

**Recap of Joint Business Forum of the East Town Business Partnership,  
Economic Development Association of Minnesota, and Minneapolis Downtown  
Council**

**Thursday, September 15, 2016**

**11:30 a.m. – 1:00 p.m.**

**U.S. Bank Stadium, Fire Club**

**Downtown East Neighborhood of Minneapolis**

- **Welcome and Introductions**

Dan Collison, Executive Director for the East Town Business Partnership and Director of East Town Partnership for the Minneapolis Downtown Council/Downtown Improvement District, welcomed the audience to the September joint business forum and thanked U.S. Bank Stadium for hosting.

He noted today's topic *All Things Stadium* is particularly relevant on the eve of the Minnesota Vikings first regular season game this Sunday at USBS which took hundreds of organizations to make this world-class iconic sports entertainment complex a reality and dozens of organizations to operate. He is pleased to have assembled the executive voices from the three central institutions responsible for making this facility come alive and become one of the most exciting places in the Upper Midwest as well as in the world.

Collison then introduced the leadership from the partnering organizations:

- Steve Cramer, Minneapolis Downtown Council and Downtown Improvement District President and CEO, thanked the audience for attending and commented that this facility and the surrounding area — Medtronic Plaza, the Commons Park that the DID operates — will be an incredible multi-faceted event venue for the city, region, state and Upper Midwest; a combination for economic success in East Town.
- Christie Hantge, Economic Development Association of Minnesota President and Executive Coordinator for ETBP, thanked the audience for attending acknowledging the strong presence of EDAM members; the Minnesota Sports Facilities Authority, SMG and Minnesota Vikings for welcoming the group into their new facility; and leadership from the MDC and ETBP for collaborating with EDAM on this event.

She then described the organization. Established in 1967, EDAM will be celebrating its 50th anniversary in 2017. Its mission is to champion economic development in Minnesota through professional development, networking, and advocacy. EDAM pursues its mission by providing development professionals a forum for exchanging information and staying abreast of current economic development strategies and practices and by providing economic developers with valuable networking and educational opportunities such as today's event. EDAM has been looking for opportunities to partner with organizations that share complementary missions, and that the members from each of these organizations, many with cross affiliations, work hard to create extraordinary communities.

In closing, Hantge encouraged the audience to get to know each other by exchanging business cards as it may spark another great project in this business district. For more information about EDAM, visit <http://www.edam.org/>.

With so much change occurring in the last 5 years in what is now called East Town, Collison conveyed that as true with all of Minnesota having thriving civic organizations, what was originally known as the Elliot Park Business Professional Association, then became East Downtown Council, and now East Town Business Partnership, is the same group that has been working on the economic vitality of Elliot Park and Downtown East since 1979. It has been a privilege to grow with the area and experience not only the more than \$1 billion of investment for this incredible complex, but another \$1 billion of investment that has created an array of housing, medical clinics, parks and even the rise in retail where people want to come live and recreate.

Becoming East Town was accomplished through a 2-year placemaking process during which it was determined the area would be a vibrant, multi-faceted and connected community that can now boast being one of the fastest growing districts in the region. Collison hopes when people see and hear East Town they'll recognize it as a place where they are welcome and included. He then referred to the new East Town brochure at everyone's place setting and gave a shout out to Rosemary Ugboajah and the Neka Creative team (<http://nekacreative.com/home/>) for the design; Will Keeler of Whiskey Kilo Foxtrot for the photographic images; and tenured ETBP Board member John Campobasso of Kraus-Anderson Construction who paid for the printing. KA has been an important partner in this community and intends to remain so as evidenced by its new full-block, mixed-use headquarters project at 5th Avenue South and South 8th Street, and the construction of the Minnesota Vikings headquarters and practice facility in Eagan (<http://www.krausanderson.com/newsroom/news/vikings-select-crawford-architects-kraus-anderson-construction-company-new-eagan-practice-facility-team-headquarters/>).

Collison then acknowledged the event sponsors:

- NRG Energy (<http://www.nrg.com/>) has been providing district energy in downtown buildings for 45 years since the days of Fran Tarkenton, Carl Eller, Alan Paige, and Bud Grant. Its customers are in over 100 buildings spread over 130 blocks and include office towers, hotels, residential complexes, and public buildings including the new U.S. Bank Stadium.
- Monterrey Security (<http://www.monterreysecurity.com/>), the largest Latino-owned security firm in the Midwest, was selected as the official security provider of U.S. Bank Stadium in the areas of crowd management and 24-hour security by SMG, MSFA, and Minnesota Vikings.

