

NATIONAL SPORTS CENTER ECONOMIC IMPACT REPORT (2024)

For the year January 1, 2024-December 31, 2024

Events at the National Sports Center accounted for more than \$112 million in visitor economic impact in 2024

Blaine, Minn. (March 2025) – The National Sports Center (NSC) in Blaine reports that sports events at the NSC over the past year generated more than \$112 million in visitor economic impact. The report calculated spending from tourism events held over the period from January 1, 2024, to December 31, 2024.

Economic Impact has been calculated for the NSC since 1990 and it is estimated that since the inception, the NSC has generated over \$1 billion in economic impact. Although the National Sports Center was originally funded by the State of Minnesota, it does not receive ongoing operational subsidy from the state. To date, the NSC has received approximately \$79M in overall campus investment with just under \$43M coming from the state of Minnesota.

The current replacement value of the NSC is estimated to be just under \$206M according to the Facility Conditions Assessment completed by the state of Minnesota in 2024.

The report quantified the economic benefits generated by visitors traveling more than 50 miles and staying overnight, and tracked spending in lodging, transportation, food and beverage, retail, recreation, business services, and venue rental.

The NSC uses a calculator developed by Destinations International, a trade organization of visitor bureaus. The Destinations International Event Impact Calculator is one of the most-used and most-recognized economic impact calculators of tourism revenue and is the preferred economic impact measurement tool utilized by Twin Cities Gateway.

Creating economic impact through sports events is a key part of the NSC's mission, and we're proud to be the major economic impact engine in amateur sports in Minnesota.

Spending by local visitors is not included in the Destinations International calculator, but local spending produces significant additional impact to the City of Blaine, Anoka County and the Twin Cities.

63 NSC events produced tourism spending that totaled:

- Direct spending of \$71.4 million (Direct spending is a dollar-for-dollar calculation of money spent by visitors).
- Economic impact (multiplier factored in) of \$112.4 million (The multiplier accounts for the fact that money recirculates in the economy)



National
SPORTS CENTER

TOP TEN NSC ECONOMIC-IMPACT EVENTS OF 2024

1. 36.9M
■ TARGET USA CUP SOCCER (JULY 2024)

6. 4M
■ NORTHLAND HOCKEY GROUP (APRIL/MAY 2024, 2 WEEKENDS)

2. 7.8M
■ NAHL SHOWCASE (SEPTEMBER 2024)

7. 3.5M
■ NSC SPRING CUP (MAY 2024)

3. 5.6M
■ NA3HL/NAPHL SHOWCASE (DECEMBER 2024)

8. 3.1M
■ TIER 1 ELITE HOCKEY LEAGUE PLAYOFF (FEBRUARY 2024)

4. 4.4M
■ NSC ALL-AMERICAN CUP (JUNE 2024)

9. 4.4M
■ HENDRICKSON FOUNDATION DISABLED FESTIVAL (JUNE 2024)

5. 4.3M
■ NAPHL SHOWCASE (OCTOBER 2024)

10. 4.3M
■ NORTHLAND HOCKEY GROUP MT. DEW BLAST (APRIL 2024)