

# Preparing for the NCAA Women's Final Four

MSP Airport Planning  
Committee update to CSAC



March 10, 2022



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## Agenda



- Phil Burke – Customer Experience
- Tyler Boike – Local Organizing Committee
- Krin McMillen – Musical Performances
- Abby Kes – Stakeholder Engagement
- Joe Ewest – Terminal Branding
- Sara Ernst – Volunteers

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## Teamwork



- Utilizing our greatest strength
- Customized and scaled for the Women's Final Four



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## Safety, Security and Preparedness



- First Priority
- Led by Public Safety
- Team Arrivals – March 29
- Terminals

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## Passenger Forecast



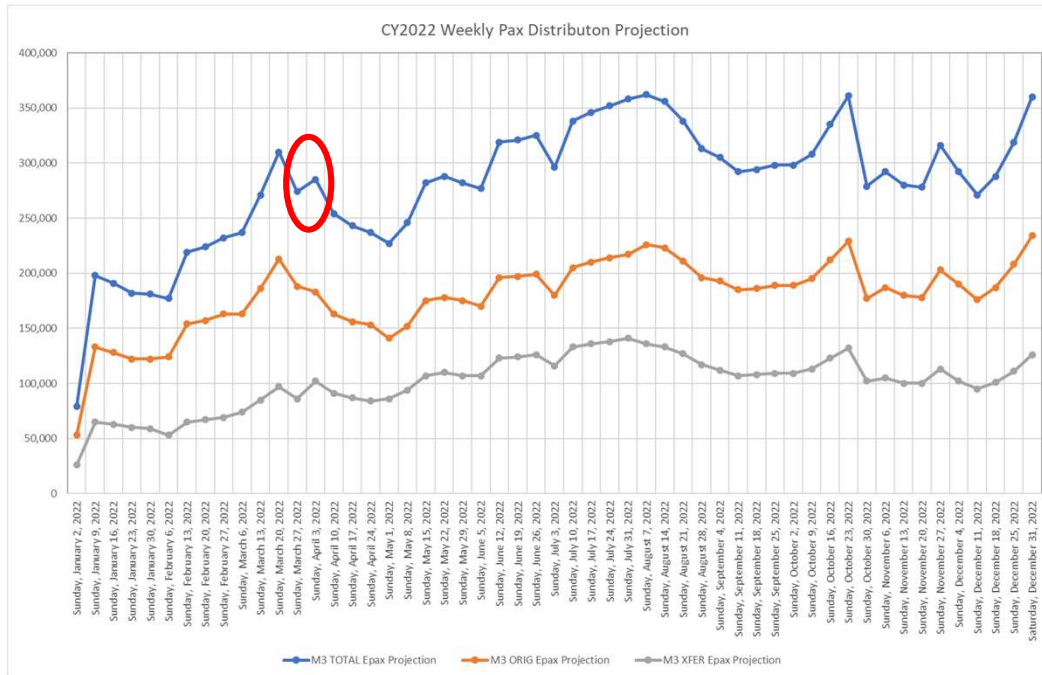
### Visitors



25-30k estimated visitors with  
65-70% expected from outside  
MN

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## Terminal Announcement

- Gopher Women's Basketball Coach, Lindsey Whalen!
- Greet arriving fans



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## Terminal Sprucing

- Cleaning
- Carpet
- Paint



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## 2022 WOMEN'S FINAL FOUR OVERVIEW



**MINNESOTA  
SPORTS AND EVENTS**  
BLOOMINGTON • MINNEAPOLIS • SAINT PAUL



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## 2022 WOMEN'S FINAL FOUR OVERVIEW

April 1<sup>st</sup> to 3<sup>rd</sup> @ Target Center

- 25,000 to 30,000 downtown visitors
  - NCAA WBB Staff
  - Participating Schools
  - WBCA Coach's Convention
  - Media (local & national)
  - Women's Basketball Fans
- Key Dates
  - Tuesday March 29 – Team Arrivals
  - Thursday, March 31 – Large Fan Arrival Begins
  - Friday, April 1 – Semifinal Games
  - Sunday, April 3 – Championship Game
  - Monday, April 4 – Main Departure Day



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## 2022 WOMEN'S FINAL FOUR OVERVIEW

### List of Ancillary Events

- Tourney Town (April 1-3 @ Convention Center)
- Beyond the Baseline (April 1-3 @ Convention Center)
- Party on the Plaza (April 1-3 @ 1<sup>st</sup> Ave near Target Center)
- Open Team Practices (April 2 @ Target Center)
- Super Saturday Concert (April 2 @ Convention Center)
- Bounce (April 3 @ Convention Center)
- Red Carpet Arrivals (April 3 @ 1<sup>st</sup> Ave near Target Center)
- Title IX Fan Fest (Mall of America)



