

Coleman, Chris (CI-StPaul)

From: Coleman, Chris (CI-StPaul)
Sent: Wednesday, January 29, 2014 4:08 PM
To: Dady, Erin (CI-StPaul)
Cc: Spano, Jake (CI-StPaul); Campbell, Joe (CI-StPaul)
Subject: Re: Super Bowl

Sure.

Sent from my iPhone

On Jan 29, 2014, at 3:39 PM, "Dady, Erin (CI-StPaul)" <erin.dady@> wrote:

Mayor,
Michelle Kelm-Helgen left me a message asking if you would be willing to serve on the Super Bowl steering committee. Probably a good faith effort at regionalism. We will be as helpful as Mpls was to us during the RNC. Ok with you?

Erin Dady

Chief of Staff

Mayor's Office

<image001.jpg> 15 W Kellogg Blvd, Room 390
Saint Paul, MN 55102

P: <image002.jpg>

erin.dady@<image003.jpg>

<image002.jpg> <image003.jpg> <image004.jpg> <image005.jpg>

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Coleman, Chris (CI-StPaul)

From: Coleman, Chris (CI-StPaul)
Sent: Monday, March 17, 2014 3:30 PM
To: Rider, Chris (CI-StPaul)
Subject: Re: Phone call at 5:00 PM Tonight?

Sure

Sent from my iPhone

On Mar 17, 2014, at 3:23 PM, "Rider, Chris (CI-StPaul)" <chris.rider@> wrote:

You'll be at the airport, getting ready to board your flight. Thoughts?
C

From: Marx, Di [<mailto:Di.Marx@>]
Sent: Monday, March 17, 2014 3:21 PM
To: Rider, Chris (CI-StPaul)
Subject: Phone call at 5:00 PM Tonight?
Importance: High

Hi Chris. Doug Baker is wondering if Mayor Coleman would be participate on a quick call tonight at 5:00 PM. The call would include Doug, Richard Davis and Mayor Coleman. If it works, I'll send through dial-in info. Doug didn't mention a topic, but I'm assuming it's the Super Bowl bid.

Thanks.
Di

Di Marx
ASSISTANT TO DOUG BAKER
CHAIRMAN AND CEO

ECOLAB 370 WABASHA STREET NORTH, ST. PAUL, MN 55102
T [C](tel:) F 651 225-3230
E di.marx@

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Coleman, Chris (CI-StPaul)

From: Spano, Jake (CI-StPaul)
Sent: Wednesday, March 26, 2014 9:14 AM
To: Judy Johnson; Rider, Chris (CI-StPaul); Coleman, Chris (CI-StPaul)
Cc: Sarah White (sarahw@[REDACTED])
Subject: RE: Urgent: Request for Letter of Support for Super Bowl LII

Will do!
Jake

From: Judy Johnson
Sent: 3/26/14, 8:35 AM
To: Rider, Chris (CI-StPaul), Coleman, Chris (CI-StPaul)
Cc: Sarah White (sarahw@[REDACTED]), Spano, Jake (CI-StPaul)
Subject: RE: Urgent: Request for Letter of Support for Super Bowl LII

Chris,

Thank you very much for the confirmation.

Thanks, Jake, for helping make this happen!

Please send the PDF letter directly to Steve Gordon with a copy to Sarah White.

You guys are awesome!

Judy

Judy Johnson
Director of Investor Relations



400 Robert Street North, Suite 1600, Saint Paul, MN 55101
www.greatersp.org

Office: [REDACTED]
Cell: [REDACTED]
Email: [judy.johnson@\[REDACTED\]](mailto:judy.johnson@[REDACTED])


From: Rider, Chris (CI-StPaul) [mailto:chris.rider@[REDACTED]]
Sent: Wednesday, March 26, 2014 8:29 AM
To: Judy Johnson; Coleman, Chris (CI-StPaul)
Cc: Sarah White (sarahw@[REDACTED]); Spano, Jake (CI-StPaul)
Subject: RE: Urgent: Request for Letter of Support for Super Bowl LII

Judy,


We are in process on a letter and will have it sent by the deadline. Our Marketing Director, Jake Spano, is taking the lead.

Thanks,

Chris Rider



Christine Rider
Scheduler for Mayor Chris Coleman
Mayor's Office
15 Kellogg Boulevard West, Suite 390
Saint Paul, MN 55102
P: [REDACTED]
chris.rider@[REDACTED]



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From: Judy Johnson [mailto:Judy.Johnson@[REDACTED]]
Sent: Tuesday, March 25, 2014 5:11 PM
To: Coleman, Chris (CI-StPaul)
Cc: Rider, Chris (CI-StPaul); Sarah White (sarahw@[REDACTED])
Subject: Urgent: Request for Letter of Support for Super Bowl LII
Importance: High

Dear Mayor Coleman,

On behalf of Minnesota Super Bowl Bid Co-Chairs Marilyn Carlson Nelson, Richard Davis and Doug Baker, I am writing to ask for your support in our effort to bring Super Bowl LII to Minnesota in 2018!

As you know, there is a great campaign underway to see that Minnesota wins this bid. We would be very grateful for your help in the process. Included in our bid submission will be letters of support from prominent elected officials across the region and state, like you.

If you would be so kind to join this effort, we would very much appreciate a letter from you. Attached is a sample letter for your review and consideration.

