



MINNESOTA SPORTS FACILITIES AUTHORITY REGULAR MEETING AGENDA

Friday, November 18, 2016, 9:00 A.M.

U.S. Bank Stadium-Buffalo Wild Wings Club

401 Chicago Ave, Minneapolis, MN 55415

1. CALL TO ORDER
2. ROLL CALL
3. ADOPTION OF AGENDA
4. APPROVAL OF AUTHORITY MEETING MINUTES
-Regular Meeting, October 21, 2016
5. CHAIR'S REPORT
6. BUSINESS
 - a. Action Items
 - i. Extension of Legacy Bricks Program
 - ii. Use Agreement and Suite Use Policy Amendment
 - iii. Affirm and adopt Suite Usage Policy
 - b. Report Items
None
7. PUBLIC COMMENTS
8. DISCUSSION
9. ANNOUNCE FUTURE MEETINGS – Friday, December 16, 2016, 9:00 A.M. – Board Meeting
10. ADJOURNMENT



MINNESOTA SPORTS FACILITIES AUTHORITY REGULAR MEETING MINUTES

Friday October 21, 2016, 9:00 A.M.

U.S. Bank Stadium, Hyundai Club

401 Chicago Ave, Minneapolis, MN 55415

1. CALL TO ORDER

Chair Kelm-Helgen called the meeting of the Minnesota Sports Facilities Authority (MSFA) to order at 9:01 AM.

2. ROLL CALL

Commissioners Present: Chair Kelm-Helgen, Commissioner McCarthy, Commissioner Griffith, and Commissioner Butts Williams.

Commissioners Absent: Commissioner Sertich

3. ADOPTION OF AGENDA

Chair Kelm-Helgen presented the agenda. Commissioner Griffith moved approval of the agenda, seconded by Commissioner Butts Williams and approved unanimously – 4 YEAS, 0 NAYS

APPROVED

4. APPROVAL OF AUTHORITY MEETING MINUTES

Commissioner Butts Williams moved approval of the September 16, 2016 Regular Meeting Minutes seconded by Commissioner Griffith and approved unanimously – 4 YEAS, 0 NAYS.

APPROVED

5. CHAIR'S REPORT

Chair Kelm-Helgen announced that there are many events coming up this fall that provide a great opportunity for Minnesotans to experience U.S. Bank Stadium. Some of these events include:



- Youth football games from October 25th through November 5th
- MSHSL boys and girls soccer tournament from October 31st through November 3rd
- Holiday Boutique: November 10th through November 13th
- High school football championships November 17th-19th
- High school football prep bowl: November 25th and 26th
- Skadium Rollerblading/Running Club
 - December 13th, 20th, and 27th
 - January 3rd, 17th, 18th, 31st
 - February 3rd, 6th, 21st, 23rd, 27th
 - March 1st, 6th, 9th, and 13th

The U.S. Women’s National Soccer Team will make their U.S. Bank Stadium debut against Switzerland on Sunday October 23rd at 12:45 p.m. Tickets are on sale now, and can be purchased through www.ussoccer.com, along with www.ticketmaster.com stated Chair Kelm-Helgen

US Bank Stadium hosted the Vikings first regular season home game on September 18th against the Green Bay Packers. The game was a huge success, and it was great to see all the fans come together for the inaugural game. The MSFA is very excited that the Vikings have had a successful season thus far, stated Kelm-Helgen.

Coldplay announced a new 2017 run of North American stadium and arena shows for its “A Head Full Of Dreams Tour,” including US Bank Stadium. The concert will take place on Saturday August 12, 2017 and tickets will go on sale starting on Saturday, October 15th at 10 am. They can be purchased at www.livenation.com, stated Chair Kelm-Helgen.

Chair Kelm-Helgen recognized Scott Stenman at Hammes Company and thanked him for all of his hard work throughout the project. He was incredibly helpful with budget issues and with the oversight of the finances. Scott Stenman has accepted a new position as CEO at Doran Construction.

