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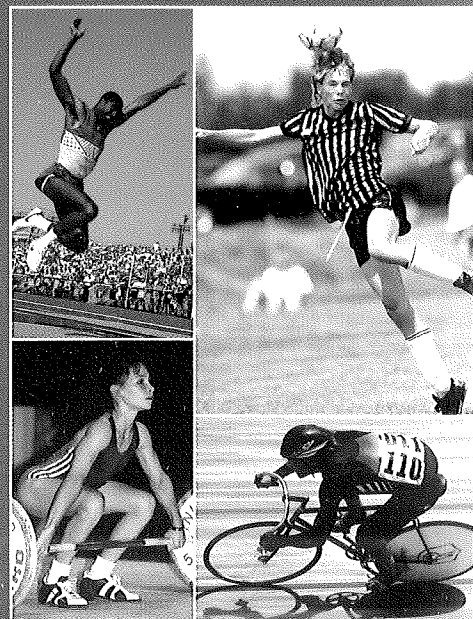
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Minnesota Amateur
Sports Commission
1987 - 1992



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The purpose of the Minnesota Amateur Sports Commission (MASC) is to elevate the social and economic benefits of sport to enrich the lives of all Minnesotans.

MASC Mission Statement



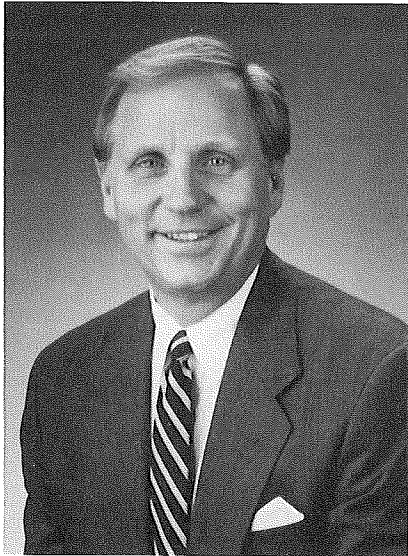
MASC Board Members

1987 – 1993

Matt Blair	Jordan
Herb Brooks	Shoreview
Walter Bush Jr.	Edina
Neil Christenson	Coon Rapids
John Daniels, Jr.	Minneapolis
B.T. (Tom) Duffy	Minneapolis
Wayne Faris	Sunfish Lake
Yvette Haskins	Minnetonka
Senator Janet Johnson	North Branch
Andrea Hart Kajer	St. Paul
Janet Karvonen	Eden Prairie
Margaret (Peggy) Lucas	Minneapolis
Senator Bill Luther	Brooklyn Park
Judy Mahle Lutter	St. Paul
Robert McGann	Wayzata
Sallye McKee	Minneapolis
Scott Mitchell	Minnetonka
Tanna Moore	Excelsior
Alex Rowell	Chanhassen
Rep. Thomas Rukavina	Virginia
David Stead	Coon Rapids
Howard (Chub) Stewart	Rochester
Robert Vekich	St. Paul

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Dear Fellow Minnesotans

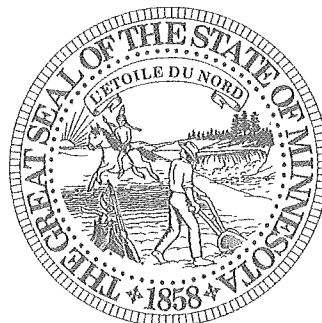
We in Minnesota share a unique enthusiasm for amateur sports. More than half of our state's citizens are actively engaged in organized athletic activity. Nearly as important as the benefits to our personal health and well-being, amateur sports contribute mightily to our economy, attracts visitors to Minnesota and give Minnesotans greater entertainment options and enthusiasm for life.

This is the backdrop for the creation of the Minnesota Amateur Sports Commission. Now, several years later, we can assess our investment in the MASC in terms of the Commission's stated mission and goals in the report which follows.

The physical infrastructure is largely in place; we have developed numerous home-grown activities, and we've attracted a noteworthy list of events. Of equal importance during this time of fiscal restraint, the MASC has forged an intricate framework of partnerships among public and private enterprises which has made it virtually self-sustaining.

I applaud the MASC for its achievements and for the creative and businesslike way in which it applies amateur sport to enlarge both our human capacity and our economy. Their work has contributed immensely to Minnesota's special quality of life.

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Warmest regards,

A handwritten signature in dark ink that reads "Arne H. Carlson".

ARNE H. CARLSON

Governor

Minnesota Amateur Sports Commission

The MASC was created in 1987 by the Minnesota State Legislature as the caretaker of Minnesota's amateur sports environment. Since then, the MASC has made enormous strides in accomplishing its goals and Minnesota is considered a national role model for its proactive methods in nurturing amateur sports.

Minnesota was the first state to create a government agency devoted to maximizing the social and economic benefits of amateur sports. Several states now have agencies modeled after the MASC and dozens of sports commissions have emerged across the nation.

From its beginning, goals set for the MASC were ambitious and visionary. Following approvals by the Legislature, partnerships were formed with local governments, community leaders, and with knowledgeable members of sports organizations. The Sports Commission supervised planning and construction of facilities throughout Minnesota at a cost of \$35 million. Returns on this investment were realized almost immediately: greater sport opportunities for thousands of Minnesotans and hundreds of millions of dollars in economic benefit through major events stimulated - at least in part - by creation of the MASC.

MASC Goals

- **To create economic development through amateur sport**

- by attracting major sport events to Minnesota.
- by developing Minnesota's annual sport events, camps and programs.
- by assisting Minnesota communities in developing local sports tourism.

- **To create the maximum opportunity for sport participation for all Minnesotans**

- by sponsoring an Olympic-style summer and winter state games.
- by targeting special programs to increase opportunity for women, seniors and disadvantaged.
- by supporting Minnesota's amateur sport associations and organizations.

- **To establish Minnesota as a national model for the Olympic and amateur sport movement**

- by developing Olympic caliber training and event facilities for all winter and summer sports.
- by establishing relationships with the national governing bodies and other sport organizations.

Greetings From the Chairman

The Minnesota Amateur Sports Commission came into being in the spring of 1987. A year later, we presented our first major program, the Star of the North State Games. This annual, state-wide version of the Olympics, involving Minnesotans of all ages and skill levels, now is among scores of MASC events which foster healthy, vigorous life styles and contribute to our economy.

Just as Olympians measure themselves through competition every four years, the MASC is issuing this Quadrennial Report to indicate progress toward goals we set for ourselves when the Minnesota Legislature chartered the MASC to extract maximum value from amateur sports.

To our delight, we find that a four year phase provided sufficient time to complete the lion's-share of recommended facilities throughout Minnesota; to attract a breath-taking array of major sporting events; to create and nurture myriad activities for the two million Minnesotans who enjoy participation in sport, and to apply our



experiences toward mapping strategies into the future.

We view ourselves as caretakers of public facilities and programs designed to help Minnesotans attain personal goals through sports competition and healthful exercise. Simultaneously, we strive to bring maximum benefits to our state's economy. We invite your comment.

Sincerely,

A handwritten signature in dark ink, appearing to read "B.T. Duffy".

B.T. (Tom) Duffy
Chairman, MASC

Maximizing Social and Economic Growth

Creation of the MASC provided a catalyst for dramatic social and economic benefits to Minnesota's sports community. Stimulated by the Minnesota Legislature, Governors and their staffs, and by sport, civic and business leaders statewide, Minnesota has developed the most comprehensive amateur sports initiative in America.

The MASC has led the way to

- bringing over \$32 million in economic impact from new facilities.
- creating more than 2,200,000 new amateur sport opportunities through new and improved facilities.
- engaging more than 3,000 volunteer leaders statewide as MASC program and committee leaders.

The MASC has been a partner in

- securing over 250 national/international championship events to Minnesota, and increasing the annual average to 40.
- bringing more than \$225 million in economic impact from amateur sports and increasing the annual average to nearly \$40 million.
- supporting Minnesota's amateur sport organizations and nurturing participation from 1.2 million in 1987 to nearly 1.4 million today.



U.S. Olympic Festival - '90

Facilities

While sports activities do not always require specially-designed facilities, many opportunities are lost if people do not have access to venues such as playing fields, tennis courts, or running tracks in the out-of-doors, as well as more sophisticated, weatherized structures required for year-around enjoyment in Minnesota.

