

Official NFL Events – The full list of official NFL/MNSBHC events is attached. Confirmed events happening in Saint Paul are Monday, January 29th – Opening Night (location TBA) and Saturday, February 3rd – Taste of the NFL (River Center)

NOTE – in addition to these, there will be literally hundreds of events both ‘sanctioned’ and unsanctioned ex: ESPN Party, NBC Party, Vanity Fair Party etc.

Red Bull/Crashed Ice – Crashed Ice will happen January 18-20 of 2018. In addition to Crashed Ice, we are working on plans with them for a Lowertown activation to include a demo of some extreme winter sport potentially featuring a structured ramp to ensure there is a “wow factor”. This activation will happen on Saturday, February 3rd.

West 7th Block Party – We don’t have confirmation, but we are hoping for a major concert on the evening of Saturday, February 3rd at the Xcel. Visit Saint Paul will be working on activating a block party on W 7th similar to what they do during Crashed Ice/Luckypalooza.

CHS Field – The Saints have been working with Vail (formerly Afton Alps) on creating a slide from the Securian Club down onto the field. Along with the slide, they are working on other ways to bring people to the stadium and to Lowertown including a winter fashion show displaying all necessary outdoor gear you need to live in MN.

Saint Paul Winter Carnival – The Winter Carnival will be extended to 3 weeks this year (key dates attached) in order to draw people across the City with the Ice Palace as their main focal point.

Ice Palace – The Ice Palace will be located on Capitol Hill. Current plans include the Palace, an Ice Rink and one-day activation by the United States Olympic Committee as part of a nation-wide promotional push leading up to the Winter Olympics.

Bold North Night Market – Working with AEDA and Little Mekong as the anchor, we are planning for a night market featuring various vendors from across the City. Location and dates are TBD.

Children & Families – Saturday, February 3rd will be Children & Families Day in Saint Paul. This would include a special promotion with the 3 major downtown museums, along with the Ice Palace and Winter Carnival, and would likely include some kind of “passport” concept.

Outdoor Sports – Featuring the best of winter outdoor activities, we are working through plans for hockey and sled hockey tournaments, ice fishing and the outdoor fashion show.