6. **BUSINESS**

a. **Action Items**

i. **Approval of U.S. Bank Stadium Master Budget Adjustment**

Since the last Master Project Budget Adjustment Authorized by the MSFA Board on August 19, 2016, MSFA staff has accepted funding from the Team and Verizon for certain cost issues. The MSFA board previously authorized staff to accept funding from these parties for cost issues that they are responsible for.



The items identified on the next page, were funded by the Team:

TEAM FUNDED ISSUES			
CONTRACTOR	ISSUE #	DESCRIPTION	AMOUNT
Tri-Con	PCCO 15	Add Kick Down Door Stops	\$ 5,109.00
Tri-Con	CCD 411	Press Level Restrooms	\$ 119,158.00
Tri-Con	CCD 409	Auxilliary Lockerroom Coaches Showers	\$ 93,910.00
Tri-Con CR2	PCO 29	Ticket Office Doors Changes	\$ 897.00
Tri-Con CR2	PCCO 24	Ticket Office Walk Off Mats	\$ 1,568.00
Tri-Con	1/2 of PCCO 33	Owner Directed Signage Changes	\$ 6,406.00
Tri-Con CR2	PCO 27	SW Event Level Door Opening Modifications	\$ 34,528.00
Tri-Con	PCCO 29	Ticket Office Conference Room Wall	\$ 2,197.00
Tri-Con CR2	PCO 12	Tile Patching on Main Concourse	\$ 3,012.00
Tri-Con CR2	PCCO 13	Paint Skyway Vestibule Ceilings	\$ 14,464.00
Tri-Con CR1		Accent Painting	\$ 14,104.00
Tri-Con CR1	PCCO 9	Auxilliary Lockerroom Locks	\$ 7,477.00
Tri-Con CR3	PCCO 19	Fixed Seating at Limited Mobility Platforms	\$ 32,602.00
Lawrence Sign	CR5	Sponsorship Signage Revisions	\$ 83,645.39
Flair	CR6	Granite tops at Planters	\$ 10,500.00
Flair	CR7	Temporary Barricade Around Ship	\$ 11,880.00
Wilkie	Inv 37689	Remove and Reinstall Valhalla Beam	\$ 2,225.00
Wilkie	CR 8174-2	Misc Millwork Revisions	\$ 14,473.00
Star	CR1	Correst Sales Tax Percentage	\$ (1,061.19)
Build 23	PC 1039	Artwork Lighting	\$ 115,155.00
Build 23	Gjallarhorn	Integrate Gjallarhorn Lighting	\$ 19,675.00
Build 23	CCD 409	Auxilliary Lockerroom Coaches Showers	\$ 2,390.00
Build 23	CCD 411	Press Level Restrooms	\$ 12,939.00



TEAM FUNDED ISSUES CONTINUED			
CONTRACTOR	ISSUE #	DESCRIPTION	AMOUNT
Build 23	PC 1031	Additional Lighting at Hydrotherapy	\$ 5,500.00
Build 23	3025 R18	Misc Electrical Revisions	\$ 60,310.00
Build 23	PC 2735	Artwork Lighting	\$ 101,328.00
Build 23	PC 2021	Relocate Visiting PR	\$ 6,729.00
Dimensional	CO1	Misc Viking Voyage Revisions	\$ 65,929.98
Braun	CR10 partial	Inspection Costs for Ship, Medtronic, Scoreboard	\$ 22,500.00
Bunting	COR 15	Furnish and Install Closure Caps	\$ 5,394.75
Bunting	COR 14	Modify Timeline Panels	\$ 9,712.24
Bunting	COR 13	Accelleratin and Overtime	\$ 28,289.78
Centurylink	CR 7 Partial	Upper Suite Build Out - LAN Costs	\$ 31,856.12
Infinity	CO 25.2	Lens Catch Modifications	\$ 10,091.25
Daktronics	CO 6	Vikings Ship Sail Cladding	\$ 16,750.00
Mort CR #87	2822	Signage and wayfinding changes	\$ 11,253.00
Mort CR #87	2950	Stile & Rail Doors	\$ 55,000.00
Mort CR #87	4391	Sideline Mini Suite Revisions	\$ 127,648.00
Mort CR #87	4482	West Video Board Shroud Framing Extension	\$ 20,056.00
Mort CR #89	3023	MSFA/Team Naming Rights Event	\$ 10,431.00
Mort CR #89	3039	ASI 241 Signage and Wayfinding Clean-up	\$ 9,589.50
Mort CR #89	4284	Vikings Voyage Lighting	\$ 353,297.00
Mort CR #89	4419	East Main Concourse Beautification Lighting Changes	\$ 2,190.00
Mort CR #89	4432	Vikings Directed Training Room Knee Wall Removal	\$ 12,133.00
Mort CR #89	4489	Gjallahorn Winches & Power	\$ 43,782.00
Mort CR #89	4504	Antique Mirrors in Northwoods -AMG	\$ 37,122.00
Mort CR #89	4523	Additional Etching at Upper Suites Build Out	\$ 5,739.00
Mort CR #89	4529	Upper Suite Build Out - Revised Glass Edge Guards	\$ 1,377.00
Mort CR #92	4200	ATM Locations	\$ 102,858.00
Mort CR #92	4404	Owner Directed Signage Changes	\$ 10,186.00
Mort CR #98	4605	Modifications to Gjallahorn Support System	\$ 8,959.00
TOTAL			\$ 1,783,264.82