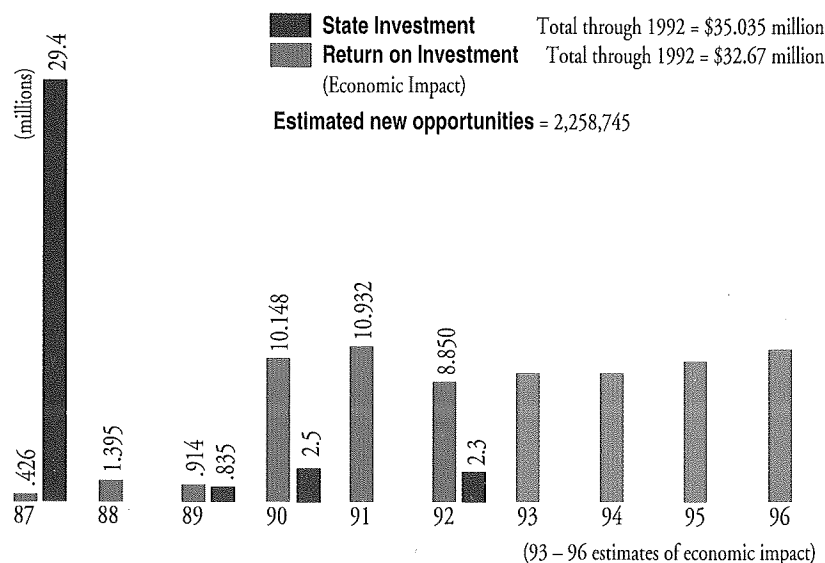
The MASC outlined the need to improve our state's physical plant for sport; a network of facilities to be used by Minnesotans to pursue their athletic dreams and as revenue-producing centers for major national events and on-going programs.

Today, Minnesota has one of the premier sport facility networks in the nation. We are now capable of accommodating virtually all of the Olympic summer sports and 11 of the 14 sports which comprise the Winter Olympics. Unlike Olympic training centers in Colorado or New York, facilities in our state are accessible to every person who wishes to use them.

Our primary goal in building and improving facilities has been to serve the needs of athletes. Our measurements indicated that they have brought amateur sport opportunities to more than 2,200,000 people. But they are also intended to bring self-sufficiency to amateur sports. After four years of operations, economic impact already totals an estimated \$32.67 million. This continues to swell, measured against the original investment of \$35.035 million.

Cumulative Investment and Impact

(U of M Aquatic Center, National Sports Center, National Hockey Center, Giants Ridge Recreation Area, National Whitewater/Kayak Center and Ole Mangseth Ski Jump)



MASC Funded Facilities

- U of M Aquatic Center
- National Sports Center
- National Hockey Center
- Giants Ridge Recreation Area
- National Whitewater/Kayak Center
- Ole Mangseth Memorial Ski Jump
- John Rose Minnesota Oval
- Minnesota Holmenkollen

"The versatility of facilities in and around the Twin Cities would seem to offer an advantage over many areas as cities nationwide bid for dozens of collegiate, national and international championships looking for a prosperous home."

L.A. Times, July 1990

Annual State Investment and Return (Economic Impact) From Six Completed Facilities

Return on investment (economic impact) for each of the six completed facilities was determined by calculating the direct spending from major national and international events at these facilities and using a 1.6 multiplier. *Note: Economic impact figures represent the total impact from each facility, regardless of whether it was fully or partially funded by the MASC.

University of Minnesota Aquatic Center Minneapolis

Sports

Diving
Swimming
Synchronized Swimming
Water Polo

Major Events and Programs

Annual

Home of U of M Men's and Women's
Swimming and Diving
High School and Club Events and
Training

Minnesota Swimming Inc. Events

1990

U.S. Olympic Festival Swimming
Midwest Senior Championships

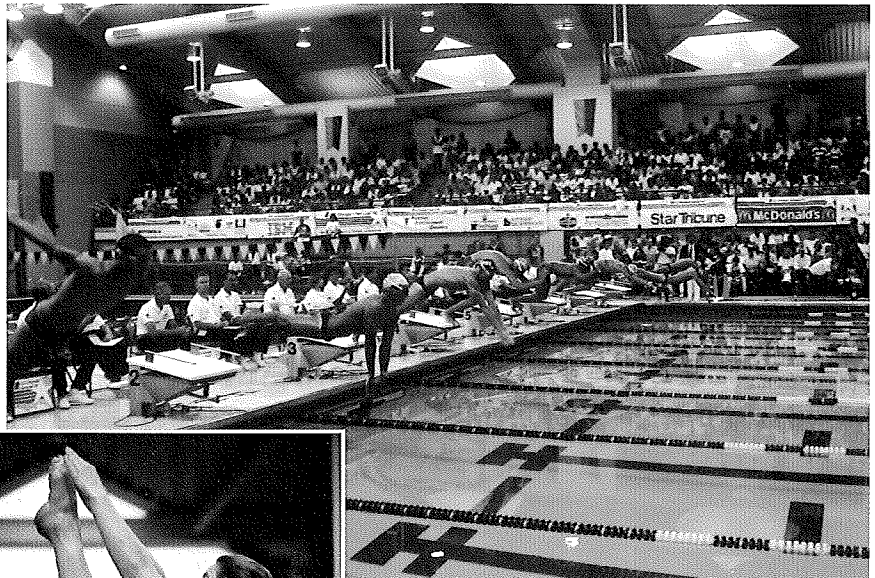
1991

U.S. Diving National Masters
Championships
U.S. Swimming National Team
Training
Women's Big 10 Collegiate
Swimming and Diving
Championships

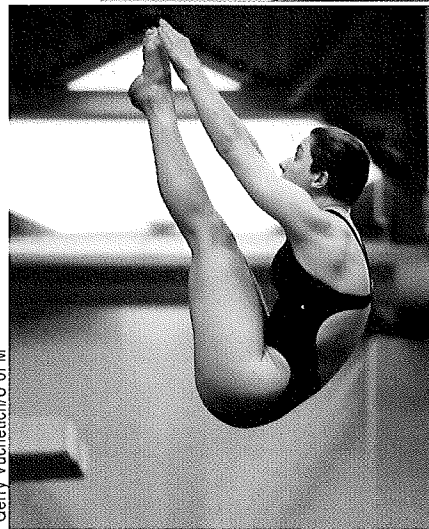
U.S. Open Swimming
Championships
U.S. Diving Phillips 66 National
Championships
Central Zone Swimming
Championships
International Special Olympics

1992

Men's Big 10 Collegiate Swimming
and Diving Championships
NCAA Zone Diving Championships
Minnesota Swimming/USS Zone
Meet
Junior Olympics Invitational Diving
National Junior Olympic
Synchronized Swimming Regional
Championships



D. Waits / U.S. Olympic Festival



Gerry Vuchetich/U of M

Situated on its Minneapolis campus, The University of Minnesota Aquatic Center, is recognized as one of the nation's outstanding facilities for competitive swimming, diving, synchronized swimming, water polo and other aquatic sports.

State Investment \$3 million (1987)

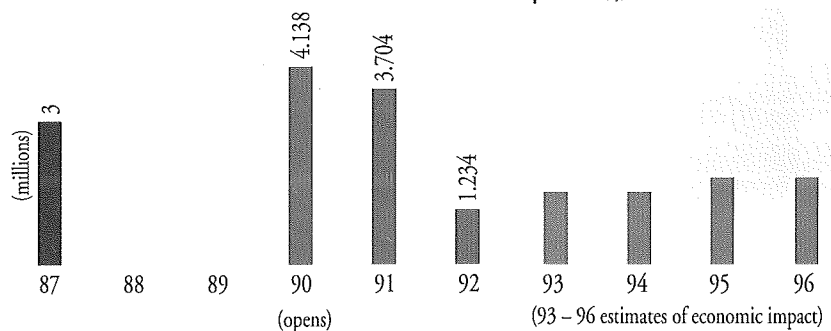
Current Financial Support Operated by University of Minnesota

Specs 10-lane, 50-meter competition pool, two warm-up pools, separate diving well with 10, 7.5, 5 and 1 meter platforms; and two 1-meter and two 3-meter springboards, locker rooms and training facilities.

