Post-it Notes to Pacemakers, Minneapolis Saint Paul is a community of innovators, ideas and ingenuity with an amazing story to tell. The area came together during this historic event to highlight all that is great about Minneapolis Saint Paul and the surrounding area to our 45,000 visitors and the millions who witnessed the 2008 Republican National Convention through media coverage.

Minnesotans from far and wide jumped in and got involved. City, state and business leaders along with residents came together regardless of political party affiliation to put on a show that was second to none. We showcased the vibrant communities, innovative businesses including 20 Fortune 500 companies; theater and arts offerings that rival New York’s; amazing natural resources with more shoreline than Hawaii, Florida and California combined and more than 22 lakes within the metro area; and shopping and dining that are among the best in the country.

With the eyes of the nation and the world on Minneapolis Saint Paul, the Convention offered a tremendous opportunity to create thousands of ambassadors who can spread the message that this area has a plethora of amazing resources to offer visitors, business owners, students and residents alike.

The 2008 Republican National Convention benefited the area financially and also established it as a place that welcomes its visitors and shows them an amazing experience from the moment they arrive. This was truly an opportunity to educate, entertain and excite a worldwide audience. Minneapolis Saint Paul and the surrounding area met and exceeded that challenge, and looks forward to many more.