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**Minnesota Amateur  
Sports Commission  
1993 - 1994**

**Addendum to 1987 - 1992 Report  
Presented February 1995**

**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 Background**

The MASC was created in 1987 by the Minnesota State Legislature to promote the economic and social benefits of sports. 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 creating benefits from amateur sports. The MASC has been a model agency in creating public /private partnerships. Many MASC projects are funded primarily through private sponsors and partnership organizations.

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**MASC Goals**

(1) TO CREATE ECONOMIC DEVELOPMENT THROUGH AMATEUR SPORT

- by attracting major sport events to Minnesota
- by developing annual sport events, camps and programs that create annual benefits in Minnesota
- by assisting Minnesota communities in developing local sports tourism

**1993, 1994 Highlights**

- Partner to bring 1997 World Figure Skating Championships to Minnesota
- Created three new major annual events: All American Women's Hockey Tournament, All American Women's Soccer Tournament and USA International Hockey Cup
- Assisted local sport committees in: Iron Range, Mankato Area, Moorhead, Mora, Rochester, St. Cloud

(2) TO CREATE THE MAXIMUM OPPORTUNITY FOR SPORT PARTICIPATION FOR ALL MINNESOTANS

- by sponsoring Olympic-style summer and winter State Games events
- by targeting special programs to increase opportunity for women, seniors and disadvantaged
- by supporting Minnesota's amateur sport associations and organizations

**1993, 1994 Highlights**

- Created opportunities for more than 70,000 Minnesotans via Star of the North Games program since 1988
- Created statewide girls' and women's sports campaign (television, print and in-school) called *Breaking Barriers*
- Hosted Minnesota Amateur Sports Annual Conference for Minnesota sport organizers
- Launched Minnesota Amateur Sports Commission Foundation, fund raising arm of MASC
- Administered study on Minnesota ice usage and currently completing task force study to build additional ice sheets

(3) 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

**1993, 1994 Highlights**

- Administered opening of John Rose Minnesota OVAL
- Appropriated additional funding for John Rose Minnesota OVAL, National Sports Center, Shooting Sports Center and North American Indigenous Games
- Supervised successful financial administration of National Sports Center

# University of Minnesota Aquatic Center, Minneapolis

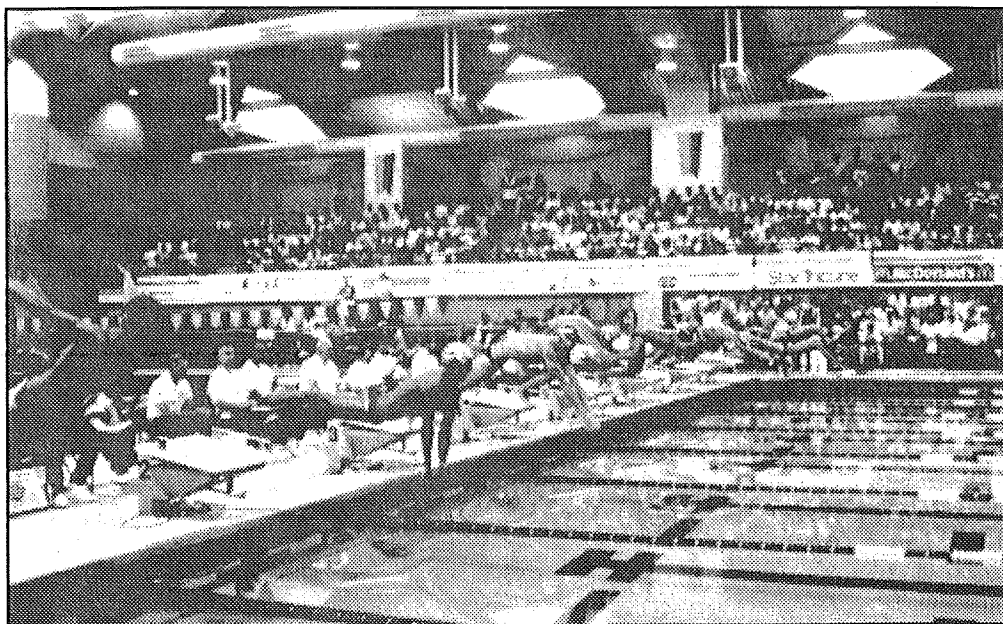
## Sports Served

Diving  
Swimming  
Synchronized Swimming  
Water Polo

## Major Events Hosted

**1993**  
Kansas University Diving  
Gold Country Invitational  
Ohio State Swimming & Diving  
Iowa Swimming & Diving  
1993 NCAA Women's Swimming & Diving Championships  
Beat the Heat Meet  
Twin Cities Diving Invitational  
Midwest Senior Swimming Championships  
Speedo Junior National Swimming Championships  
Masters National Swimming Championships  
National Aquatic Therapy Symposium  
U.S. Regional Diving Championships  
Minnesota Invitational  
Bloomington Invitational