Investment and Impact

State Investment Total through 1992 = \$3 million
Return on Investment Total through 1992 = \$9.076 million
(Economic Impact)

Estimated users since open = 223,729



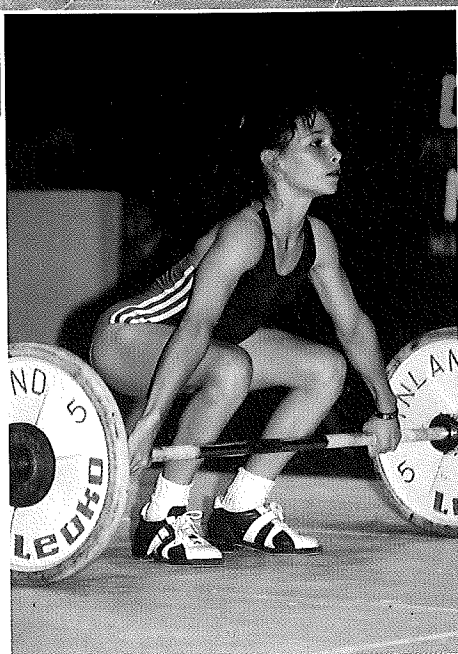
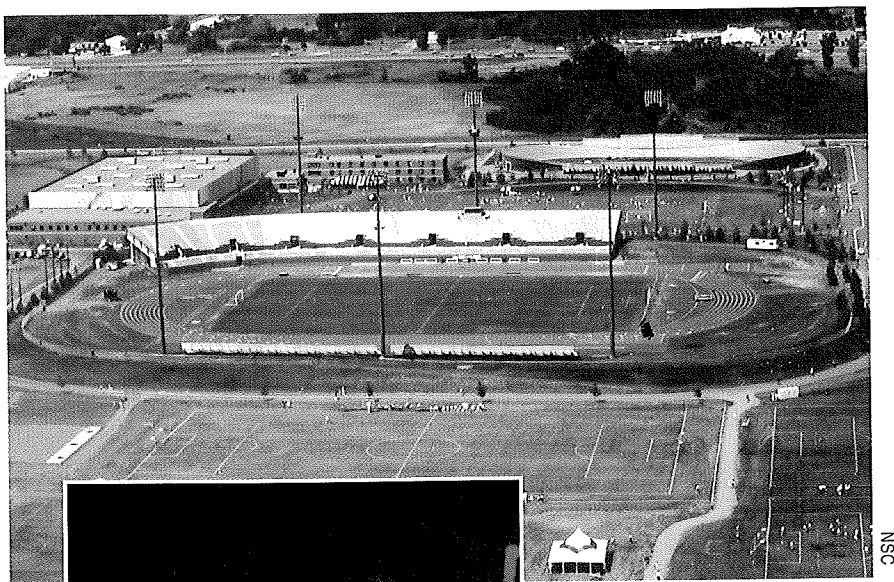
National Sports Center Blaine

The National Sports Center is a multi-sport training and competition facility designed to accommodate soccer, track and field, cycling, weightlifting, wrestling and other sports.

State Investment \$14.7 million (1987), \$400,000 land purchase (1992)

Current Financial Support Self-supporting non-profit foundation

Specs Lighted outdoor stadium, multi-purpose indoor sports hall, all-wood cycling velodrome, 32 soccer fields, 200-bed residence hall, classrooms, training room, locker rooms on 132 acres of land.



Mark Mizen/3M Photo Club

Sports

Athletics (track and field)*

Basketball

Cycling*

In-Line Skating

Judo

Karate

Rugby

Soccer*

Taekwondo

Tennis

Volleyball

Weightlifting*

Wrestling

*designated national training center for these sports

Major Events and Programs

Annual

Indoor leagues and camps in all sports

NSC Track and Field Club

USA CUP Annual International Soccer Tournament

USA CUP Volleyball Tournament

NSC Track & Field Classic

USA CUP Holiday Soccer Tournament

Training center for all sports

1990

Sika Bram Int'l. Track & Field Meet

U.S. Olympic Festival Soccer and Track Cycling

U.S. National Soccer Team vs. Moscow

U.S. U-23 Soccer Team vs. Canada

Minnesota Kicks Reunion Game

North America Cup - Int'l. Women's Soccer Tournament

U.S. National Junior Weightlifting Championships

U.S. Under-23 National Weightlifting Championships

National Sports Center Blaine

Coor's Light Pro/Am Cycling Classic
Women's National Rugby Tournament
U of M vs. Nebraska Wrestling Match
USA vs. Cuba Wrestling Match

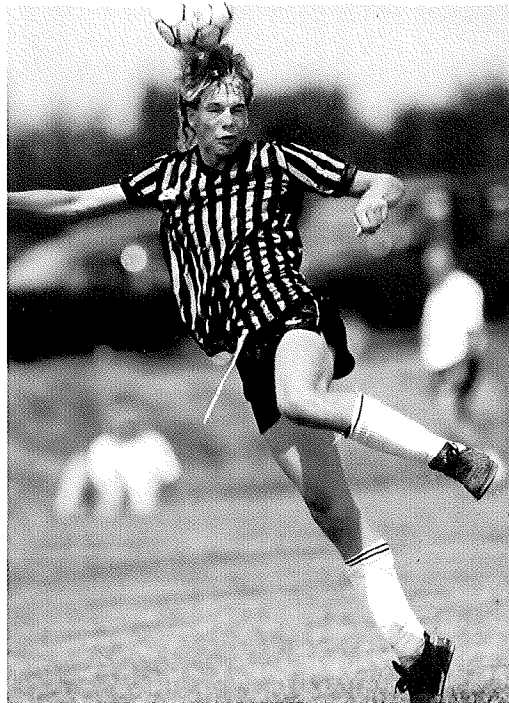
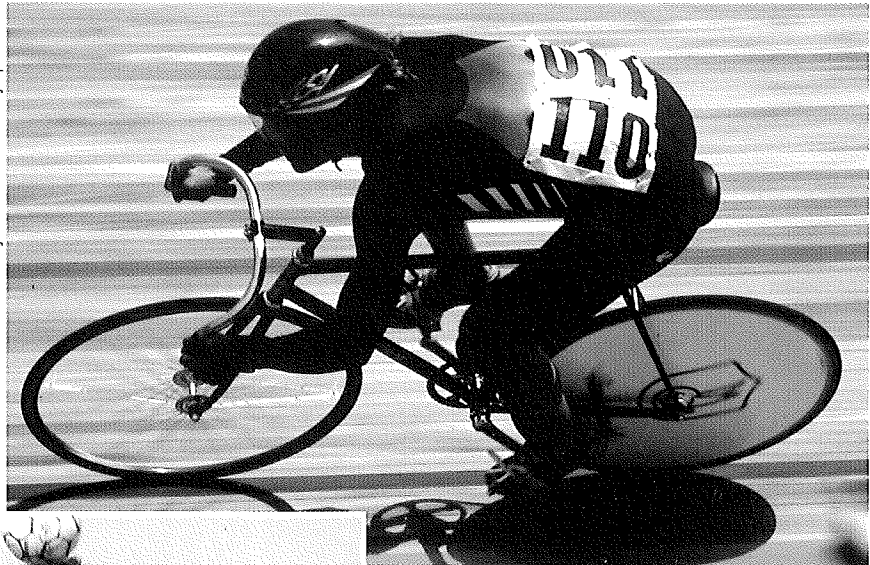
1991

National Masters Indoor Track & Field
Championships
International Special Olympics Soccer
U.S. Under-23 National Weightlifting
Championships
U.S. Men's & Women's National
Weightlifting Championships
U.S. Under-16 School Age
National Weightlifting
Championships
American Open Weightlifting
Championships
USA vs. Japan Men's Rugby
USA vs. Canada Women's
Rugby
TAC Junior National Track &
Field Championships

1992

TAC Jr. Dist. 8 Track & Field
Meet
U.S. Olympic Trials for Track
Cycling

Sandy Sutherland/U.S. Olympic Trials



Phil Stephens

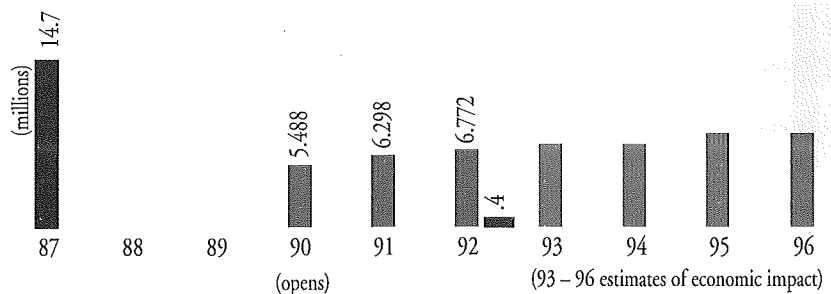
"Few cities can boast such an array
of arenas. The new facilities - the
Aquatic Center, National Sports Center
and velodrome - are all impressive
additions."

USA Today, July 1990

Investment and Impact

State Investment Total through 1992 = \$15.1 million
Return on Investment Total through 1992 = \$18.558 million
(Economic Impact)

Estimated users since open = 1,158,000



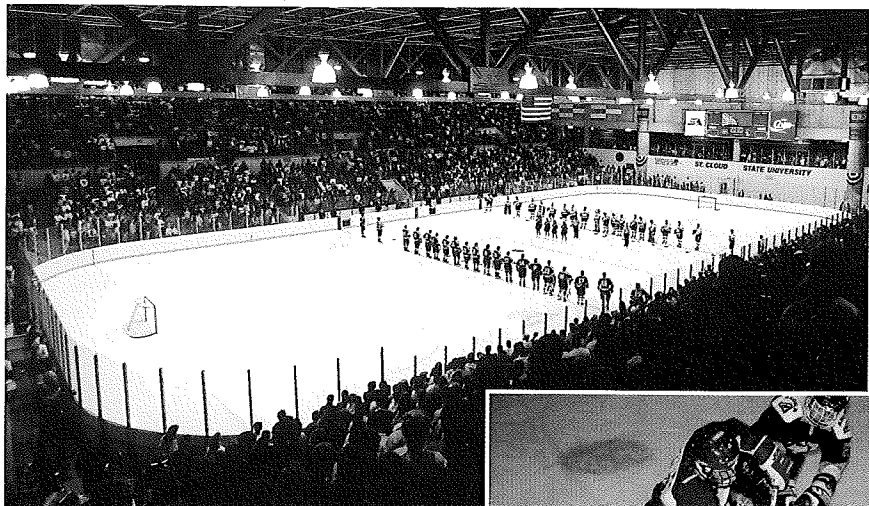
National Hockey Center St. Cloud

The National Hockey Center, on the campus of St. Cloud State University, serves hockey and ice sport communities. This state-of-the-art facility reflects Minnesota's rich tradition of leadership in ice hockey and figure skating and its commitment to nurturing newer ice sports. The National Hockey Center is an official national training site for USA Hockey.

