EVENT OVERVIEW

The Sports Minneapolis team and our partners the University of Minnesota, Target Center and Explore MN Tourism welcomed the volleyball teams from Brigham Young University, Stanford University, University of Nebraska and University of Illinois, 18,000+ spectators, and nearly 2,800 coaches to Minneapolis December 11-15. We executed four days of events, including three NCAA matches, a banquet, pep rallies, a fan fest and the American Volleyball Coaches Association (AVCA) Convention. After securing the bid in April of 2017, Sports Minneapolis and our partners worked tirelessly to prove we are the leading sports event experts in the market and to show our guests that Minneapolis is a community that delivers.

RESULTS

Ticket Sales Data
- Semifinals: 17,808
- Finals: Sold out crowd of 18,113
- Over 11,500 out of town visitors were sold to fans in 46 states and 4 Canadian provinces

AVCA
- Record setting convention attendance - 2,772

Hotels
- 13 contracted hotels
- 9,862 room nights

Volunteers
- 132 volunteers from Meet Minneapolis, the University of Minnesota, and the new Sports Minneapolis database
- All volunteer positions were filled in one day

Social Media
- 120,916 impressions
- 2,056 engaged users
- More than 11.1 million media impressions

Hotel Performance Summary Dec 14-16, 2017 and Dec 13-15, 2018

Hosting the NCAA Volleyball Championship had a significant positive impact on Minneapolis hotels during a key need period.

Estimated Economic Impact

In conjunction with the national semifinals and championship matches, Minneapolis hosted 2,772 attendees for the annual American Volleyball Coaches Association (AVCA) Convention taking place Dec. 12 through Dec. 16 at the Minneapolis Convention Center. Both the AVCA Convention and the NCAA Volleyball Championship generated a combined economic impact of more than $11 million in direct spending.

ANCILLARY EVENTS

Team Arrivals
Sports Minneapolis coordinated a special welcome for participating student athletes, coaches, and administrators when they arrived at their hotels. This welcome included special refreshments upon arrivals, and securing a “team lounge” in each hotel for student athletes to relax and connect in throughout the tournament.

Student Athlete Banquet at MUSE
Sports Minneapolis assisted with securing Muse Event Center for the Championship Banquet, held on Wednesday, December 12th. Activities included a photobooth, mini ball signing, dinner, entertainment and the awards program.

Pep Rallies at Pourhouse
On Thursday, December 13, Sports Minneapolis coordinated 30-minute pep rallies at the Pourhouse for each of the four participating team fan bases. Sports Minneapolis volunteers greeted guests upon arrival. Each team, their pep squad, and band performed in front of their fans on The Pourhouse stage. The place was absolutely packed with more than 500 attendees on both levels.

Under Armour High School All-American Match
On Friday, December 14th the Sports Minneapolis hosted the Under Armour High School All-American Match at the Target Center. The best 24 high school volleyball players participated including two from Champlin Park High School in Minnesota.

Championship Pep Rallies
Thousands of Nebraska fans traveled to Minneapolis to cheer on the Huskers. The planned venue for their pep rally was determined to be too small, so Sports Minneapolis quickly secured a new larger venue that would accommodate fans and provide a wonderful experience for guests, at the Minneapolis City Center.

Extended Skyway Hours
Sports Minneapolis worked closely with skyway operators to extend skyway hours to midnight for the three nights during the Championship. Our 9.5 miles of skyways connected fans to the Minneapolis Convention Center, hotels, restaurants and shopping and the Target Center.
Champions Party at Kieran’s
Sports Minneapolis assisted with securing Kieran’s for the Championship Banquet, held on Saturday, December 15th for the AVCA coaches. Sports Minneapolis was the official host for this event.

Red Carpet Arrivals
Stanford and Nebraska student athletes, coaching staff, cheerleaders and pep bands walked the red carpet on 1st Avenue and into the Target Center lobby prior to the championship match. Sports Minneapolis assisted with all the logistics with Target Center and the NCAA including planning the layout, security needs, and communication to teams.

Semifinals and Championship Matches
Held at the recently remodeled Target Center, the semifinal matches drew attendance of 17,808. Championship matches were sell-out attendance of 18,113. This was the second highest overall attendance for volleyball in tournament history.

AVCA at the MCC
The American Volleyball Coaches Association was held at the Minneapolis Convention Center. The AVCA had record breaking attendance at their conference. Sports Minneapolis coordinated their hotel needs, and shuttles from hotels to the conference & matches.

Volunteer Program
After Super Bowl LII, Sports Minneapolis acquired the Crew 52 volunteer database. Thousands of volunteers chose to continue volunteering at Sports Minneapolis and Meet Minneapolis events. Sports Minneapolis secured hundreds of volunteer opportunities for NCAA Volleyball within a matter of hours, and trained and managed volunteers on behalf of the NCAA. Volunteers assisted at the AVCA Conference, during the matches, and at ancillary events.