The items identified below were funded by Verizon:

VERIZON FUNDED ISSUES			
CONTRACTOR	ISSUE #	DESCRIPTION	AMOUNT
Mort CR #93	3957	DAS - Event Level Comeback Work Allowance	\$ 3,618.00
Mort CR #93	3958	DAS - Executive Suite Comeback Work	\$ 14,454.00
Mort CR #93	3963	DAS - Upper Concourse Comeback Work Allowance	\$ 2,700.00
Mort CR #93	4035	DAS Public Safety Equipment Monitoring	\$ 18,965.00
Mort CR #93	4091	DAS - Main Concourse South Suites Antenna Conflicts	\$ 18,992.00
Mort CR #93	4172	DAS - Lower Club Comeback Work Allowance - Phase 2	\$ 2,787.00
Mort CR #93	4216	DAS - Upper Suite Comeback Work - Phase 2	\$ 17,349.00
Mort CR #93	4256	DAS - Executive Suite Comeback Work Phase II	\$ 2,464.00
Mort CR #93	4187	Stadium DAS Revisions	\$ 266,854.00
Mort CR #93	4364	Stadium DAS Revisions	\$ 255,200.00
Mort CR #93	4369	Stadium DAS Revisions	\$ 352,440.00
Mort CR #93	4379	DAS - Additional Alarm Point for DAS	\$ 1,595.00
Mort CR #93	4434	DAS Panels	\$ 25,143.00
Mort CR #93	4507	DAS - Painting of West Scoreboard Antennas	\$ 657.00
Mort CR #93	4519	Credit for Contract Revision 53 DAS Allowances	\$ (304,353.00)
Mort CR #93	4521	DAS - Elimination oc Conduit	\$ (36,848.00)
Mort CR #93	4576	ODAS - Temp Power Solution for Remotes	\$ 10,505.00
Mort CR #99	4407r1	Stadium DAS Revisions	\$ 327,087.00
Mort CR #99	4516	DAS - Ericsson Inertion Loss Retesting and Support	\$ 173,598.00
Mort CR #99	4517	ODAS Headend Plumbing Rework	\$ 14,321.00
Mort CR #99	3577	Replacement of ODAS High Power Remotes	\$ 10,598.00
TOTAL			\$ 1,178,126.00

Recommendation: The MSFA approves an increase of \$1,783,264.82 to the Additional Team Contribution Source of Funding and an increase of \$1,178,126.00 to the Verizon Capital Investment Source of Funding within the Stadium Capital Budget. The line items within the Uses section of the Stadium Master Project Budget will be increased as agreed to for each cost issue. This increase is the Team’s and Verizon’s agreed upon contribution for the issues noted above. Commissioner Griffith moved to approve the recommendation. Commissioner McCarthy seconded the motion.

Summary:

The proposed budget adjustments outlined in this memorandum would modify the US Bank Stadium Master Project Budget as outlined in the attached Table 1- US Bank Stadium Master Project Budget Summary.