**1994**  
Penn State Swimming & Diving  
Gold Country Invitational  
Iowa Swimming & Diving  
Live From Belize  
Quad Duals Swimming & Diving  
All Comers Open Meet  
Synchronized Swimming Invitational  
Twin Cities Diving Winter Invitational  
Men's Big 10 Swimming & Diving Championships  
1994 NCAA Men's Swimming & Diving Championships  
Phillips 66 National Diving Championships  
International Aquatic Exercise Conference  
U.S. Diving Technical Directors Conference  
Beat the Heat Meet  
National Age Group Synchronized Swimming Championships  
Midwest Senior Championships  
Iowa State Swimming & Diving  
Minnesota Invitational  
Bloomington Invitational



## 1993, 1994 Update

The University of Minnesota Aquatic Center continues to attract the most prestigious aquatic sport events available. The University of Minnesota hosted the men's and women's NCAA Swimming and Diving Championships during the past two years. The return on investment from the Aquatic Center well exceeds the original \$3 million invested.

## State Investment

\$3 million (1987) (+ \$15 million U of M resources)

## Current Financial Support

Operated by University of Minnesota

## Estimated Economic Impact

1990 - 1992 = \$9.076 million

1993 - 1994 = \$26.162 million

**Total economic impact since opening (1990) = \$35.238 million**

## Estimated Users

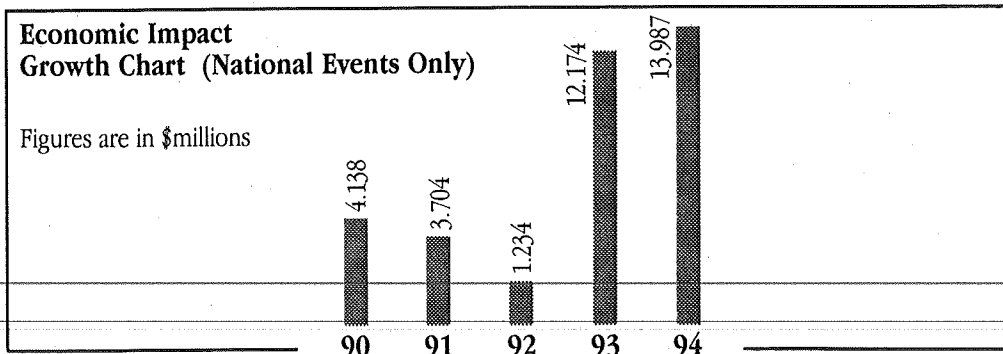
1990 - 1992 = 223,729

1993 - 1994 = 513,920

**Total users since opening (1990) = 737,649**

## Economic Impact Growth Chart (National Events Only)

Figures are in \$millions



# National Sports Center, Blaine

## Sports Served

Athletics (track and field)  
 Basketball  
 Cycling  
 In-Line Skating  
 Jazzercise  
 Judo  
 Karate  
 Rugby  
 Soccer  
 Taekwondo  
 Tennis  
 Ultimate Disk  
 Volleyball  
 Weightlifting  
 Wrestling

