

Geographic Information Systems (GIS)

Saint Paul MLS Stadium

Name: Section:

Score: _____/5

Directions: Read the situation below and make the maps to show the potential market analysis for the new MLS stadium in Saint Paul

Situation: The mayor of Saint Paul Chris Coleman is looking to put together a presentation to the city about the new soccer stadium that is being planned. They want to make sure the spot proposed at the bus barn site at the intersection of Snelling Avenue and I-94 is going to be able to support a soccer population. But the following series of maps together in a Story Map series so Mayor Coleman can make his presentation

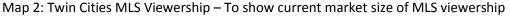
Map 1: Populations for the areas below (distances times are starting at proposed site)

Within 10 minute walk

Within 15 minute walk

Within 10 minute drive

Within 15 minute drive



- Data Enrichment Analysis of MLS viewership in Twin Cities Area
 - o 2015 Sports (Market Potential): Watch on TV Soccer (MLS)

Map 3: Twin Cities Soccer Participation – To show potential MLS Viewership

- Data Enrichment Analysis of Participation in Soccer in the Last 12 months

Map 4: Hot Spots

- Do a Hot Spot analysis of map 2 or 3 to find 6 soccer hot spots in Twin Cities area
- Place dots on each of the hot spots and do a connect points to origins analysis to estimate how long it will take to drive from hot spots to the stadium site

Hot Spots

Hot Spot City Name	Travel Time to Stadium Site

MINNESOTA FO