Table 1
U.S. Bank Stadium
Master Project Budget Summary

Division	Description	Master Project Budget 8/19/16	Proposed Budget Adjustments 10/21/16	Master Project Budget 10/21/16
SOURCES OF FUNDS				
00-15-005	Earned Interest - Settlement Trust Account	\$193.63		\$193.63
00-25-005	Team Contribution	\$377,000,000.00		\$377,000,000.00
00-25-010	Private Contribution	\$100,000,000.00		\$100,000,000.00
00-25-015	Additional Team Contribution	\$130,758,116.77	\$1,783,264.82	\$132,541,381.59
00-30-005	State of Minnesota Contribution	\$498,000,000.00		\$498,000,000.00
00-90-005	Aramark Capital Investment	\$3,500,000.00		\$3,500,000.00
00-90-010	SMG Capital Investment	\$2,250,000.00		\$2,250,000.00
00-90-015	Verizon Capital Investment	\$13,346,432.00	\$1,178,126.00	\$14,524,558.00
00-90-020	NRG Cost Reimbursement	\$232,345.00		\$232,345.00
00-90-025	Commemorative Brick Proceeds	\$1,600,000.00		\$1,600,000.00
00-90-030	Design Team Contribution	\$275,000.00		\$275,000.00
00-90-035	3rd Party Contribution	\$2,750,000.00		\$2,750,000.00
	Total Sources of Funds	\$1,129,712,087.40	\$2,961,390.82	\$1,132,673,478.22
USES OF FUNDS				
10-00-000	Site Acquisition & Improvements	\$58,321,313.68	\$65,513.13	\$58,386,826.81
20-00-000	Construction Costs	\$905,640,772.73	\$4,032,102.00	\$909,672,874.73
30-00-000	Furnishings, Fixtures & Equip.	\$64,135,459.06	\$2,290,666.24	\$66,426,125.30
40-00-000	Development Costs	\$86,455,308.28	\$276,281.63	\$86,731,589.91
50-00-000	Financing Costs	\$0.00	\$0.00	\$0.00
60-00-000	Other Project Costs	\$0.00	\$0.00	\$0.00
	TCF Stadium Improvements	\$7,192,785.93	(\$25,000.00)	\$7,167,785.93
	East Event Buildout	\$0.00	\$0.00	\$0.00
	Other Mutually Agreed Cost 1	\$566,430.66	(\$203,620.00)	\$362,810.66
	Other Mutually Agreed Cost 2	\$100,000.00	(\$100,000.00)	\$0.00
	IPTV Enhancement	\$0.00	\$0.00	\$0.00
	Mediation Settlement	\$0.00	\$0.00	\$0.00
	Team Funded Enhancements	\$31,398.69	\$15,653.00	\$47,051.69
	Sponsorship Power/Data Fund	\$742,920.00	(\$268,420.57)	\$474,499.43
90-00-000	Project Contingency	\$6,525,698.37	(\$3,121,784.61)	\$3,403,913.76
	Total Uses of Funds	\$1,129,712,087.40	\$2,961,390.82	\$1,132,673,478.22

APPROVED



ii. Delegation of Authority to Execute Certain Contracts and Contract Revisions

At the September 16, 2016 board meeting you gave the Chair and CEO/Executive Director additional authority to make contract amendments and execute other contracts that may be required on an urgent basis, up to a total of \$1 million, in order to help close out the stadium project in an efficient manner. This delegation of authority expires on October 21, 2016.

Staff requests authority to make contract amendments and execute other contracts up to a total of \$1 million until the November 2016 regular board meeting which is scheduled to be held on November 18, 2016.

Recommendation: The MSFA authorizes the Chair and CEO/Executive Director to negotiate and execute the following (1) contract amendments with M.A. Mortenson Company or other contractors, and (2) other contracts, not to exceed \$1 million in total as long as the amount of the contract increases are included in the Master Project Budget or funded by the Vikings. The Master Project Budget will be increased, under the direction of the Chair and CEO/Executive Director, in the amount of the Vikings' contribution. This authority extends until the November 2016 board meeting. Commissioner Butts Williams moved to approve the recommendation. Commissioner Griffith seconded the motion.