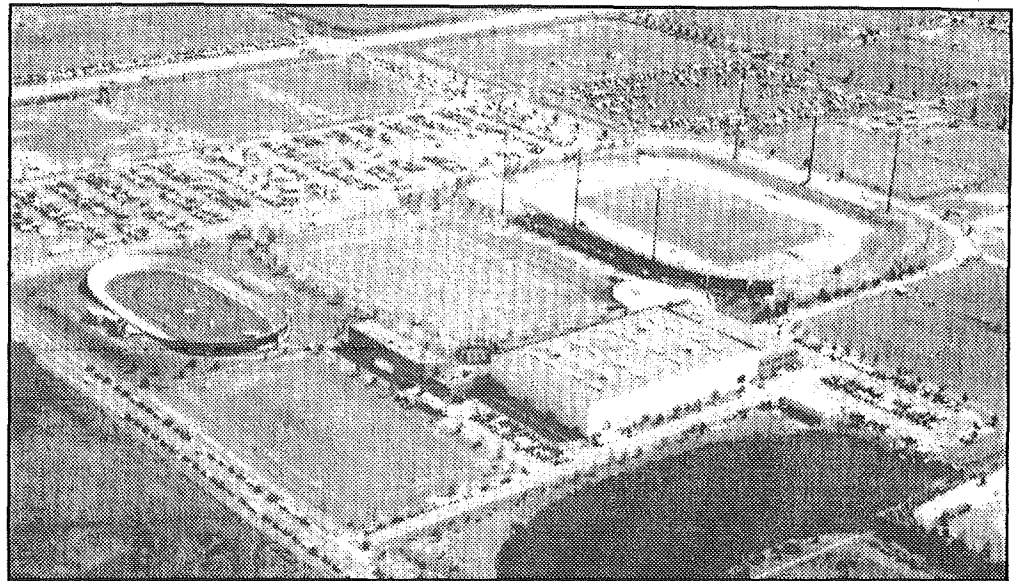
## Major Events Hosted

### 1993

Minnesota Wrestling Invitational  
 USA CUP International Youth  
     Soccer Tournament  
 World Masters Cycling  
     Championships  
 Addidas NSC Soccer Cup  
 International Human Powered  
     Championships  
 National Wheelchair Shooting  
     Championships

### 1994

Minnesota Wrestling Invitational  
 USA CUP International Youth  
     Soccer Tournament  
 World Masters Cycling  
     Championships  
 Addidas NSC Soccer Cup  
 Snickers U.S. Youth National  
     Soccer Championships  
 Face Off Hockey Camp  
 National Wheelchair Shooting  
     Championships



## 1993, 1994 Update

The National Sports Center in Blaine has achieved an annual profit of more than \$100,000 for four consecutive years since 1991. The National Sports Center (NSC) continues to utilize its versatile facilities for local, national and international events and training programs. If the NSC were a state park, it would rank third for number of annual visitors.

## State Investment

\$14.7 million (1987)  
 \$.4 million (1992)  
 \$.119 million (1994)

## Current Financial Support

Self-supporting non-profit organization

## Estimated Economic Impact

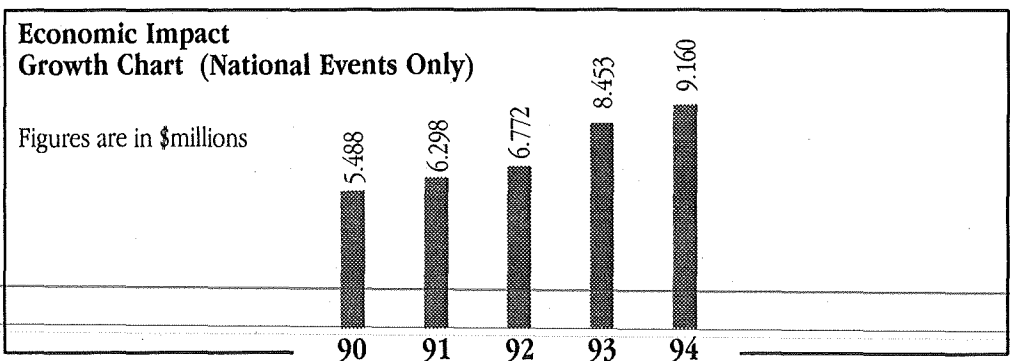
1990 - 1992 = \$18,558 million  
 1993 - 1994 = \$17,613 million