State Investment \$9.5 million (1987)

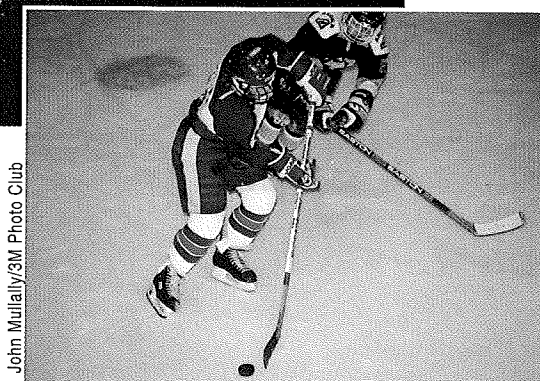
Current Financial Support Operated by St. Cloud State University

Specs Two Olympic-size sheets of ice, 7,000 seating capacity, training rooms, locker rooms, full-service press facilities.



"The National Hockey Center is an outstanding facility. It's a terrific place for USA Hockey to locate training efforts."

*Dave Peterson, Head Coach,
1988, 1992 U.S. Olympic Hockey Teams*



John Mullally/3M Photo Club

Sports

Broomball

Figure Skating

Ice Hockey*

Ice Ringette

Other arena sports

*designated national training center for these sports

Major Events and Programs

Annual

Home of St. Cloud Husky Hockey
Home of St. Johns University Hockey
High School and Club Events and Training

1990

Athlete Subsistence/USA Hockey
Development Camp
USA Advanced Hockey Coaches Clinic
Western Regional 17-under

Hockey Camps

Western Regional Officials

Hockey Camp

USA Hockey Select 17 Cup

1991

USA Hockey Coaches Clinic

U.S. Olympic Trials

Camp/Olympic Festival

Hockey Championship

Regional Midget Hockey Camps

Women's 17-under Hockey

Camp

Women's 18-over Hockey

Camp/National Team Trials

1992

MAHA Hockey Clinic

USA Western Regional Hockey

Officials Camp

USA Hockey National Officials Camp

USA Hockey Regional 16 Camp

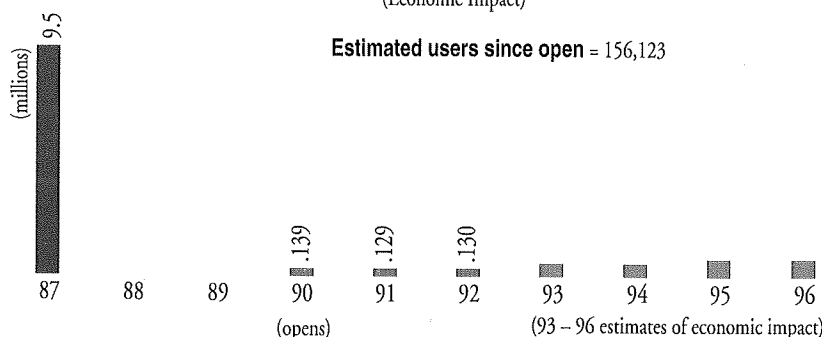
USA Hockey Women's

18-under/19-under Camp

Investment and Impact

State Investment Total through 1992 = \$9.5 million
Return on Investment Total through 1992 = \$.398 million
(Economic Impact)

Estimated users since open = 156,123



Giants Ridge Recreation Area Biwabik

Sports

Alpine and Snowboard Skiing
Archery
Biathlon*
Cross Country Skiing*
In-Line Skating
Mountain Biking
Nordic Combined
Shooting Sports
Ski Jumping
*designated national training center for these sports

Major Events and Programs Annual

Pepsi Challenge Ski Race (finish)
Minnesota Biathlon Series
International Classic Marathon
High school and club events

1987

World Junior Championships & FIS Trials

Nordic Combined World Cup

Jumping and Nordic Combined Junior Olympics

1988

U.S. Cross Country Skiing Olympic Trials

Divisional Cross Country Skiing Championships

NCSA National Alpine & Cross Country Skiing Championships

U.S. National Biathlon Championships

1989

U.S. Senior National Cross Country Skiing Championships

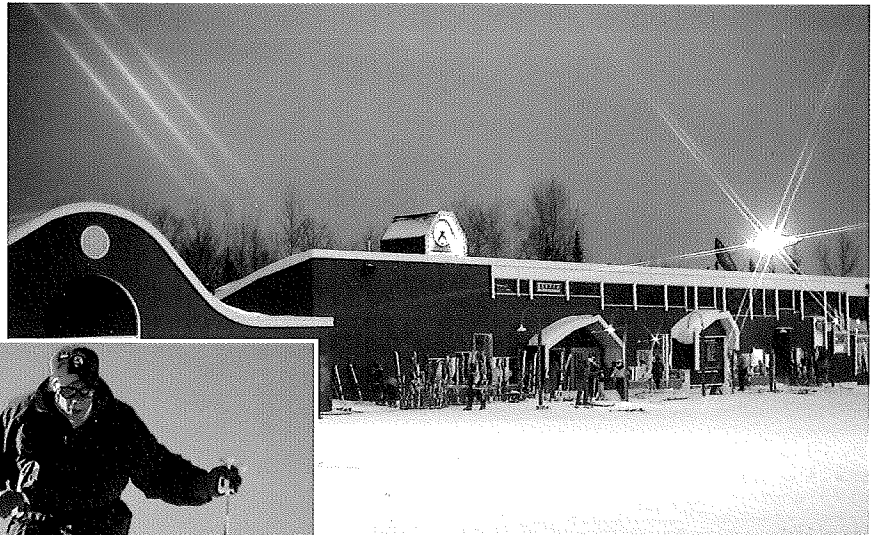
Cross Country & Ski Jumping Junior Olympics

Nordic Combined World Cup

1992

U.S. Cross Country Skiing Olympic Trials

Giants Ridge



Giants Ridge

Giants Ridge Recreation Area is considered to be one of the premier Nordic and alpine centers in the Midwest and attracts amateur and elite athletes from around the United States and Canada. Giants Ridge is a national training center for U.S. Biathlon and Nordic ski teams.

State Investment \$2.2 million expansion (1987), \$400,000 shooting center planning (1989)

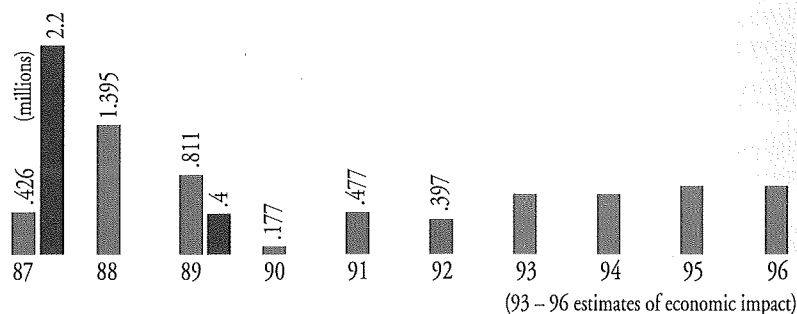
Current Financial Support Self-supporting by 1991

Specs 50 kilometers of world-class cross country trails, 19 alpine runs, dormitory, cafeteria and lounge on 80-acres of land.

Investment and Impact

State Investment Total through 1992 = \$2.6 million*
Return on Investment Total through 1992 = \$3.683 million (Economic Impact)

Estimated users since expansion = 691,770



National Whitewater/Kayak Center St. Louis River/Carlton



R. Brown/U.S. Olympic Festival

Rated among the top five major kayak courses in the United States and Canada, the National Whitewater/Kayak Center in Carlton is applauded for utilizing the natural environment of the St. Louis River without disturbing the area's scenic beauty.



U.S. Canoe/Kayak Association

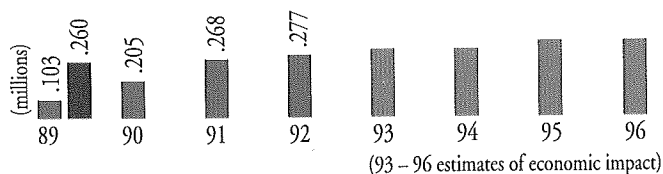
State Investment \$260,000 (1989)

Current Financial Support Carlton Area Chamber of Commerce Kayak Committee, in cooperation with the University of Minnesota, Duluth

Specs A naturally-powered whitewater/kayak course on the St. Louis River; spectator viewing areas enfolded by surrounding scenic hills.

