

Regional Council of Mayors

July 14, 2014

PRESENTATIONS

'Touring' the Stadium

Michele Kelm-Helgen, chair of the Minnesota Sports Facilities Authority, set it straight immediately: It's not the Vikings' Stadium—it's "a multipurpose stadium, owned and operated by the State of Minnesota."

The Regional Council of Mayors met at the Minnesota Vikings Stadium offices, just a couple of blocks from where the Metrodome used to stand and the new stadium is under construction in East Downtown Minneapolis. Kelm-Helgen gave an overview of the new stadium, then mayors toured the offices—which include a life-sized section of the Vikings' locker room, complete with video action from players; samples for two different suites; a section of seats; and several dioramas of the inside and outside of the stadium.

The details of the stadium are impressive:

- The stadium will be almost twice as tall and long as the Mall of America.
- Five of the largest pivoting glass doors in the world (each 100 feet high and 50 feet wide) will allow natural air into the stadium on nice days.
- ETFE, a type of material that is essentially transparent, will be used for the roof, with 20 feet of clear glass under the roof. Between the roof, the glass and the giant doors "It will feel as if you're sitting outside," Kelm-Helgen said.
- The current stadium square footage is about 900,000; the new stadium will be almost twice that at 1.75 million.
- The number of seats will be almost unchanged, despite the larger size. The Metrodome seated 64,000; the new stadium will seat 65,400. "It's just a lot more room," Kelm-Helgen said.
- The number of club lounges, club seats and suites will increase quite a bit. The Metrodome had one club lounge and 243 club seats; the new stadium will have six club lounges and 8,000 seats. The Metrodome had 87 suites; the new stadium will have 116.
- There won't be a center-hung scoreboard, because the stadium will be used for baseball games as well as football, but the two giant end-zone scoreboards will be impressive. The bigger of them will be 140 feet wide—big enough to hold 13 of the former Metrodome video board.

- And then there are the cool new amenities, like wireless internet, the Vikings Hall of Legends, a full-service restaurant, two team retail stores, 2,000 high-definition televisions and 2,500 premium parking spaces.

For more details: <http://www.newminnesotastadium.com/narrative/glance/>

“There will be no other stadium in the world like this,” Kelm-Helgen said. Visitors to the Dallas Cowboys Stadium, which opened in 2009, pay \$20 for a tour of the stadium—and about 400,000 people each year take that tour.

What may overshadow the stadium itself will be the development around it. Because of two Wells Fargo office towers that will be constructed across the street from the stadium, the city skyway system will extend from Downtown to the stadium, meaning, Kelm-Helgen said, “All of the Downtown parking ramps will be connected to the stadium by skyway.”

Although construction of the Metrodome, which opened in 1982, wasn’t the spur to development in East Downtown that many hoped it would be, the new stadium already has developers with plans for offices, apartments and retail. The nearby Armory will become an event center. Hennepin County Medical Center, a few blocks away, has plans for an expansion and a new clinic.

A 1,600-space parking ramp can serve Wells Fargo’s 5,000 employees during the day and be used for events on nights and weekends.

The plaza on the Chicago Avenue side of the stadium will be 2.7 acres, the same size as the popular plaza at Target Field on the other end of Downtown, and will lead to a two-block public park. Kelm-Helgen said the revenues from the parking ramp for the first 30 years will pay off the bonds used to buy land for the park.

Kelm-Helgen said the Vikings will pay \$10 million in rent for use of the stadium, for 10 home games each year. She said that covers close to 75 percent of the operating costs for the stadium. But there will be many other activities at the stadium. In 2013, Kelm-Helgen said, there were 500 baseball games played in the Metrodome; it’s anticipated that at least that many will be played in the new stadium. A professional sales and marketing group will be selling the stadium for big entertainment events. Revenue from events at the stadium comes to the state.

And, in 2018, there will be the SuperBowl, “Built by the Bold.” Kelm-Helgen said the region—not just the city—will need more than 20,000 hotel rooms under contract for the big event.

Kelm-Helgen said she is spending quite a bit of time visiting with Chambers of Commerce and other community groups around the region; she encouraged mayors to contact her if they are interested in setting up a presentation about the new stadium.

http://www.msfa.com/detail.cfm/page/msfaSite_DUHOPUMT_PHUZGIUX/

COMING UP

There will be **no August meeting** of the Regional Council of Mayors. The next meeting will be September 8, 11:30am–1:30pm at Dorsey & Whitney.

ATTENDEES

The following individuals were in attendance on July 14, 2014:

Mayors

Jim Adams	City of Crystal
Ardell Brede	City of Rochester
Chris Coleman	City of St. Paul
Jo Emerson	City of White Bear Lake
Ken Hedberg	City of Prior Lake
Kathi Hemken	City of New Hope
Jim Hovland	City of Edina
Marvin Johnson	City of Independence
Peter Lindstrom	City of Falcon Heights
Sandy Martin	City of Shoreview
Gene Maxwell	City of Hopkins
Tim McNeil	City of Dayton
Duane Poppe	City of Osseo
Terry Schneider	City of Minnetonka
Nora Slawik	City of Maplewood
Nancy Tyra-Lukens	City of Eden Prairie
Ken Willcox	City of Wayzata
Janet Williams	City of Savage
Scott Zerby	City of Shorewood

Guests

Jay Lindgren, Dorsey & Whitney; Elizabeth Ryan, Family Housing Fund.

ULI Staff/Consultants

Caren Dewar, Aubrey Austin Cathy Bennett, Linda Picone