**Total economic impact since opening (1990) = \$36.171 million**

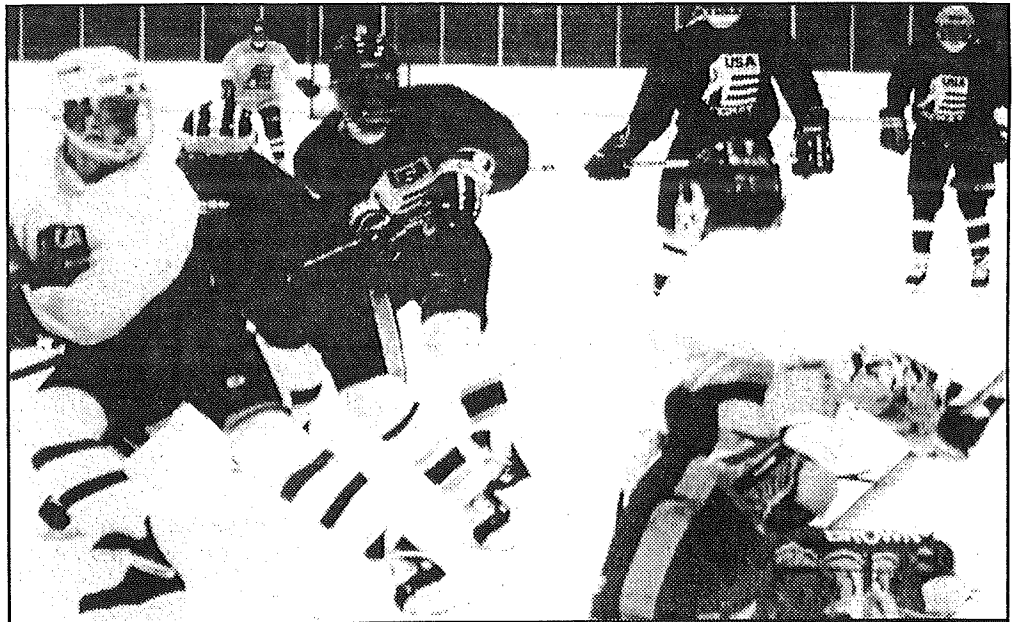
## Estimated Users

1990 - 1992 = 1,158,000  
 1993 - 1994 = 875,000

**Total users since opening (1990) = 2,033,000**



# National Hockey Center, St. Cloud



## Sports Served

Broomball  
Curling  
Figure Skating  
Ice Hockey  
Ice Ringette

## Major Events Hosted

### 1993

1993 USA Hockey "Select 16"  
Training Camp  
Home of the St. Cloud State  
Husky Hockey Team  
Home of the St. John's University  
Hockey Team  
High school and public events,  
programs and camps

### 1994

1993 USA Hockey "Select 16"  
Training Camp  
Home of the St. Cloud State  
Husky Hockey Team  
Home of the St. John's University  
Hockey Team  
High school and public events,  
programs and camps

## 1993, 1994 Update

The National Hockey Center continues to successfully support a quality Division I ice hockey program. In addition to meeting University needs of intercollegiate competition, physical education and recreation, the facility hosts national and regional sport programs and camps.

## State Investment

\$9.5 million (1987)

## Current Financial Support

Operated by St. Cloud State University

## Estimated Economic Impact

1990 - 1992 = \$.398 million

1993 - 1994 = \$.392 million

**Total economic impact since opening (1990) = \$.79 million**

## Estimated Users

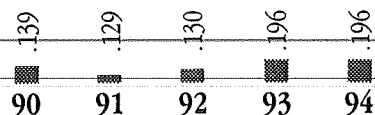
1990 - 1992 = 156,123

1993 - 1994 = 280,000

**Total users since opening (1990) = 436,123**

## Economic Impact Growth Chart (National Events Only)

Figures are in \$millions



# Giants Ridge Recreation Area, Biwabik



## Sports Served

Alpine Skiing  
 Archery  
 Biathlon  
 Cross Country Skiing  
 Freestyle Skiing  
 Golf (1996)  
 In-Line Skating  
 Mountain Biking  
 Nordic Combined  
 Ski Jumping  
 Snowboard Skiing

## Major Events Hosted

### 1993

Pepsi Challenge Cup Race  
 Junior Olympics Cross Country  
 Skiing Championships  
 Senior Nationals Cross Country  
 Skiing Championships

### 1994

Pepsi Challenge Cup Race  
 U.S. National Masters Cross  
 Country Skiing Championships  
 U.S. Cross Country Skiing  
 Championships  
 NCAA/NCSA Cross Country Skiing  
 Championships

## 1993, 1994 Update

Giants Ridge continues its tradition in hosting national and regional events, while at the same time serving regional recreational needs. Giants Ridge hosts many events that attract out-of-state visitors, including many from nearby Canada. One Winnipeg, Canada tour operator alone sent 110 bus loads of skiers to Giants Ridge during the 1994 season.