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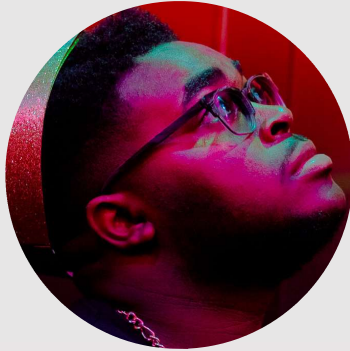
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## SPECIAL PERFORMANCE ARTISTS

**DJ Mickey Breeze**

Baggage Claim  
Thursday, March 31<sup>st</sup> 5-7pm



**David Gerald Sutton**

Airport Mall Gallery  
Monday, April 4<sup>th</sup> 10am-noon



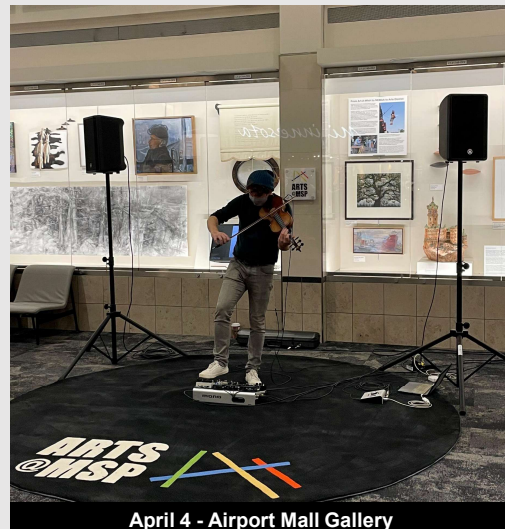
**ARTS  
@MSP**

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## PERFORMANCE LOCATIONS



March 31 - Arrivals level next to Farmer's Fridge



April 4 - Airport Mall Gallery

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## PERFORMANCE LOCATIONS



Terminal 1 – South Mall Stage



Terminal 1 – North Mall Stage



Terminal 2



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## Surprise and Delight

### Terminal 1 - Arrivals

- Thursday, March 31, 2 – 7 p.m.
- Friday, April 1, 10 a.m. – 2 p.m.
- Give Aways
  - Buttons
  - Binoculars
  - Lip Balm

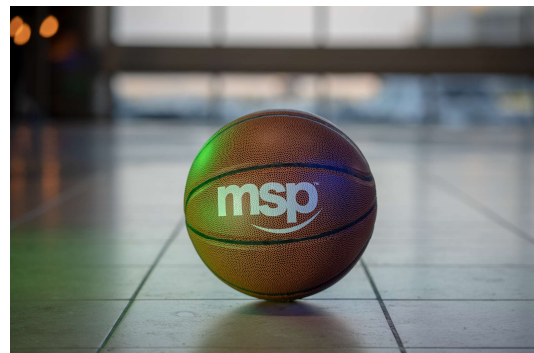


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## MAC Ambassador Program

- Surprise and Delight activities will be supported by MAC Ambassadors
- Welcome travelers to MSP and assist where needed
- Complement Travelers Assistance volunteers throughout the Terminal



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## Branding



Print – Info desk wrap



Print – LR ticketing



Digital – Bag claim tourism



Print - Bag claim pillars



Print - Bag claim screen end caps

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## Branding



Print – T1 Bag Claim Bracket

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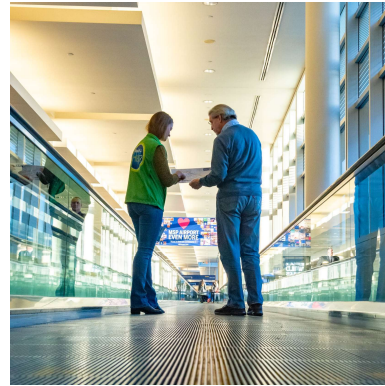
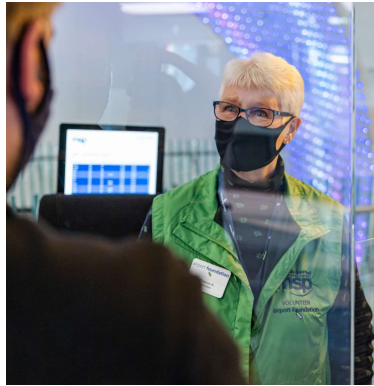
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## VOLUNTEERS



airport **foundation**

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## UNIFORMS



airport **foundation**

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