



**MINNESOTA SPORTS FACILITIES AUTHORITY
Minutes of April 28, 2017 Meeting**

**U.S. Bank Stadium - Hyundai Club
401 Chicago Avenue, Minneapolis, MN 55415**

1. **CALL TO ORDER**

Chair Blatz called the meeting of the Minnesota Sports Facilities Authority (“MSFA” or “Authority”) to order at 9:00 A.M.

2. **ROLL CALL**

Commissioners Present: Kathleen Blatz, Bill McCarthy and Tony Sertich

Commissioner Participating by Teleconference: Barbara Butts Williams

3. **ADOPTION OF AGENDA**

Chair Blatz confirmed that Commissioner Butts Williams could hear and understand the other Board members personally present at the meeting. She then presented the proposed agenda for the meeting, and Commissioner Sertich moved approval of the agenda as presented. That motion was seconded by Commissioner McCarthy and unanimously adopted.

4. **APPROVAL OF PRIOR MEETING MINUTES**

Chair Blatz confirmed that everyone had received a draft of the Board’s prior meeting minutes and had the opportunity to review them. Commissioner Butts Williams moved to approve the March 10, 2017 meeting minutes as presented. That motion was seconded by Commissioner Sertich and unanimously adopted. *See, Exhibit A.*

5. **CHAIR’S REPORT**

Chair Blatz stated that Rick Evans, the MSFA’s Executive Director, began working at the MSFA on March 13, 2017, and “hit the ground running”. She reported that she and Mr. Evans have been meeting with numerous organizations involved with U.S. Bank Stadium (“Stadium”), including SMG (the Stadium’s operating company), Aramark (the Stadium’s food concessionaire), the Minnesota Vikings, the Super Bowl LII and NCAA Final Four local organizing committees, the City of Minneapolis, Green Minneapolis

(operator of The Commons), Mortenson Construction and several of the subcontractors that worked on the Stadium, as well as representatives of the public and various special interest groups. Those meetings have been very productive, and Chair Blatz expressed her gratitude to the participants for their time in providing background information regarding their respective interests and roles with the Stadium.

Chair Blatz mentioned that Patrick Talty, General Manager of SMG, will be providing an overview of the Stadium's operations later in the meeting, and recommended that SMG provide periodic status reports to the Board throughout the year.

6. **BUSINESS**

a. **Action Items**

i. **Appointment of Responsible Authority and Compliance Official under the *Minnesota Government Data Practices Act***

Chair Blatz mentioned that the MSFA is governed by the *Minnesota Government Data Practices Act* ("MGDPA"), which requires the Authority to designate an individual responsible for the collection, use and dissemination of Authority data. The MGDPA also requires the designation of a data practices compliance official. Chair Blatz recommended that Rick Evans be the MSFA's designated individual. See, Exhibit B.

Commissioner Butts Williams thanked Chair Blatz for clarifying the requirements of the MGDPA, whereupon Commissioner Sertich moved and Commissioner McCarthy seconded the motion to approve the following recommendation, which was unanimously approved:

The Minnesota Sports Facilities Authority adopts Resolution 2017-1 appointing Executive Director Richard G. Evans as Responsible Authority and Compliance Official under the Minnesota Government Data Practices Act.

ii. **Appointment of MSFA Representatives to SDC Group**

Mr. Evans stated that the MSFA's former Chair and CEO/Executive Director served as the MSFA's representatives on the Stadium design and construction group ("SDC Group"), and it was necessary to appoint their replacements. He briefly explained the purpose of the SDC Group and its role in allowing the MSFA to move efficiently forward with concluding any remaining Stadium construction-related issues, See, Exhibit C.

At the conclusion of Mr. Evans' remarks, Commissioner McCarthy moved and Commissioner Sertich seconded the motion to approve the following recommendation, which was unanimously approved:

The Minnesota Sports Facilities Authority appoints Chair Kathleen Blatz and Executive Director Richard G. Evans as the Authority Representatives to the SDC Group, and authorizes the Executive Director to provide written notice of these appointments to the Minnesota Vikings.

iii. Release of Parking Maintenance Trust Funds; Delegation of Authority to Executive Director to Release Future Trust Fund Amounts

Mr. Evans explained that the MSFA owns two parking ramps adjacent to the Stadium that are managed by Denison Parking, Inc. (“Denison”). Denison is seeking reimbursement from parking revenues that have been deposited into a Trust Account created for the benefit of the MSFA to pay ramp maintenance expenses. *See, Exhibit D.*

Commissioner McCarthy asked if this matter would need to come back to the Board once the funds are released, and Mr. Evans responded that payments from the Trust Account periodically could be presented for review and ratification by the Board. He stated that the funds currently are being held in the Trust Account and Denison will be providing itemization of all parking ramp related expenses, which will be reviewed to ensure they are accurate and justified. Chair Blatz recommended that this issue be presented to the Board for review semi-annually.