## State Investment

\$2.2 million (1987)

## Current Financial Support

Has a goal to be self-supporting – IRRRB operation

## Estimated Economic Impact

1987 – 1992 = \$3.683 million

1993 – 1994 = \$2.302 million

**Total economic impact since 1987 expansion = \$5.985 million**

## Estimated Users

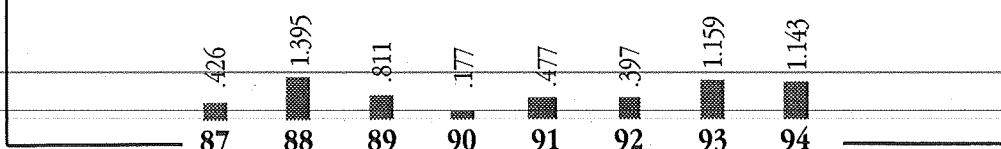
1987 – 1992 = 691,770

1993 – 1994 = 274,000

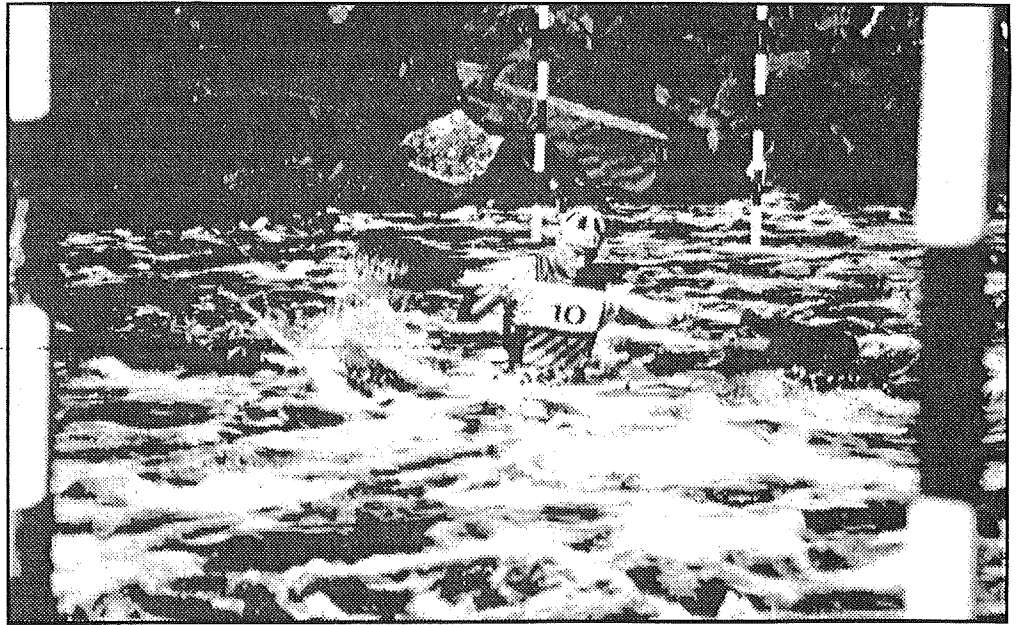
**Total users since 1987 expansion = 965,770**

## Economic Impact Growth Chart (National Events Only)

Figures are in \$millions



# National Whitewater/Kayak Center, Carlton



## Sports Served

Biking  
 Flat Water Canoe  
 Hiking  
 In-Line Skating  
 Whitewater Kayak & Canoe

## Major Events Hosted

1993  
 Champion International  
 Whitewater Series

## 1994

Outpost Grand Opening  
 Champion International  
 Whitewater Series

## 1993, 1994 Update

The National Kayak Center continues to be a favorite site in the U.S. for national and Olympic caliber paddlers. In 1994, the Kayak Center organizers opened their "Outpost Visitor's Center," a natural log structure that serves as a rest stop for athletes and a tourist stop along the river. Thousands of people stopped at the Outpost during its first year.

