

In September 2008, the eyes of the world will be focused on Minnesota. Saint Paul's RiverCentre / Xcel Energy Center Complex will welcome 45,000 visitors, including 15,000 media representatives from around the globe and many of our nation's most influential business and policy leaders for the Republican National Convention.

For four days in September 2008, Minnesota will have a once-in-a-lifetime opportunity to show the world what we already know - Minnesota is the finest place in the nation to live, work and raise a family.

This opportunity is not about politics - it is about business. For those of us who want to build a better future for our cities, it is a spectacular marketing opportunity. The media attention is a launching pad for drawing tourists and business investors to our communities. The investments made in our state and cities in preparation for the event will pay dividends for years to come.

Economic Impact

Direct Impact

The short-term economic impact of hosting this event will be significant for Saint Paul and the metro area. The City of Boston, site of the 2004 Democratic National Convention, reported a direct economic impact of \$150 million. New York City, site of the 2004 Republican National Convention, reported a \$212 million direct economic impact.

Long-Term Impact

This is our opportunity to reach a national audience, to tell our story to the world, and to demonstrate Minnesota's strengths as a place to live, work and visit. Our city will see the benefits of this media exposure for years to come.

For additional information, read [Economic Impacts of 2008 Republican National Convention](#), published by the MN Department of Employment and Economic Development (DEED) in December 2007.

RNC Facts

Xcel Energy Center

Dates: Monday, September 1 (Labor Day) through Thursday, September 4, 2008.

- **Convention Site:** Xcel Energy Center
- **Media Headquarters:** RiverCentre Convention Center
- **Hotel rooms to be occupied:** 17,000 clustered in downtown Saint Paul, downtown Minneapolis and Bloomington.
- **Events:** All over Minneapolis Saint Paul metropolitan area
- **Number of guests:** 45,000
- **Members of the international news media** 15,000

