

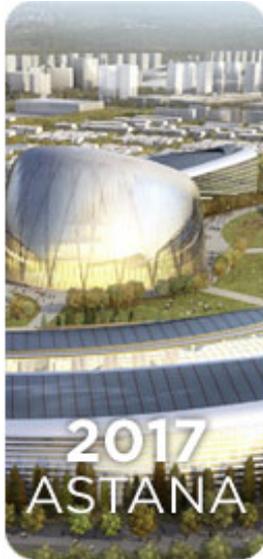


**EXPO 2023**  
MINNESOTA

Minneapolis City Council

Bid Committee

## + Recent and Planned Expos



- + 2010 Shanghai, China
- + 2012 Yeosu, Korea
- + **2015 Milan, Italy**
- + 2017 Astana, Kazakhstan
- + 2020 Dubai, UAE
- + 2023 Minnesota

## + Successful Recent US World Fair Bids



- + 1962            Seattle
- + 1964            New York
- + 1968            San Antonio
- + 1974            Spokane
- + 1982            Knoxville
- + 1984            New Orleans
- + 1992            Chicago



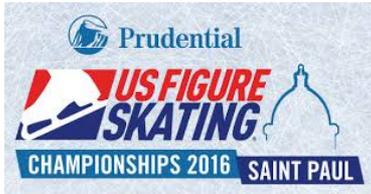
## + Bringing the World to Minnesota



- + 10 to 15 million Expo and convention-related tourists
- + Millions of visitors via the internet
- + Pavilions from over 100 countries, corporations and civic groups



# + Another High-Profile Event for Minnesota



HAZELTINE  
2016



2018  
MINNESOTA  
SUPER BOWL  
BID COMMITTEE LLC

EXPO  
2023  
MINNESOTA

## + We're a Region that Invests in our Future



- + Leverage current and future infrastructures to maximize our superior connectivity
- + Excellent options for 60-acre site enables flexible design and multiple private sector partners.

## + Private – Public Partnerships

- + Privately financed
- + Bi-partisan political backing at state and federal level
- + Local support within state and region
- + Aligned with public goals to attract talent, promote STEM, and to boost tourism, trade, and foreign-direct investment.
- + Branding of the region



## + Expo 2023 Vision

# Wellness and Well-Being for All

## Healthy People, Healthy Planet



## + Health and Wellness Themes

Medicine and Healthcare

Exercise, Fitness and Sports

Recreation, Arts and Beauty

Life Sciences, Biosciences and  
Genomics

Public, Population and  
Occupational Health

Food, Diet and Nutrition

Clean Water, Air and  
Environment

Financial Fitness and Wellness

Professional and Popular  
Education

Mental, Emotional and  
Spiritual Health

Technology Innovation,  
Telemedicine and Security

Integrative Health and  
Healing

## + Expo 2023 – Legal Structures

501(c)(6) and 501 (c)(3)

Non-profit associations with  
responsibility to develop the bid

Co-Chairs – Marilyn Carlson Nelson  
and Lois Quam

CEO/President – Mark Ritchie

## + Bid Co-Chair Leadership



Marilyn Carlson Nelson



Lois Quam



# + Expo 2023 Extensive Media Coverage



## ★ StarTribune | editorials

Expo 2023 is a prize worth seeking for Minnesota

Article by EDITORIAL BOARD | Star Tribune | Updated: December 1, 2014 - 9:00 PM



For Minnesota boosters, these are heady times. This year brought Major League Baseball's All-Star Game to Target Field. A Super Bowl is on its way to the new Vikings stadium in 2018; an NCAA Final Four basketball tournament is due a year later.

**EXPO 2023** Expo 2023 | Minnesota's World Fair  
Shared publicly · 11:43 AM #Minnesota

We're in the News Today! Thanks to Mark Ritchie for his Op Ed printed by the Star Tribune today: if you are looking to find out why Minnesota should host the World's Fair in 2023... this article will likely have you saying "You Betcha" too! Here's the full article <http://bit.ly/StribYouBetcha> #expo2023 #minnesota #worldfair +Star Tribune +EXPO 2015 +Mark Ritchie

+1 ↻ Add a comment...