Investment and Impact

State Investment Total through 1992 = \$.260 million
Return on Investment Total through 1992 = \$.853 million
 (Economic Impact)
Estimated users since expansion = 26,874



Sports

Whitewater Canoe/Kayak*

*designated national training center for these sports

Major Events and Programs Annual

Whitewater/Kayak Training

Regional Training and Events

U of M Duluth Kayak and Canoe Institute

1989

Mid-America Slalom Series

1990

Champion International Whitewater Series

1991

Champion International Whitewater Series

1992

Champion International Whitewater Series

"The Carlton course is awesome. It has been a spectacular facility for the whitewater racing community, both at the development and Olympic level. This facility also unifies the local community in a way I've never seen before. It's a very special place."

*Joe Jacobi, 1992 Whitewater Slalom
Olympic Gold Medalist*

Ole Mangseth Memorial Ski Jump Coleraine

Sports Ski Jumping

Major Events and Programs Annual

Regional Training Camps

1991

Coleraine Invitational

Junior National Trials

Central Division Championships

1992

Coleraine Junior Invitational

Eugene Wilson Memorial Tournament

The Ole Mangseth Memorial Ski Jump near Coleraine in northeastern Minnesota is a product of cooperation between the State Legislature, the Iron Range Resources and Rehabilitation Board and members of the area ski club who raised money for 10 years to realize their dream. The Mangseth Jump is capable of hosting Olympic-style and national events. It is surrounded by a picturesque region steeped in ski jumping history.

State Investment \$175,000 (1989)

Current Financial Support Operated by Itasca Ski & Outing Club

Specs 70-meter Olympic caliber jump.



Rick Anderson

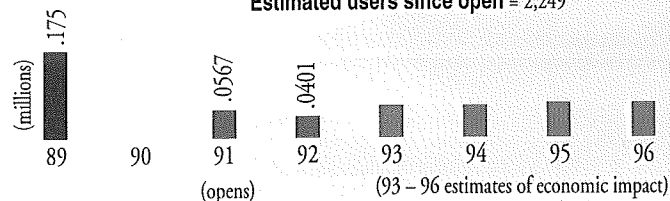


Rick Anderson

Investment and Impact

State Investment Total through 1992 = \$.175 million
Return on Investment Total through 1992 = \$.097 million
(Economic Impact)

Estimated users since open = 2,249



"The Ole Mangseth Ski Jump is one of the best training sites in the country, suitable for skiers of all levels."

*Jim Maki, Member of 1976 and 1980
Olympic Ski Jumping Teams*

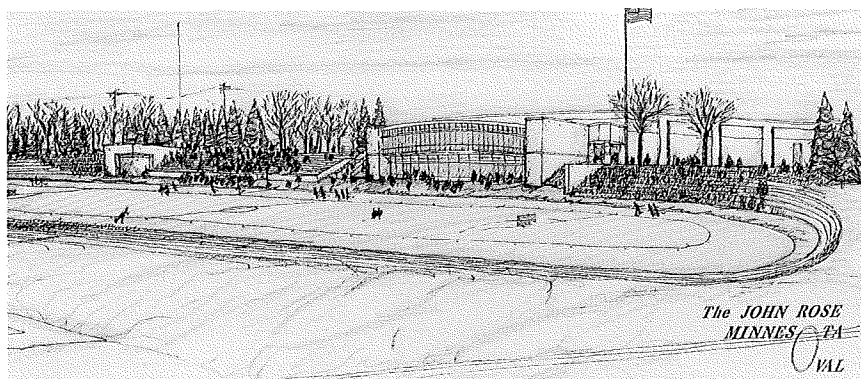
John Rose Minnesota Oval, Roseville (opening Dec., 1993) Minnesota Holmenkollen, Bloomington (proposed)

The John Rose Minnesota Oval is the jewel of Minnesota's speedskating and bandy communities. Minnesota has been the leader in U.S. Speedskating dating back as far as 1907. The community will now have a local training and event venue.

State Investment \$1.9 million (1992)

Current Financial Support Operated by the City of Roseville.

Specs 600 x 223 foot multi-use outdoor sheet of artificial ice, locker rooms, training room, officials area and spectator seating.



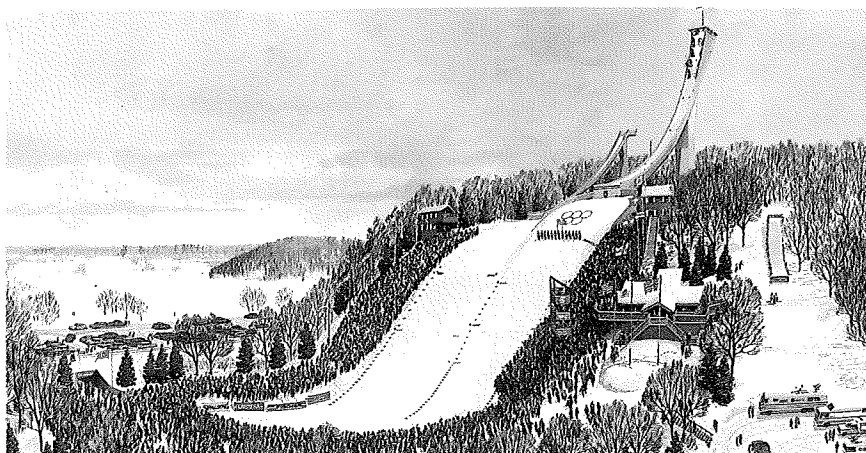
TKDA

The proposed Minnesota Holmenkollen ski jumping complex is modeled after the world-famous Holmenkollen which towers above Oslo, Norway. The three graduated jumps in suburban Bloomington will be among the finest facilities on earth and will become a center for community events throughout the year.

State Investment \$2.5 million (pending) – on hold pending private dollars.

Current Financial Support Operated by the City of Bloomington.

Specs 70-meter, 50-meter, 30-meter and 10-meter jumps in Bloomington's Hyland Park Reserve, observation center, Scandinavian cafe, ski museum and Nordic Center.



Minnesota Holmenkollen

John Rose Minnesota Oval Sports

Bandy
In-Line Skating
Speedskating

Major Events and Programs Annual

Local and Regional Club Training,
Camps and Events
American Bandy Championships

1993

U.S. National Long Track Speedskating
Championships

1995

World Bandy Championships

1996

Can-American Speedskating
Championships

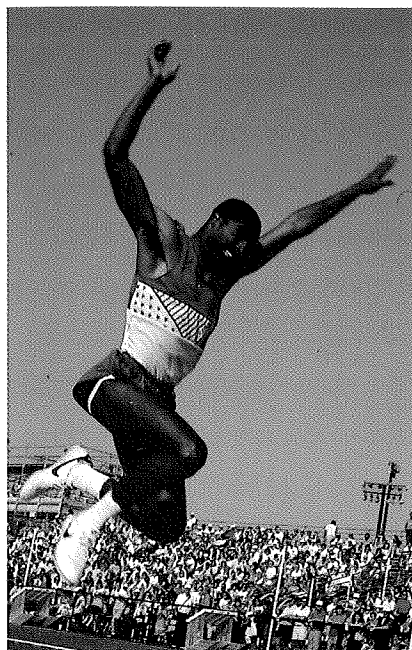
Minnesota Holmenkollen Sports

Ski Jumping*

*designated national training center for these sports

Major Events and Programs

World Cup Ski Jumping
Championships (planned upon completion of facility)
Local, Regional and National Training,
Camps and Events
Cultural Events



John Dystar/U.S. Olympic Festival

"The average youth gets more than 80 percent of his/her physical activity outside of school phy-ed programs."

U.S. Office of Disease Prevention and Health Promotion

"Minnesota amateur sport families and individuals can average up to eight hours per week in their sport activity. It is often the largest block of time after work and/or school. There is growing recognition among community social service providers that the social institution of amateur sports is as important as the primary social services such as mental health and child welfare agencies."

Chapin Hall Study, 1990

Growth and Opportunity

Soon after it was formed in 1987, the Minnesota Amateur Sports Commission surveyed the status of amateur sports in Minnesota. It found that approximately 1.2 million Minnesotans – more than one of every four people in the state – were registered sports participants. Minnesota is a leader in this regard; clearly not a haven for "couch potatoes."

This sturdy family of sporting organizations readily accepted the MASC as the statewide coordinating force to improve an already healthy sports environment. A 1992 MASC survey shows strong growth in participation during the intervening four years to an enrollment of 1.4 million Minnesotans out of a total population of 4.3 million people.