## State Investment

\$.260 million (1989)

## Current Financial Support

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

## Estimated Economic Impact

1989 - 1992 = \$.853 million

1993 - 1994 = \$1.293 million

**Total economic impact since 1989 = \$2.146 million**

## Estimated Users

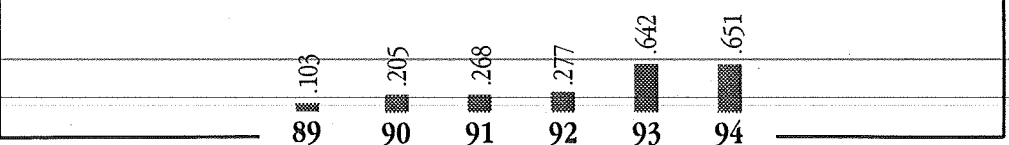
1989 - 1992 = 26,874

1993 - 1994 = 25,745

**Total users since 1989 = 52,619**

## Economic Impact Growth Chart (National Events Only)

Figures are in \$millions





# Ole Mangseth Memorial Ski Jump, Coleraine



## Sports Served

Alpine Skiing  
 Cross Country Skiing  
 Ski Jumping

## Major Events Hosted

### 1993

Coleraine Junior Ski Jumping  
 Invitational  
 USSA Thanksgiving Training Camp  
 USSA Christmas Training Camp

### 1994

Coleraine Junior & Senior Ski  
 Jumping Invitational  
 USSA Christmas Training Camp

## 1993, 1994 Update

The Ole Mangseth Memorial Ski Jump is a successful example of a public partnership with a local community group. The Itasca Ski & Outing Club has raised substantial dollars and resources to develop this facility. The investment by the State has enabled them to host regional and national caliber events and camps.

## State Investment

\$.175 million (1989)

## Current Financial Support

Operated by Itasca Ski & Outing Club

## Estimated Economic Impact

1991 – 1992 = \$.097 million

1993 – 1994 = \$.082 million

**Total economic impact since opening (1991) = \$.179 million**

## Estimated Users

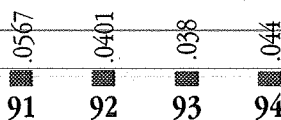
1987 – 1992 = 2,249

1993 – 1994 = 2,982

**Total users since opening (1991) = 5,231**

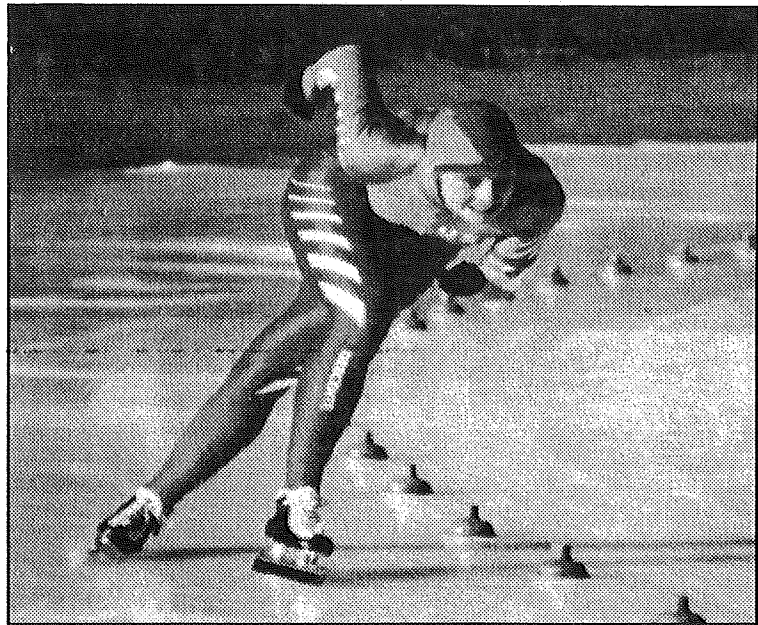
## Economic Impact Growth Chart (National Events Only)

Figures are in \$millions





# John Rose Minnesota OVAL, Roseville



## Sports Served

Bandy  
Ice Hockey  
Ice Skating  
In-Line Hockey  
In-Line Skating  
Roller Hockey  
Speedskating

## Major Events Hosted

### 1993/1994\*

John Rose Cup Speedskating  
Championships (1993 & 1994)  
North American Cup Bandy  
Championships (1993 & 1994)  
U.S. National Long Track  
Speedskating Championships  
U.S. National In-Line Skating  
Sprint Championships

\*the John Rose OVAL opened  
officially on December 19, 1993.