A few important things include:

- 1) Please **tailor and personalize the letter** as much as possible from your point of view as an elected official representing the region.
- 2) The letter should be typed on your official letterhead and signed.
- 3) The letter should be saved as a PDF and emailed to Steve Gordon at [sgordon@\[REDACTED\]](mailto:sgordon@[REDACTED]) no later than this **Thursday, 5:00 pm**.

If we do not receive it by this date/time, we will not be able to include it with the formal submission.

- 4) Please copy Sarah White, as well, on the email at [sarahw@\[REDACTED\]](mailto:sarahw@[REDACTED])

We realize this request comes with a quick turnaround deadline. If you have any questions or concerns, please don't hesitate to ask.

Thank you for your consideration and support for bringing Super Bowl LII to Minnesota in 2018!

Best regards,

Judy

Judy Johnson
Director of Investor Relations



400 Robert Street North, Suite 1600, Saint Paul, MN 55101
www.greatersp.org

Office: [REDACTED]

Cell: [REDACTED]

Email: [judy.johnson@\[REDACTED\]](mailto:judy.johnson@[REDACTED])

Coleman, Chris (CI-StPaul)

From: Coleman, Chris (CI-StPaul)
Sent: Wednesday, March 26, 2014 2:37 PM
To: Spano, Jake (CI-StPaul)
Cc: Dady, Erin (CI-StPaul)
Subject: RE: Letter for the NFL

Fine – though I think Ryder Cup is next year.

From: Spano, Jake (CI-StPaul)
Sent: Wednesday, March 26, 2014 1:09 PM
To: Coleman, Chris (CI-StPaul)
Cc: Dady, Erin (CI-StPaul)
Subject: Letter for the NFL

Mayor-

Erin said you wanted to see the NFL letter so I've cut and pasted it below. Let me know if you have any edits. I need to send a final version to them tomorrow afternoon.

Thank you,
Jake

March 26th, 2014

Mr. Roger Goodell
Commissioner, National Football League
345 Park Avenue
New York, NY 10154

Dear Commissioner Goodell:

I first want to congratulate you on the recent conclusion of another successful NFL season. Fan interest in the game is constantly growing and it's with that in mind that I want to lend my voice of support to the City of Minneapolis' bid to host Super Bowl LII in 2018.

As you know, the Twin Cities has a long track record of hosting successful events similar to the Super Bowl going back to the 1990s when the Super Bowl, the National Hockey League's Stanley Cup, the NCAA's Division I Men's Basketball Final Four, and Major League Baseball's World Series were all hosted here within the span of several months. In just the past few years, Saint Paul alone has hosted major events like the Republican National Convention, the NCAA Frozen Four, multi-day music concerts hosted by Live Nation, and Red Bull events like Flugtag and the Crashed Ice World Championships, some of which brought 120,000 people into Saint Paul in a single day. Currently the region is preparing to host two more incredible spectator events with Major League Baseball's 2014 All-Star Game and the 2016 Ryder Cup.

For Saint Paul specifically, this year marks an important milestone which will have a positive impact on your customers' Super Bowl experience, particularly the addition of the Green Line light rail project which, when combined with the existing lines, will link downtown Saint Paul and Minneapolis as well as provide connections to the Minneapolis/Saint Paul Airport and the Mall of America--one of the most popular attractions in the country for visitors from around the globe. While fans will no doubt be immersed in the excitement of the Super Bowl and the

festivities that surround it, there are countless museums, historical sites, shops, and award winning restaurants in Saint Paul which will provide your customers with a memorable experience while in the region.

Lastly, the Twin Cities are home to hundreds of thousands of passionate football fans. That fan base will provide a strong pool of not only customers, but ambassadors for the NFL, and volunteers to assist you in the planning and execution of the Super Bowl. Support from volunteers and groups like Visit Saint Paul, our convention and visitor's bureau, have proven invaluable in past events and no doubt will again if the Super Bowl returns to the Twin Cities. Given the opportunity, you can be assured my staff and I will collaborate with the National Football League to offer your fans and the sort of exceptional experience the Super Bowl, and Saint Paul, is known for.

Best regards,

Christopher B. Coleman
Mayor, City of Saint Paul



Jake Spano
Marketing Director
Office of Mayor Christopher B. Coleman
15 Kellogg Boulevard West, Room 390
Saint Paul, MN 55102
P: [REDACTED]
jake.spano@[REDACTED]

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ServiceDesk (CI-StPaul)

From: Coleman, Chris (CI-StPaul)
Sent: Friday, April 25, 2014 11:53 AM
To: Rider, Chris (CI-StPaul)
Subject: Re: Please review this letter for the Superbowl bid

No - I don't want to be on record saying we will prioritize billionaires over everyday residents. Obviously we'll do what needs to be done.

Sent from my iPhone

On Apr 25, 2014, at 11:48 AM, "Rider, Chris (CI-StPaul)" <chris.rider@> wrote:

There needs to be a letter send along with the regions Superbowl bid package outlining our knowledge that 1) it snows in MN in the winter and 2) we'll remove the snow if need be for a successful Superbowl.

Please review and approve, thanks.

CHR

Christine Rider
Scheduler for Mayor Chris Coleman

Mayor's Office
<image001.jpg> 15 Kellogg Boulevard West, Suite 390
Saint Paul, MN 55102
P: 651-266-8535
chris.rider@

<image002.jpg> <image003.jpg> <image004.jpg> <image005.jpg>

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<Superbowl - Snow removal letter.pdf>