APPROVED

iii. Approve Amendment No. 3 to the Owner's Representative Agreement with Hammes Company Sports Development, Inc.

The Owner's Representative Agreement with Hammes Company Sports Development, Inc. (Hammes) expires on October 31, 2016. There are project construction close-out tasks and financial tasks that will continue past the contract expiration date. Hammes has offered to continue their Owner's Representative services at a reduced staffing level for the period from November 1, 2016 through January 31, 2017 for a fee of \$236,782.00 for their services and a fixed monthly reimbursed expense amount of \$19,975.00.

Recommendation: The MSFA authorizes the Chair and CEO/Executive Director to execute Amendment No. 3 to the Owner's Representative Agreement with Hammes Company Sports Development, Inc. for a fee of \$236,782.00 and a fixed monthly reimbursed expense amount of \$19,975.00. Commissioner Butts Williams moved to approve the recommendation. Commissioner Griffith seconded the motion.

APPROVED



iv. Approve Amendment No. 1 to the Professional Services Agreement with Tunheim Partners, Inc.

On September 1, 2015 the Authority entered into a professional services agreement with Tunheim Partners, Inc. for professional advisory services in the following areas: strategic advice and counsel, public relations and event support services for the period from September 1, 2015 through December 31, 2016 for a maximum not to exceed obligation of \$200,000.

For the past year Tunheim Partners, Inc. has provided these services, and specifically assisted in the development and the communication plan for the ribbon cutting event and the Grand Opening event for U.S. Bank Stadium. Their fees for their advisory services has reached the maximum not to exceed obligation of \$200,000.

Staff is requesting that the Authority amend the professional services agreement with Tunheim Partners, Inc. for services through December 31, 2017.

Recommendation: The Authority authorizes the Chair and CEO/Executive Director to enter into Amendment No. 1 to the professional services agreement with Tunheim Partners, Inc. for additional public relations, strategic counseling and other support services for a maximum obligation of \$200,000 for the period from October 1, 2016 through December 31, 2017. Commissioner McCarthy moved to approve the recommendation. Commissioner Butts Williams seconded the motion.

APPROVED

v. Approve Additional Service Request No. 167/DSA Revision No. 33 with HKS, Inc.

After U. S. Bank Stadium opened on July 23, 2016, it was determined that there is a need for additional storage space on the event level. HKS submitted an Additional Service Request (“ASR”) No. 167 to perform design services that result in a change to the Construction Documents.

HKS, Inc. proposed to provide architectural and design services for storage space on the event level within U.S. Bank Stadium for a stipulated sum of \$123,275 in the following areas:

- a. Mech Fan Room – Locker/Commissary provide revisions to architectural layout of space to section off an unused portion of the fan room into a separate storage room.
- b. MSFA Storage – provide architectural study and layout revisions to space to accommodate owner provided pallet storage racks which are to be accessible by fork lifts.



- c. Storage – provide structural and architectural layout revisions to accommodate an additional mezzanine level that will allow for fork lift access from below.
- d. Revise MEP/fire protection systems for the three spaces
- e. Revise life safety plans that reflect revisions to the three spaces

Project funds are not available for these services. At the June 17, 2016 meeting the board authorized spending up to \$500,000 for the purchase of certain capital assets from the Authority’s capital reserves. The Authority’s capital reserve fund will fund the cost for these services.

Recommendation: The Authority authorizes the Chair and CEO/Executive Director to execute Design Services Agreement Contract Revision No. 33 with HKS, Inc. for ASR No. 167 for a stipulated sum of \$123,275. This expense will be funded by the Authority’s capital reserve fund. Commissioner Butts Williams moved to approve the recommendation. Commissioner Griffith seconded the motion.

APPROVED

vi. Xcel Energy-Energy Design Assistance Rebate and CenterPoint Energy Foodservice Equipment Rebate

Xcel Energy offered Energy Design Assistance to the Authority, the Team, and the design team to facilitate the evaluation of potential energy conservation strategies during the design and construction of the stadium. A number of energy conservation strategies were selected during the design phase of U.S. Bank Stadium including an architectural strategy, electrical strategy, and a mechanical strategy. These conservation strategies were then implemented. Xcel Energy hired a consultant to verify that the conservation strategies were installed. These energy efficient measures will provide significant energy cost savings throughout the life of the stadium. Xcel Energy has offered an incentive (energy design assistance rebate) of \$733,360 to the Authority.