## 1993, 1994 Update

The John Rose Minnesota OVAL opened late in 1993 and is already a major event and training center for speedskating, bandy and in-line skating. In early 1994, the OVAL became the home for the nation's first ever high school girl's speedskating league. The OVAL hosted five major national/international events in it's first year.

## State Investment

\$1.9 million (1992)  
\$.5 million (1994)

## Current Financial Support

Operated by the City of Roseville

## Estimated Economic Impact

1993 = \$.114 million (December only)  
1994 = \$.316 million

**Total economic impact since opening (Dec. 1993) = \$.430**

## Estimated Users

1993/1994 = 85,204

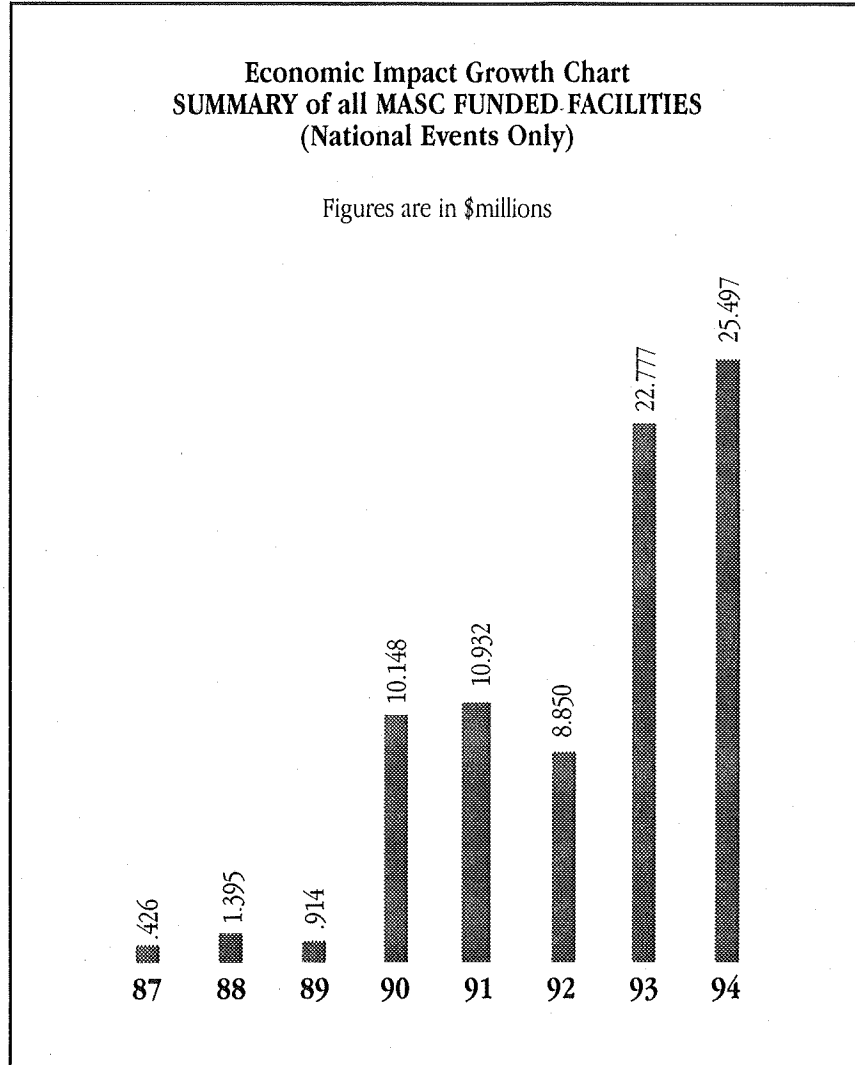
**Total users since opening (Dec. 1993) = 85,204**

## Economic Impact Growth Chart (National Events Only)

Figures are in \$millions (Dec. 1993 & 1994 combined)

# ECONOMIC IMPACT & USER NUMBER SUMMARY

## MASC Affiliate Facilities (1987 - 1994)



**Total State Investment in MASC Affiliate Sport Facilities (1987 - 1994)**

\$35.654 million

**Total Return on Investment (economic impact) From MASC Affiliate Sport Facilities (1987 - 1994)**

\$80.944 million

**Total Estimated Users at MASC Affiliate Sport Facilities (1987 - 1994)**

4,315,596