As acknowledged steward of amateur sports in Minnesota, the MASC has developed several programs directly impacting more than 100,000 people. It has encouraged participation by creating new sport opportunities and by serving as educator and cheerleader to sports newcomers. Its numerous programs and supervisory boards are managed by citizen volunteers. Thus, public "seed money" is magnified many times over through partnerships with sports enthusiasts from the private sector.

MASC Programs

- Star of the North Summer and Winter State Games
50,000 participants from 350 Minnesota communities and 11 total host communities since 1988.
- Minnesota Amateur Sports Commission Foundation
\$35,000 awarded to 14 programs since 1990.
- Minnesota Governor's Council on Physical Fitness and Sports
Leading research group on sports in Minnesota.
- Women's Sports Programs
\$20,000 start-up grant for ice ringette, women's sports conference, partner in promoting National Girls and Women in Sports Day.
- Minnesota and Olympic Development
Minnesota's comprehensive plan for Olympic and amateur sport growth.
- Public Service and Education
Consulting Services, Publications, Research, Information Resource.

Minnesota Star of the North State Games

Established by the MASC in 1987, the Star of the North State Games has become Minnesota's largest annual amateur multi-sport event, averaging 10,000 participants each year. Nearly 50,000 Minnesotans representing all of the state's 87 counties have taken part in the Summer and Winter Games since the first summer event was hosted by St. Cloud in 1988. Utilizing the Olympic Games model, dozens of sports and recreational activities are offered to persons of all ages and abilities.

The Star of the North State Games is a nonprofit corporation totally funded by participant entry fees, corporate sponsors and private donations. It is well-grounded through strong partnerships with amateur sport associations, host communities, and organizations interested in promotion of sport. Not the least of its strengths is the legion of volunteers which operate the Games.

State Investment Two full-time staff support

Current Financial Support Financed by participant fees, sponsors and private donors.

"As a leader in community service, WCCO Television is dedicated to supporting the goals and objectives of the Star of the North State Games. We believe this event provides a broad scope of opportunity for all Minnesotans, allowing them to realize their personal commitments to health, fitness and sportsmanship."

*Bob McGann, General Manager
WCCO Television*

Mamie Brown – A Model for State Games

At age 89, Mamie Brown, Minneapolis, is one of the Star of the North Game's oldest competitors. She has won 10 gold medals while competing in four Summer Games.

At the age of 69, Brown underwent a hip replacement and mastectomy. Several years earlier, she was diagnosed with Paget's disease, an ailment that results in brittle and sometimes misshapen bones. Brown's son suggested she learn how to swim to help alleviate the symptoms. Today, Brown competes in numerous local and regional swimming competitions, including several national caliber events.

Mamie Brown's story is one of courage and inspiration. It showcases the life-enhancing role of exercise and the open invitation from the Star of the North State Games to persons of all ages and abilities.



Rochester Post Bulletin

Minnesota's Largest Annual Multi-Sport Event

"The Minnesota Recreation and Park Association and the Star of the North State Games are the flagship organizations to provide and promote quality parks, recreation and leisure programs throughout the state. The partnership we have developed to provide these opportunities has been pivotal in gaining access to equal competitions for all participants. This partnership has been instrumental in allowing both of our organizations to grow and prosper."

*Howie Odden, President
Minnesota Recreation and Park
Association*

"The Star of the North State Games was the catalyst for the evolution of the Rochester Amateur Sports Commission, and created the organizational infrastructure in Rochester to host other athletic events such as the Amateur Athletic Union Junior Olympic Games."

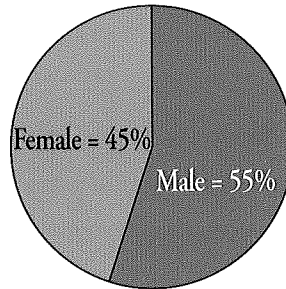
*Chub Stewart, Rochester Amateur
Sports Commission*

State Games Statewide Impact

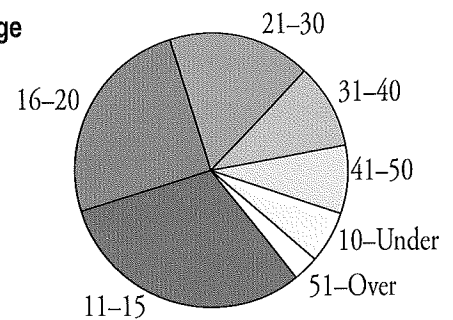
49,604 participants since 1988

The Star of the North State Games has enriched lives of citizens of all ages, abilities and from every corner of the state.

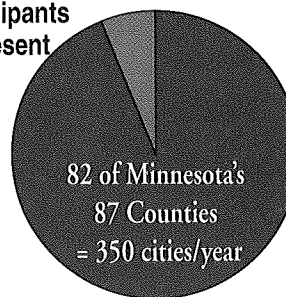
Sex



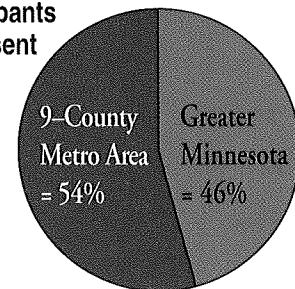
Age



Participants Represent (per year)



Participants Represent



Star of the North State Games Host Communities

- Summer Hosts
- ★ St. Cloud 1988
- Burnsville 1989
- ★ Rochester 1990/1994
- Blaine/Coon Rapids 1991
- ★ Moorhead 1992
- T.C. Northern Suburbs 1993
- Mankato Area 1995
- Winter Hosts
- ★ Iron Range Cities 1990/91
- Mora 1992
- Red Wing 1993
- Alexandria 1994
- ★ Formed a city sports commission

The Star of the North State Games has a lasting impact on the communities it visits. Several communities have formed their own sports organizations and have hosted other major events using the experience they gained as a State Games host.

Minnesota Amateur Sports Commission Foundation

The Minnesota Amateur Sports Commission Foundation (MASCF) was created in 1989 as the charitable fund raising arm of the MASC. The mission of the MASCF is to create maximum sport and physical fitness participation opportunities for all Minnesotans, with a concentration on the following target groups: economically disadvantaged youth, women and girls, senior citizens, persons with disabilities and residents of Greater Minnesota.

In only two years the MASCF has raised and distributed nearly \$35,000 in grants and scholarships to these groups. The MASCF board has also bridged relationships with Minnesota's professional sports teams in order to raise money and promote amateur sports.

Income (1990 - 92)

Celebrate Minnesota License Plates	\$22,900.50
Grants	\$10,630.00
Interest	\$629.50
Total Income	\$34,160.00

Grants Awarded (1990 - 92)

NSC Low-income scholarship program ('90)	\$1,685.00
Athena Awards	\$118.00
NSC Low-income scholarship program ('91)	\$630.00
State Games Low-income scholarship program	\$6,000.00
St. Paul Wrestling Club	\$1,000.00
St. Paul Park and Recreation Baseball Camp	\$4,900.00
Heart of the Earth Survival School Basketball Camp	\$1,529.00
Minneapolis Park and Recreation Basketball Camp	\$9,600.00
Ringette USA Training Expenses	\$1,000.00
National Girls and Women in Sports Day	\$1,598.00
St. Paul Wrestling Club	\$500.00
NSC Greater Minnesota Soccer Institute	\$5,000.00
Athena Awards	\$100.00
Wheelchair Athlete, Mauricio Morales	\$500.00
Total Grants Awarded	\$34,160.00



Pam Foster

MASCF recipient, Mauricio Morales, participated in the Junior National Wheelchair Games. He is a senior at Lutheran High School in Bloomington.

"Studies of adults participating in regular corporate fitness programs found that these programs resulted in 55 percent lower medical claim costs, increased productivity and reduced employee turnover."

The Economic Benefits of Regular Exercise, IRSA 1992

"The Governor's Council on Physical Fitness Summit Conference was an excellent opportunity for leaders across the state working in health promotion and education to come together to discuss and make recommendations on the important issue of physical fitness for seniors."

*Karen McComas, Health Educator,
Minnesota Department of Health*

The Minnesota Governor's Council on Physical Fitness and Sports is the official fitness and health research arm of the MASC. Representatives from the academic, medical, health and fitness fields are members of this board, which studies current fitness and health issues and promotes greater awareness statewide.

The goal of the Governor's Council is to stimulate and support health promotion and fitness efforts in Minnesota. The Council accomplishes this by assisting organizations and communities in health promotion, sponsoring informational research on health and fitness, examining laws and practices of government that encourage or discourage healthy lifestyles and recognizing the leadership role that state government has in promoting health and fitness.