Also, during the design phase of U.S. Bank Stadium a decision was made to install high efficiency natural gas foodservice equipment as a way to save money on future energy costs and for participation in the CenterPoint Energy rebate program that offers incentives for installation of high efficiency foodservice equipment. The rebates reduce the installed cost of natural gas foodservice equipment. The 2016 commercial foodservice equipment rebate qualified on the following installed equipment items: 12 combi ovens, 10 convection ovens, 4 char broilers (infrared), 26 fryers (high efficiency or infrared), 17 steam equipment, and 5 rotisserie ovens (infrared). CenterPoint has offered a high efficiency natural gas foodservice equipment rebate of \$37,450.00 to the Authority.



These rebates will be shared with the Team on a 50/50 basis reflecting the joint investment in the project budget.

Recommendation: The Authority authorizes the Chair and CEO/Executive Director to accept from Xcel Energy the Energy Design Assistance rebate in the amount of \$733,360 and accept from CenterPoint Energy the high efficiency foodservice equipment rebate in the amount of \$37,450 for deposit into the Authority's operating account. The Authority authorizes an increase of \$385,405 in its expense operating budget for payment to the Team for 50% of the rebates. Commissioner Butts Williams moved to approve the recommendation. Commissioner Griffith seconded the motion.

APPROVED

7. **PUBLIC COMMENTS**

There were no public comments

8. **DISCUSSION**

i. Commissioner McCarthy inquired about the safety and security at the rollerblading and the running events. Chair Kelm-Helgen responded saying that the running club will run their own event, and charge \$3 to get in, and \$1 of the \$3 will go to the MSFA. The program will be run by the MSFA, however; SMG will be helping out with the events as well. Some of the roller blading dates will interfere with baseball games that will be held in the stadium, so there will be even more increased security during those days. CEO/Executive Director, Ted Mondale, stated that it is written in the statute that U.S. Bank Stadium will put on the same types of events as the Metrodome, and the MSFA is excited that U.S. Bank Stadium will be the host to these community events.

ii. Chair Kelm-Helgen announced that the MSFA has been honored to accept some awards for the stadium, and mentioned the receiving of the Equity Award along with the 2016 Impact Award. These awards are currently being displayed in the MSFA office.

9. **ANNOUNCE FUTURE MEETINGS**

Friday, November 18, 2016, 9:00 A.M. – Board Meeting



10. ADJOURNMENT

There being no further business to come before the MSFA, Commissioner McCarthy moved to adjourn the meeting, seconded by Commissioner Butts Williams and approved unanimously – 4 YEAS, 0 NAYS.

APPROVED

The meeting was adjourned.

ADOPTED this 21st day of October 2016 by the Minnesota Sports Facilities Authority

Secretary, Bill McCarthy

Ted Mondale, CEO/Executive Director



November 16, 2016

MEMORANDUM

TO: MSFA Commissioners

FROM: Ted Mondale

SUBJECT: Additional Legacy Brick Sales Program

The sale of commemorative Legacy Bricks was very successful, generating significant revenues for Plaza improvements and allowing Minnesotans to participate in the launch of U.S. Bank Stadium. Staff and the Vikings believe there is continued interest among the public for purchase of Legacy Bricks between now and May 2017. Part of the success of the prior sales was the efforts by the Vikings to assist in marketing the bricks. The Vikings are willing to do so again. Proceeds from the sales would be held as a funding source for the optional future acquisition of the Hennepin County property that is currently leased for a portion of the Plaza. If that purchase does not occur by December 31, 2021, then the Authority and the team would agree on other improvements to be made to the Stadium Plaza.