## Opinions

Post-Bulletin Company LLC  
Randy Chapman, publisher, 285-7622  
Randy Fennema, editorial page editor, 285-7709  
Dwight Boyum, editorial page writer, 285-7726

PAGE 40  
WEDNESDAY  
AUGUST 6, 2014

Member of the News Newspaper Group, Kankakee, Ill. • Len Robert Small, president & CEO • Thomas P. Small, senior vice president • Corbett J. Overgaard, vice president • Robert L. Hill, vice president

### OUR VIEW

## World's Fair 2023 dream has the potential to inspire

**M**ark Ritchie was thinking about high-speed trains as he drove into Rochester last week. It wasn't just because the Minnesota Secretary of State was planning to attend a city discussion with its southern Minnesota, or even because he faced state workers. He had a more motive reason for thinking about the potential of connecting Rochester to the Twin Cities with a high-speed train. As the chairman of the advisory committee created to lure the 2023 World's Fair to Minnesota, Ritchie saw such a train as part of the basic infrastructure needed to lure the estimated 10 million to 15 million fair attendees to the state. While efforts to land a world's fair remain in the earliest stages — for small bids won't be submitted until next year — Ritchie said the time is

**The chairman's view**  
Minnesota Secretary of State Mark Ritchie, who serves as the chairman of Expo 2023's advisory committee, will offer his thoughts on efforts to attract the World's Fair to Minnesota in a special guest commentary in the Post-Bulletin on Saturday.

Nothing is as uncertain as difficult to attract visitors to Minnesota, Ritchie said those who visit frequently want to stay for a while. "Anything that happens that can attract people here has every one of those benefits," he said.

Ritchie said he hopes a high-speed train is part of the package to lure more people to the state. While Expo 2023 Project Manager Chuck Mitchell said last week it likely would

to expand the reach of the World's Fair in Minnesota. If it can be done properly without state and federal funds, all the better.

With Destination Medical Center changes expected to be in full swing by 2023, Ritchie will offer a wealth of alternatives for the global tourist. High-speed rail will make the destination more attractive, offer a chance for potential World's Fair visitors to make side trips to southeast Minnesota or opt to stay in Rochester and make a daily commute to the fair.

The options are nearly endless, Ritchie said.

That's even more exciting than the thought of being the first state to host a World's Fair since the 1890s. The quest to land a World's Fair will no doubt be a thrill ride, regardless of the outcome. Residents statewide will

have the thrill of contemplating the future. Rochester and the surrounding areas are already doing a march through 2040+ efforts and the journey to Growth by program being implemented by Rochester Area Economic Development Inc., but the World's Fair push will give even more a reason to do the same. Hopefully building on the variety of successes the state has seen in recent months and years.

We already know what a wonderful state Minnesota is to live and work in. Maybe it's about time to share it with others — either by attracting millions to a World's Fair in 2023 or by showing the world that we simply have the track record to do it.

postbulletin.com  
To comment on this editorial

## PIONEER PRESS

### With Super Bowl in hand, next Twin Cities goal is World's Fair



Super Bowl snags World's Fair 2023?

If a handful of Minnesota's movers and shakers have your eye, absolutely. The groundwork is being laid for the event — ostensibly known as the World's Fair but actually called World Expo — to land right here in flyover land during 2023, one of the in-between, smaller years of the event.

## + BID TIMELINE AND BUDGET



Expected Vote 2017  
Budget for Bid Process \$1.5M

## + Bid Development Team



- + Expo 2023 Minnesota – Overall Bid Coordination
- + Tunheim – Project Management, Strategic Consulting
- + HGA – Site Design, Bid Preparation and Design
- + University of Minnesota Carlson School of Management – Business Plan Consulting

# + Minnesota World's Fair Advisory Group

Honorary Co-Chairs: Walter Mondale, Arne Carlson, Marilyn Carlson Nelson

Jonathan Aanestad	Tim Griffin	Harry Melander	Patricia Simmons
Margaret Anderson-Kelliher	Dan Grigsby	Patricia Mitchell	Jeff Smedsrud
Peter Bell	Sue Haigh	Seann Nelipinath	Cecily Sommers
Bill Blazer	Steve Heckler	Sue Perpich	Trisha Stark
Rudy Boschwitz	Steve Hunegs	Lois Quam	Will Steger
John Edman	Tim Korby	Maureen Reed	Melvin Tennant
Tom Fisher	Judge LaJune Lange	Mark Ritchie	Kathy Tunheim
Cristina Gillette	Michael Langley	Lenny Russo	Jack Uldrich
	Kevin Lewis	Eric Schwartz	Steve Young
	Nancy Maeker	Nida Shoubash	Sri Zaheer

# + Support for Minnesota Expo Around the Country



THANK YOU  
MARK RITCHIE  
CEO  
EXPO 2023  
612.231.7707  
[MARK@EXPO2023.INFO](mailto:MARK@EXPO2023.INFO)