- **All Things Stadium**

Collison introduced the following speakers:

- **Minnesota Sports Facilities Authority** Chair Michele Kelm-Helgen ([http://www.msfa.com/detail.cfm/page/msfaSite\\_DMVCRSHB\\_DGVLLAUB/](http://www.msfa.com/detail.cfm/page/msfaSite_DMVCRSHB_DGVLLAUB/)) advised that over the past 4 years she has presented before the ETBP, MDC and many other groups about what will eventually be on this site, and what has been built is pretty exciting. Today she presented the metrics of success:
  - Getting the building completed on time and on budget. In order to achieve this they figured out a process that would serve the interest of both the state and Minnesota Vikings and create the best sports facility to date. Essentially all of the partners involved stepped up to make an investment and the state's contribution never increased.
  - Economic impact of construction. Over 300 Minnesota businesses have been involved and over 8,000 employees.
  - Economic impact in securing major events. Super Bowl LII is committed for 2018 having a potential economic impact of close to \$400 million; NCAA Final Four is committed for 2019 having a potential economic impact of over \$200 million; and ESPN's X Games are in July 2017 and July 2018 (hoping to convince them to make this their permanent home).
  - Economic impact in surrounding communities. Under construction or completed is \$1.3 billion in private investment within 2 blocks of the stadium, e.g.: Wells Fargo office towers; The Commons; three office buildings; 4 residential properties; the Armory Event Center; the MSFA [Mills Fleet] ramp and Denison underground ramp at 425 Park Avenue, both of which are dedicated to pay off the bonds for The Commons for 30 years; access to 9 miles of

skyway connections to other ramps, restaurants and hotels that BOMA and the MDC are working to extend hours in fall and winter to get connected during the main events.

- Equity goal standards put in place exceeded. 30% of construction workforce was minority, 9% were women, and veteran inclusion program was successful.
- Additional features added. The Legacy Ship and bricks with HD video board announcing events; Metro Transit's installation of a 30-foot-wide pedestrian bridge connecting the stadium to the LRT that is being used all the time; two of the largest Minnesota-made end zone scoreboards; the Horn sculpture; wide open concourses offering opportunities to roller blade this winter as well as running clubs and walking groups; local food vendors similar to that at Target Field.

For more statistics on the economic impact, visit

[http://www.msfa.com/detail.cfm/page/msfaSite\\_DMVCRSHB\\_YQBOUJJA/](http://www.msfa.com/detail.cfm/page/msfaSite_DMVCRSHB_YQBOUJJA/).

Lastly, Kelm-Helgen described the various indoor features of the facility that those who will go on the tour will see.

- **Minnesota Vikings** Executive Vice President & Chief Marketing Officer Steve LaCroix (<http://www.vikings.com/team/staff/steve-lacroix/a818e25f-cb31-4dca-be25-abc62e87da27>) welcomed the audience to Vikings and Packers week and explained the organization felt strongly about making the fan experience first and foremost and to develop an iconic and unique facility to justify the seat prices.

The five large tilting entry doors will change the dynamic as you approach the facility, and the iconic clear roof with all the natural light coming through will feel as if you're outdoors. NBC broadcasting has embraced the new stadium which enhances the home viewer experience.

They are converting the fan base into a mobile ticketing platform to allow them to know who truly is in the stands on game day, and as they develop more mobile app opportunities, e.g., wayfinding, express pickup and delivery of food and beverage, they will be better able to communicate with fans. Wifi will be offered free to guests for robust connectivity, but they are still fine-tuning a few sections, but in theory you should be able to stay in touch.

There are six signature club spaces available for rent, each with its own identity which will diversify the experience on game days and during other events. There will be programming with kid activities on The Commons and the seasonal glass-walled Vikings Longhouse will serve food and alcohol and is open to customers without tickets. Also, there's a 2,000 square foot HD video board on the 43-foot tall legacy ship at the southwest corner of the stadium.

For more information, visit <http://www.usbankstadium.com/about-the-stadium/a-z-guide/>.

- **SMG for U.S. Bank Stadium** General Manager Patrick Talty explained what SMG does (<http://smgworld.com/>). It manages six other NFL stadiums, this one being the crown jewel. Worldwide they manage 250 facilities including arenas, community centers, equestrian facilities, stadiums and theaters. What is unique about their portfolio is that 92% are municipal clients so they understand the challenges governments face on a daily basis. They have strong relationships with promoters and event organizers and book a wide variety of events. What is important about USBS is that it is truly a multipurpose event facility and today this business forum is one of seven events taking place. Everyday they have three to nine events taking place bringing people to East Town to participate in events and hopefully staying and doing other things in and around downtown. The six unique clubs on the tour allows them to host a lot of

different events and there are people in this building everyday touring; in the first week there were just over 2,500 people.

What makes USBS's operations successful is that they worked hard with:

- The community (e.g., Summit Academy, Minneapolis Urban League) to find employees for the facility and continue the equity success MSFA found on construction;
- The City to execute events;
- The corporate business community to host their events; and
- The labor community (e.g., International Alliance of Theatrical Stage Employees or IATSE; Building Trades Association; Service Employees International Union or SEIU; International Brotherhood of Teamsters or IBT) to secure employee contracts.

Other successful operations include the inaugural women's international soccer match, the Luke Bryan and Metallica concerts, all of which sold out. How many people come and how many diverse events they bring into the building is a measure of success. There will be a new home show that hasn't been in this market focused on design, they've brought back championship auto shows that use to be in St. Paul 6 years ago, and a holiday boutique show in November. They want to stay competitive, not just take shows from the Convention Center, but to give the community something new. They continue to work on and prepare for the Super Bowl LII and NCAA Final 4.

Customer feedback has been great; they've heard nothing but positive comments from everyone who has come and they are constantly listening to try and get better.

Thereafter, Kelm-Helgen, LaCroix and Talty entertained questions from the audience.

- **Closing Remarks**

Collison again extended thanks and appreciation to the event partners, sponsors, facility hosts, guest speakers and audience for their participation and invited those who could to remain for the free 45-minute tour which included suites and clubs.