Recommendation: *The Chair and CEO/Executive Director are authorized to negotiate and execute an agreement with the Minnesota Vikings concerning an additional commemorative brick sales program consistent with the discussion at the November 18, 2016 Board meeting.*



November 16, 2016

MEMORANDUM

TO: MSFA Commissioners

FROM: Ted Mondale

SUBJECT: Authorize negotiation and execution of Use Agreement Amendment and related documents for Signage, Sponsorship Activation and Additional Event Suite Usage

Staff has been negotiating proposed revisions to the Team’s Use Agreement to cover three areas:

1. Clarification on the Team’s right to utilize certain existing signs on the scoreboards and within the Stadium bowl, and providing for an additional payment to the Authority in return.
2. Allow certain “sponsorship activation areas” related to Team sponsors and providing for an additional payment to the Authority in return.
3. Clarifying access to Team suite holders to their suites during times when there are not Authority events being held.

The additional access to existing sign areas allows the use of existing signage locations for categories of sponsors that were not previously authorized. This will not result in any immediate changes to the number of signs or positions within the Stadium. The Team will make a \$230,000 payment to the Authority for this additional right for the first year and a subsequent annual payment depending upon the category of sponsors which use the authorized signage areas in the future. The agreement on sponsorship activation areas will require a payment from the team of \$90,000 for the first year and a subsequent annual payment depending upon which activation areas are used in the future.

These revisions will be contained in a Use Agreement Amendment, plus corresponding sponsorship and entitlement area Master Agreement Letters and an Annual Suite Access Agreement.

Recommendation: *The MSFA authorizes the Chair and the CEO/Executive Director to negotiate and execute the Use Agreement Amendment in connection with Signage, Sponsorship Activation and Additional Event Suite Usage, as well as periodic revisions to corresponding Master Agreement Letters and a corresponding Annual Suite Access Agreement.*



November 16, 2016

MEMORANDUM

TO: MSFA Commissioners

FROM: Ted Mondale

SUBJECT: Affirm and Adopt Suite Usage Policy

Under the Stadium Act and the Vikings Use Agreement, the Authority retains use of two suites for Vikings' games and for other Authority events. The primary purpose of these suites is to actively market U.S. Bank Stadium for a broad range of civic, community, athletic, educational, cultural, and commercial activities as the Authority is directed to do by the Legislature. For the purposes of transparency and effective marketing, staff has developed a proposed policy on suite use to help achieve these broad marketing objectives. The proposed policy is attached.

Recommendation: *The Minnesota Sports Facilities Authority affirms and adopts the attached Suite Usage Policy.*



Policy and Purpose for usage of MSFA Suites by MSFA Board members, staff and SMG

The Legislature found in the Stadium Legislation that there is a public purpose for the MSFA to conduct events for professional football and a broad range of other civic, community, athletic, educational, cultural, and commercial activities.

The Legislature specifically tasked the Authority to achieve two main goals in operating and maintaining the facility:

- 1) Maximizing access for public and amateur sports, community and civic events as well as other public events in type and on terms consistent with those held at the previous stadium and;
- 2) Keeping the facility in a first class condition similar to other NFL facilities. In addition, the Board has tasked staff to develop short and long term Capital Plans to ensure that the facility stays in good repair and that necessary improvements such as technology upgrades or acquisition of additional stadium infrastructure should be foreseen and properly budgeted.

The Authority finds that in order to meet the twin goals of community and amateur sports access at affordable rates, as well as keeping the facility in a first class and competitive state, requires an aggressive and on-going marketing effort to attract and retain commercial spectator events as well as mega-events such as the Super Bowl and NCAA Men's Final Four that will maximize revenues.

The Authority has control of two suites whose purpose is to work with SMG to market the facility to potential and current commercial events. In addition, the MSFA will need to market to other mega events as well as community and amateur sports entities during NFL and other significant events.

The MSFA Board, staff, and SMG staff will actively participate in such marketing activities and efforts during MSFA events. Tickets for each event will be available to Board Members and the CEO/Executive Director for such purposes. In turn, tickets will be allocated to marketing and MSFA will work with SMG to invite potential and recurring users to events, along with mega-event customers and community users as well. Should either the CEO/Executive Director or an individual Board Member not be able to personally attend an event then their ticket(s) will be returned to the Authority for re-distribution.

Alcoholic beverages cannot be reimbursed by the MSFA and a process will be established for user reimbursement or purchase of these beverages similar to the practices implemented at the Metrodome.