Governor's Council Programs and Impact

- Sponsoring organization for annual National Employee Health and Fitness Day every May: More than 100 companies participate annually
- Hosted 1990 National Congress of the National Association of Governor's Councils on Physical Fitness: 31 states were represented at this conference
- Hosted a four-part series of summits studying the current needs for fitness and health in four areas: Fitness in the Workplace, Fitness for Seniors, Fitness in Parks, Public Places and Sport Associations and Fitness in Schools
- Serves as resource body for Governor and State Legislature to formulate recommendations
- Assists educational agencies, corporations and other associations in developing effective health and fitness programs
- Assists in identifying standards to measure the "State of the Health" of Minnesotans



Summit Conference/MASC

MASC Female Sports Initiatives

One of the three primary goals of the MASC is to nurture amateur sport opportunities, making them available to all Minnesotans. In particular, the MASC has targeted, through its Foundation and other programs, to be a partner in fostering opportunities for girls and women.

It has been more than 20 years since the federal government passed Title IX mandating equal opportunities for all in education and sports. Still today, barriers to equal treatment and opportunities subsist for girls and women in sports. The MASC has united forces with organizations statewide to remove barriers for girls and women and has acted as a sensitive partner and spokesperson during public debate.

“Girls participating in sports are 92 percent less likely to get involved with drugs, 80 percent less likely to have an unwanted pregnancy and three times more likely to graduate.”

Women's Sports Foundation

MASC Girl's and Women's Sports Initiatives

- Ice Ringette \$20,000 Start-Up Grant Program ('89)
- Women's Sports Conference ('89)
- Partner in annual promotion and program for National Girls and Women in Sports Day, held annually in February
- Partner on Minnesota Coalition to Promote Equity in Athletic Leadership
- Minnesota Amateur Sports Participation Research ('87/'88) – found that only 30 percent of Minnesota athletes in '88 were female
- Minnesota Amateur Sports Commission Foundation targets programs aimed to remove barriers for girls and women in sports
- Women's Sports Director Legislation – proposed legislation for a full-time Women's Sports Director with the MASC
- MASC Women's Task Force and Female Sports Initiative – to produce a major education initiative addressing the barriers faced by young athletes (in progress)



John Mullaly/3M Photo Club

Minnesota has aggressively pursued leadership among the states in development of amateur and Olympic sport. The MASC plan includes creation of facilities for every Olympic sport (see pages 4 – 12). By nurturing relationships with the U.S. Olympic Committee and all state and national sport governing bodies, the MASC works to bring Olympic trial and national championship events to Minnesota. Moreover, it assembles and recognizes Minnesotans who have made commitments to the Olympic movement as athletes, coaches, managers or physicians.



MASC's Commitment to the Spirit of the Olympic Games

- We have created a formula to help Minnesota athletes pursue their Olympic objectives: Facilities + Programs + Events = a fulfilled dream.

The MASC guides one of the most comprehensive amateur sport programs of any state, serving as a bridge to government, civic and corporate leaders on behalf of its facilities, programs and events.

- Minnesota Olympic Wall of Fame

More than 300 Minnesotans have participated in the Olympic Games as athletes, coaches, managers or physicians since 1896. The MASC constructed a permanent bronze commemorative honoring these citizens and their achievements. The Wall of Fame stands at the National Sports Center in Blaine and is the focus of an Olympic celebration every two years. The MASC also encourages Minnesota Olympians to participate in Minnesota amateur sport programs as role models and supporters.

- Minnesota's Bid for the 1996 Olympic Games

When Minnesota was named as a U.S. finalist to host the 1996 Olympic Games, the news launched the state into a select circle of communities capable of hosting major international events. While Minnesota eventually lost to Atlanta, the energy and partnerships generated with the bid carried the state into the international sports arena.

- Hosting Olympic Trials and National Championship Events

Minnesota consistently is a host for Olympic Trials events. In 1992 alone, Minnesota hosted four Trials events: ice hockey, curling, track cycling and nordic skiing.

MASC as a Public Servant

The role of public servant to the people of Minnesota is as important as any the MASC executes. The MASC is the sole caretaker of records and information on Minnesota's more than 70 sport associations, the state's primary resource center for general sport information and a tool for the sports populace to reach statewide public and private resources. Requests for information and assistance in creating and promoting events, orchestrating sport studies or accessing other sport resources are administered daily by the MASC staff and its network of associates.

As an educator, the MASC reaches audiences statewide through its publications and by participating in major attractions such as the Minnesota State Fair. To prepare itself for this role, the MASC takes part in national sport forums and conducts research projects to keep abreast of amateur sport topics.

MASC Resources

- Information

- Contacts for every Minnesota and National Sports Governing Body
 - General information on specific sports or sport organizations

- Research

- Amateur Sports Participation in Minnesota
 - Economic Impact of Amateur Sports in Minnesota

- Publications

- Minnesota Medalist* – biannual magazine including information on State Games and other programs of the MASC
 - Sports Minnesota* – summary of Minnesota facilities by sport
 - Celebrate Sports Minnesota* – Minnesota's top 10 major events from 1990
 - Amateur Sports – Another Minnesota Natural Resource* – Minnesota's success with home grown sport events
 - MASC Update* – quarterly newsletter of MASC business

MASC Public Service

- Sport Event and Sport Association Consulting

- Assistance with the creation of sport boards, programs

- City/Community Sport Consulting

- Assistance with the creation of city sports commissions

"The relationship between the Minnesota Amateur Sports Commission and Ringette USA has been crucial to the development of the sport of ice ringette. In fact, the MASC played a critical role in the historical hearings that led to the inclusion of ice ringette in Minnesota's high schools. Our partnership with the MASC has moved the gender equity issue forward, and without this agency, Minnesota's athletes would not have a cohesive leader to support their efforts."

Mike Norsten

President, Ringette USA



Giants Ridge

Minnesota – A National Sport Event Mecca

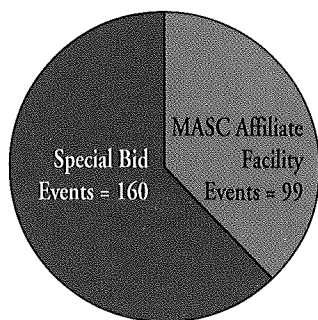
The MASC is responsible for uniting the already strong, but isolated, amateur sport event markets in Minnesota. Some communities had active sports advocates, but the MASC added the cohesiveness needed for Minnesota to take the next step towards maximizing amateur sports and acted as the centerpiece for Minnesota's new-found pursuit. Minnesota has hosted approximately 259 national and international events since 1987, increasing the annual average economic impact of amateur sports from \$10 million to \$40 million or more.

Minnesota's success as a sport event mecca is founded in a two-part philosophy: to secure national and international championship events, and to create and host annual home grown events. The combined impact of these two strategies is not only economical, but also provides the social atmosphere for heightened interest in sports, participation growth and increased community pride. Minnesota is now considered one of the premier amateur sport destinations in the nation and is a favorite for several national sport organizations and their programs.

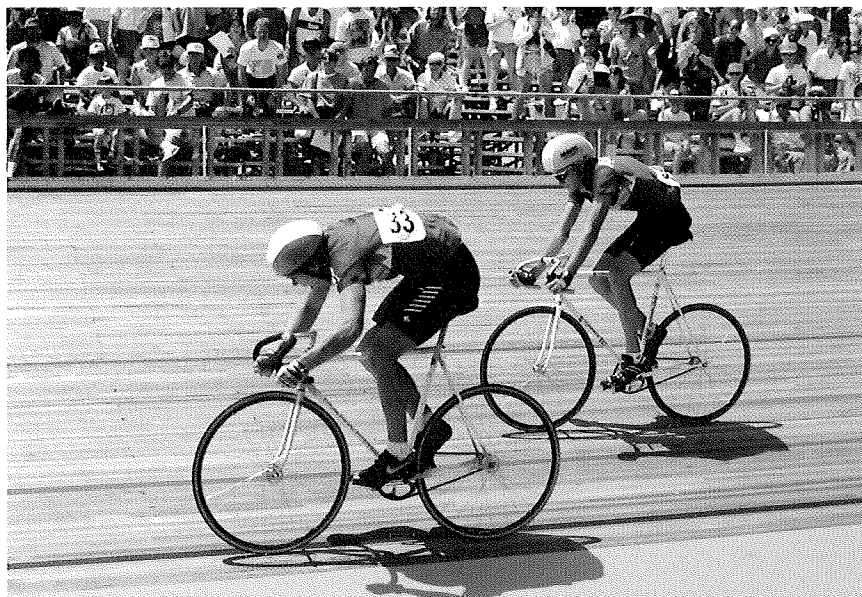
Summary of Event Impact

Total Major Event Economic Impact in Minnesota 1987 – 1992 = \$225 million

Total National and International Events in Minnesota 1987 – 1992 = 259



The MASC impacted more than 38 % of all major events in Minnesota.



U.S. Olympic Festival – '90

In 1990, a national trade publication surveyed amateur sport leaders around the country and named Minneapolis/St. Paul the *Third Hottest Sports City* in the nation. The Twin Cities were beat only by sport veterans Indianapolis and Los Angeles.

