



EXP 
2027
MINNESOTA • USA

Healthy People, Healthy Planet

Wellness and Well-being for All



Doing the Unthinkable Major Milestones



2016

Signature of U.S. President Barack Obama.



2017

Unanimous Law passed by Congress.
House– led by Rep. Emmer,
Senate – led by Sen. Klobuchar



2017

Signature of U.S. President Donald Trump.



2018

Minnesota forms Expo 2027 Bid Committee



2021

Signature of U.S. President Joe Biden.



It is Official

Minnesota's second bid becomes America's bid and is fully endorsed by the U.S. Government

Impact of a modern World's Fair



93

Days



62

Acres Maximum



7.6 million

Unique Visitors



1 billion

Global Viewers

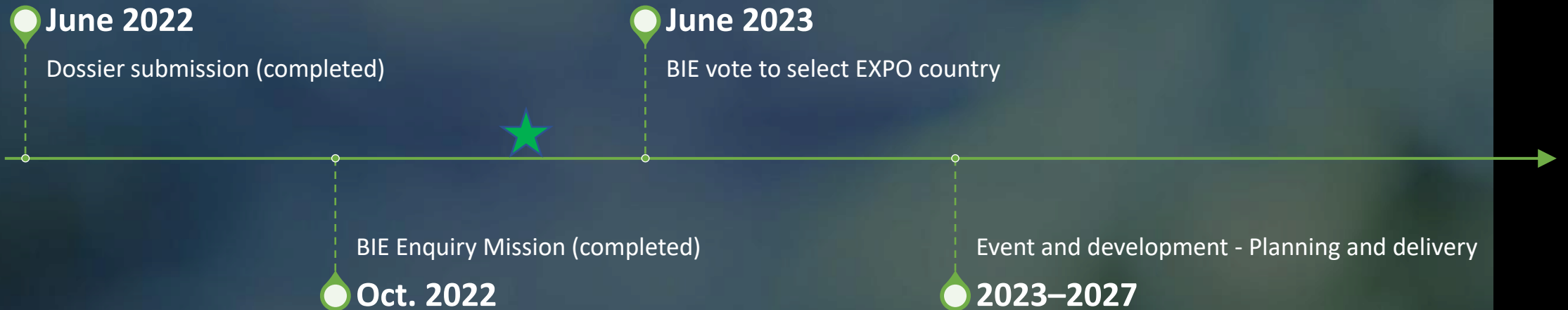


\$2+ billion

Economic Impact



Timeline



Opportunity By the Numbers



Expo 2027 Will Help to Better Position the United States on the World Stage:

Over 7.6 million attendees are expected, and the Expo will afford the U.S. and Minnesota a unique PR and positioning opportunity and will support future tourism and business investment.



Expo 2027 Will Promote a Healthy Job Market: Expo 2027 will support of 33,000 jobs in the United States, including 17,000 in Minnesota.



Expo 2027 Will Directly Benefit National and Local Businesses: Nearly 90% of Expo attendance will come from non-resident visitors to the MSP metro area. International visitors will travel to MSP and other U.S. destinations during an average trip of 12 days, spending a total of nearly 3 million days in the United States.



Expo 2027 Will Generate Tax Revenue to Support State, Local & Federal Government: About \$103 per non-resident visitor will be collected in tax receipts, \$50 of which will go to state & local authorities.



The main logo for "Expo 2027 Minnesota USA" is positioned on the right side of the page. It features the word "EXPO" in large, bold, multi-colored letters: "E" is dark blue, "X" is light blue, "P" is orange, and "O" is a circular ring composed of many small, multi-colored segments. Below "EXPO" are the numbers "2027" in large, bold, multi-colored letters: "2" is orange, "0" is green, "2" is purple, and "7" is blue. At the bottom of the logo, the text "MINNESOTA • USA" is written in a black, sans-serif font.

www.Expo2027.us