

CHALLENGES AND FUTURE LANDSCAPE OF THE TWIN CITIES SPORTS INDUSTRY: A panel discussion



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Panel Moderator
Sports media personality

Wednesday, November 8, 2017

7:00 - 9:00 pm (doors open at 6:30 pm)

DQ Club Room, TCF Bank Stadium (enter at Benton County entrance)

free and open to the public

about the panel discussion

The Twin Cities sports industry is in a unique market. Minneapolis-St. Paul is the smallest metropolitan area in the United States that hosts six major league professional sports teams, a National Collegiate Athletic Association Division I sports program, and a minor league team. Since 2010, the area has also experienced the development of numerous new sports venues, and is set to continue to host major events.

The vibrant Twin Cities sports industry is exciting for fans and good for area development, however, it also brings challenges and opportunities for industry leaders. Is the Twin Cities sports market at a tipping point? What are the challenges and opportunities in sustaining this sports market? How are sports leaders using emerging technology and social media to enhance fan engagement and gain their loyalty? What will fan engagement look like in the future? How are sports leaders learning about what issues communities are experiencing and how do they see their role in addressing such issues?

hosted by the University of Minnesota Sport Management program and the Minnesota Twins