Minnesota's Annual Home Grown Events

Millions of athletes travel around the world annually to participate in amateur sport events. With this in mind, the MASC placed a priority on building annual "home grown" events in attempt to bring a larger piece of this market to Minnesota. The MASC first created the Home Grown Events Task Force, bringing together the state's nine largest annual events. The mission of this board is two-fold: to create a network for growth of current annual events, and to assist with the creation of new annual mega events in Minnesota. Annual Home Grown events are now responsible for \$10 million in economic impact and 25 thousand out-of-state visitors for Minnesota annually.

The MASC has been an instrumental partner in the development of several new annual events since 1987, including the USA CUP International Soccer Tournament and The Ride Across Minnesota, a charitable event for bicyclists. Beyond the creation of new events in Minnesota, the Task Force has given member events opportunities they would not normally have on their own. In 1990, the Task Force received a grant to execute a \$25,000 national marketing campaign, inviting athletes to come to Minnesota for four seasons of sports.

Minnesota Home Grown Events Task Force

Edmund Fitzgerald Ultramarathon

Grandma's Marathon

Kaiser Roll

Mora Vasaloppet

Osseo-Maple Grove Ice Hockey Tournament

Pepsi Challenge Cup Race

TRAM - The Ride Across Minnesota (new in 1990)

Twin Cities Marathon

USA CUP International Soccer Tournament (expanded in 1987 and 1992)

USA Volleyball Cup (new in 1993)

NSC Relays (new in 1993)

Voyageurs Skating Classic (to be expanded in 1994)

Twin Cities Football Classic (planned for 1994)

National Summer Invitational Hockey Championships (planned for 1994)



Theresa Haugen/M.S. Society

"The Ride Across Minnesota has helped the M.S. Society expand our Special Event Fund Raising program. Our partnership with the MASC is important for increasing the economic and social impacts created as we cycle across Minnesota each summer."

*Shelley Miller, Director of Special Events,
M.S. Society*

Event Highlights

Minnesota has hosted more than 250 major national and international events since 1987. Among the highlights were:

- NCAA Division I Women's Volleyball Championships (1988)*
- U.S. Olympic Festival (1990)*
- U.S. Figure Skating Championships (1991)*
- U.S. Phillips 66 National Diving Championships (1991)
- International Special Olympics (1991)*
- USGA Open Golf Championships (1991)*†
- NCAA Men's Basketball Final Four (1992)
- Super Bowl (1992)†
- NCAA National Women's Gymnastics Championships (1992)
- AAU Junior Olympic Games (1992)
- U.S. Track Cycling National Championships and Olympic Trials (1992)

*attendance record set

† professional sport events

Many Minnesotans will remember the years 1990 through 1992 as the era when their state dominated the sport event industry – both amateur and professional. No other state has been host to as many major events in a three-year time frame.

This was no accident.

When the State of Minnesota created the MASC in 1987, it was making a conscious effort to pursue major events. Since then, the MASC has been the lead agency in the consortium of convention and visitor bureaus, facility promoters, corporate community, and universities bidding for events such as the U.S. Olympic Festival – '90 and the 1991 International Special Olympics. Minnesota has served as venue for more than 250 national and international sport events since 1987, 99 of which occurred at MASC-funded facilities. The state now averages up to \$40 million in economic impact from amateur sport each year.

Minnesota's event strategy was successful in more ways than one. Minnesotans turned out in the hundreds of thousands as spectators and volunteers for these events. In fact several attendance records were set that still stand today. The residual effect of Minnesota's success is that many more championship events are being held in the state each year.



U.S. Olympic Festival – '90

Looking Ahead

America is facing many challenges, among which are rising costs of health care, a struggling economy and social concerns. The work of the MASC relates directly to these issues. Sports and fitness programs have proven themselves to be effective in reducing health care costs. They bring economic gain to the communities in which they're held. And they are known to be effective in dealing with social unrest.

Sport and fitness benefit society beyond those who participate. They are most effective when they are managed toward objectives.

This report outlines the MASC's success in creating and managing a formal plan to enhance amateur sport resources in Minnesota. The MASC pledges to continue to oversee the master plan of the state's major amateur sport facilities, administer programs that reach thousands of Minnesotans statewide, and work with associate organizations to create new programs and attract existing activities to the state.

The MASC has had impact upon several million citizens to date. Its aim is to help achieve a healthy and energetic society. It asks to be judged in terms of its creativity in developing new programs, increases in participation in amateur sport statewide, and its ability to stretch its resources through partnerships with sport organizations.

Minnesota, lead by the MASC, is a proven leader in

- Building the infrastructure/facilities
- Creating and administering sport and fitness programs
- Creating and attracting events

MASC pledges for the future

- Support sport economic activity to sustain and annual economic impact of \$20 million (\$10 million at MASC affiliate facilities and \$10 million at other Minnesota venues).
- Support sport program activity in order to allow growth in amateur sport participation by three percent per year; and sustained participation at one-half million per year at MASC affiliate facilities.

"The (MASC) Foundation grant helped pay the tuition for kids who would not have been able to attend this camp. I have found that participation in sports is the best and most proven deterrent to delinquency and bad behavior in young people. Sport teaches values and discipline that help prevent juvenile delinquency, crime and gang activity."

Bill Means, Executive Director, Heart of the Earth Survival School

America paid over \$735 billion for health care last year. About \$145 billion was for unneeded test and treatments alone. Health care officials universally agree that physical fitness is a crucial ingredient to reducing/preventing rising health care costs.

1992 MASC Board and Affiliate Boards



MASC Members of the Board

(front – l to r): Howard (Chub) Stewart, Rochester; Andrea Hart Kajer, St. Paul; Yvette Haskins, Minnetonka; Scott Mitchell, Minnetonka; Tanna Moore, Excelsior. (back – l to r): Wayne Faris, Sunfish Lake; David Stead, Coon Rapids; Alex Rowell, Chanhassen; *Chair B.T. (Tom) Duffy, Minneapolis*; Senator Bill Luther, Brooklyn Park. Not pictured: Walter Bush, Jr., Edina; John Daniels, Jr., Minneapolis; Senator Janet Johnson, North Branch; *Vice Chair, Margaret (Peggy) Lucas, Minneapolis*; Representative Thomas Rukavina, Virginia.

Minnesota Amateur Sports Commission Foundation

Chair, Rick Knapp, Wayzata
Debra Bean-Johnson, Stacy
Marlena Bromschwig, Minneapolis
John Burns, Circle Pines
Louise Jalma, New Brighton
Annette Kosowsky, Golden Valley
Duane L. Lien, Slayton
Robert Toatley, Eden Prairie

Star of the North State Games Board

Chair, Thomas Keller III, Minneapolis
Vice Chair, Michael Fratto, St. Paul
Maurice Anderson, Stacy
Stephen Beachler, Plymouth
John Donnelly, Minneapolis
Steven Dove, Burnsville
James Erickson, Plymouth
Terrence Erickson, Moorhead
Susan Hagel, New Hope
Nina Lacis, Brooklyn Park
Mary Merrill Anderson, Minneapolis
Charles Mistek, Biwabik
Dr. Frederick Nolting, Byron
Elliott Perovich, Anoka
Carl (Red) Wyczawski, New Ulm
Wldemar Lyslo, Burnsville

Minnesota Governor's Council on Physical Fitness and Sports

President, Dr. Allan Ryan, Edina
Dr. Donald B. Bishop, Minneapolis
Ken Frosliid, Arden Hills
George Hanson, St. Paul, MN Dept. of Education
Wayne C. Harris, Apple Valley
Dr. Robert Johnson, Eden Prairie
Dr. John Kelly, St. Cloud
Dr. Arthur S. Leon, Minnetonka
David Stead, Coon Rapids, MN State High School League
Gretchen Taylor, Minneapolis, MN Dept. of Health
Bill Wenmark, Wayzata
Sharon K.B. Wright, Minneapolis

National Sports Center Foundation

Chair, William Lahr, St. Paul
Paul Beggin, New Brighton
Thor Bryn, Minneapolis
Skip Carlson, Fridley
John Daniels, Jr., Minneapolis
Brian Derwin, Burnsville
Dennis Johnson, Minneapolis
Margaret (Peggy) Lucas, Minneapolis
Ivar Sorensen, Minneapolis
El Tinklenberg, Blaine
Phil Voxland, Minneapolis

Home Grown Events Task Force

Chair, Shelley Miller, M.S. Society, TRAM
Steve Cheney, Osseo-Maple Grove Hockey Tournament
Scott Keenan, Grandma's Marathon
John Lindblom III, Mora Vasaloppet
Jackie Mistek, Pepsi Challenge
Jeff Mordhorst, Star of the North Games
Sharon Robinson Stewart, Kaiser Roll
Teri Rolfes, USA CUP Soccer Tournament
Scott Schneider, Twin Cities Marathon
Bill Wenmark, Edmund Fitzgerald Ultramarathon

Minnesota Amateur Sports Commission

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