

Tennessee, Tonya (CI-StPaul)

From: Tennessee, Tonya (CI-StPaul)
Sent: Wednesday, October 21, 2015 7:58 PM
To: Coleman, Chris (CI-StPaul); Beckmann, Kristin (CI-StPaul); Bailey, Dana (CI-StPaul)
Subject: DRAFT: News Release for Soccer ahead of tomorrow's call
Attachments: 10.23.2015 Soccer Release.docx

Hi All,

Attached, please find the draft news release for Friday. Eric is sharing it with Bill and Nick tonight – so please consider this a starting point for our conversation tomorrow morning about messaging.

The proposed choreography of the roll-out is as we are envisioning it is as follows:

8 a.m. on Friday morning: IGR team reaches out to legislative delegation to give them a heads up, ask them to attend and ask them to sign off on a quote that MLS can put on its new website.
8:45 a.m. on Friday morning: Advisory goes out indicating the Mayor and Dr. McGuire will provide an update on soccer
12:55 p.m. Team's new website goes live
1:00 p.m. News release goes out and press conference starts –
Speakers: Bill, Mayor, Dai Thao, Rena Moran
Other VIP guests will stand behind them (no speaking role), interspersed with approximately 30 Dark Cloud fans

1:00 p.m. The press conference will be live-streamed on the team's website, we will post a tweet on the Mayor and City's Facebook and Twitter handles, we will also post a newsflash on stpaul.gov. We will tee up our key partners, asking them to post on their social channels after 1:05 p.m.

Mayor, if you are open to doing so, we could pitch you to the weekend shows – but, at minimum, will pitch you to morning radio on Monday and Tuesday of next week.

Thanks,
Tonya



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FOR IMMEDIATE RELEASE:
October 23, 2015

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Minnesota United announces intention to build new soccer stadium in Saint Paul

Snelling-Midway community advisory committee will begin work in early December

SAINT PAUL – Minnesota United owner William McGuire and Saint Paul Mayor Chris Coleman today announced the team's commitment to building a new soccer stadium at the Snelling-Midway site in Saint Paul, bringing Major League Soccer (MLS) to the state of Minnesota. Joined by local officials and soccer fans from across the state, the two confirmed that the team and city will work together – along with key partners at the state and local level and with a community advisory committee – to build a new X,XXX person capacity soccer stadium at the site.

“By all measures important to soccer fans throughout the Twin Cities metro and the state, as well as the needs of the team and Major League Soccer (MLS), this is a great location for an iconic soccer facility that will house the Minnesota MLS franchise,” said McGuire. “Located between two downtowns, situated along multiple transit options and the interstate, and in the heart of a dynamic community, our goal is to bring professional soccer to the state by building the stadium here in Saint Paul and working in partnership with the community as we do that.”

Earlier this year, MLS awarded Minnesota United the 23rd MLS franchise, a highly competitive process that put Minnesota ahead of other major markets in the United States.

“Today is a great day for Saint Paul, for soccer and for the entire state,” said Mayor Coleman. “I am thrilled that the team wants to work with the community to build a stadium here in Saint Paul. A soccer stadium will provide an important catalyst for the redevelopment of the entire area – creating jobs, spurring housing and new commercial opportunities and building on our commitment to transit oriented development. We have a lot of work ahead of us, but we are committed to working with the community, our local and state partners and with one another to bring professional soccer to Minnesota.”

The Mayor and Dr. McGuire outlined a set of high level principles that will underpin stadium planning. The team reiterated it will privately finance the estimated \$1XX million stadium and that it will be publicly owned once construction is complete. The Saint Paul City Council and Ramsey County have also passed resolutions supporting property tax exemption for the site, a measure that will need to be approved by the state legislature. And, importantly, the two agreed that a community process is a prerequisite for moving forward.

With momentum building over the past month for a soccer stadium in Saint Paul, Mayor Coleman and the Saint Paul City Council announced last week that the city is seeking applicants for a community advisory committee to guide the work of City staff and consultants as the project moves forward. The 15-20 person committee will be tasked with representing the broader interests of the community and providing input on the overall design and development decisions that will emerge. The local community will also be engaged through community open houses, Open Saint Paul (online engagement tool) and public hearings at both the Planning Commission and City Council.

"We are excited by today's announcement and are looking forward to getting to work in Saint Paul," said MLS Commissioner Don Garber. "The Snelling-Midway site has incredible energy, is perfectly situated between the two downtowns and reflects the global community that has embraced soccer for so many decades."

The team has launched a new website at URL to keep soccer fans updated on developments. At the same time, the city continues to update www.stpaul.gov/snellingredevelopment with information about the community process.

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