Commissioner McCarthy moved and Commissioner Sertich seconded the motion to approve the following recommendation, which was unanimously approved:

The Minnesota Sports Facilities Authority (1) authorizes release to Denison Parking of \$43,426 from the appropriate Trust Account for reimbursement of maintenance costs; (2) delegates to the Executive Director the authority to review future requests for release of maintenance amounts held in the Trust Account and, based on the Executive Director’s judgment, release properly documented amounts; and (3) directs the Executive Director to report to the Board on a semi-annual basis the payment of parking ramp maintenance costs.

iv. Authorization to Negotiate and Execute Amendment to *Development Agreement* regarding Vikings’ Designated Capital Improvements

Mr. Evans stated that there exist a number of important documents between the MSFA and the Minnesota Vikings, including the *Development Agreement*, which, among other things, outlines the policies and procedures for making capital improvements to the Stadium, and the *Use Agreement*, which requires the MSFA to establish an annual Capital Funding Plan (“CFP”) to guide capital enhancements to the Stadium. He explained that the *Use Agreement* grants the Vikings the right for five years to annually designate \$750,000 from the CFP for capital improvements specifically identified in the *Development Agreement*. Mr. Evans reported that the Vikings are now requesting greater flexibility as to what capital items can be funded by the \$750,000 annual allowance, and that granting the Vikings’ request requires an amendment to the *Development Agreement*. *See, Exhibit E.*

Chair Blatz commented that she views this recommendation as also providing the Authority with more flexibility. She noted that the list of potential design additions to the Stadium far exceeds the \$750,000 that the Vikings are able to annually designate, and this would allow for additional items to be included on the capital improvements list. Some of the originally designated items are no longer needed, while new items have been identified.

Following discussion regarding the Board's interest in reviewing Viking-designated enhancements, upon a motion by Commissioner Sertich that was seconded by Commissioner McCarthy, the following recommendation was unanimously approved:

The Minnesota Sports Facilities Authority authorizes the Executive Director to negotiate, and the Chair and Executive Director to execute, an amendment to the Third Restated and Amended Development Agreement (Development Agreement) between the MSFA and Minnesota Vikings Football Stadium, LLC (Vikings), allowing the Vikings to designate (for the period specified in Section 5.6(a)(ii) of the Second Amended and Restated Stadium Use Agreement between the MSFA and the Vikings) capital enhancements other than those specified on Exhibit I-2 of the Development Agreement, which capital enhancements will be subject to the reasonable review and approval of the Executive Director and brought before the MSFA Board annually for consideration and possible inclusion in the MSFA's Capital Funding Plan.

v. Lease Agreement with Metropolitan Council Relating to Metro Transit Equipment

Mr. Evans reported that the Metropolitan Council ("Met Council") recently approached the Authority on behalf of Metro Transit regarding the need to locate signal equipment for the light-rail line that runs immediately adjacent to the Stadium. Metro Transit has determined that the equipment should be located in the underground parking ramp owned by the MSFA. Mr. Evans reported that following discussion with representatives of the Met Council, MSFA staff was recommending that the Board authorize a long-term lease for three (3) spaces in the Downtown East Parking Ramp. See, Exhibit F.

Upon the motion of Commissioner Sertich that was seconded by Commissioner McCarthy, the following recommendation was unanimously approved:

The Minnesota Sports Facilities Authority authorizes the Executive Director to negotiate, and the Chair and Executive Director to execute, a lease agreement with the Metropolitan Council, and all related documents, consistent with this memorandum.

vi. Authorize Negotiation and Amendment of the Owner's Representative

Mr. Evans explained that there still remain a number of critical Stadium construction close-out tasks, and recommended that the Authority extend its contract with Hammes Sports Development Company, Inc. through December 31, 2017, to continue serving as owner's representative in order to ensure all construction tasks and related financial responsibilities are completed in a timely and efficient manner. See, Exhibit G.

Upon the motion of Commissioner McCarthy that was seconded by Commissioner Sertich, the following recommendation was unanimously approved:

The MSFA authorizes the Executive Director to negotiate, and the Chair and Executive Director, to execute Amendment No. 7 to the Owner's Representative Agreement with Hammes Company Sports Development, Inc. on a hourly fee basis plus reimbursed expenses.

b. Reports

i. Legislative Update

Amos Briggs of Lockridge Grindal Nauen P.L.L.P. provided an update on legislation potentially affecting the MSFA that currently is under consideration in the 2017 legislative session. See, Exhibit H.

Following Mr. Briggs' report, Commissioner Sertich expressed his concern about HF788 where there currently is a gap between the proposed termination date of the MSFA's current Board and the start date of the new Board. He stated it is important that there is a governing body to oversee the Stadium during any transition period. In response, Mr. Briggs outlined the time lines currently set forth in the proposed legislation. Chair Blatz emphasized that it is important that any potential timing gap be addressed and corrected in the pending legislation.

ii. Equity Update

Alex Tittle, MSFA's Equity Consultant, presented the Stadium's equity operations plan and reported on the first quarterly equity meeting that was held April 29, 2017. See, Exhibit I.

Commissioner McCarthy thanked Mr. Tittle for his work and dedication to the equity program. Mr. Evans stated that he attended the April 29 public meeting, and he was impressed by Mr. Tittle's presentation and his good working relationship with the various constituent communities. Mr. Evans thanked Mr. Tittle for leading the MSFA's equity program, which has been very successful.

Commissioner Butts Williams commented that she also attended the April 29 meeting, and stated she was impressed by Mr. Tittle's hard work. She added that there is still a lot of work to be done. Chair Blatz stated that the equity portion of any major project, such as the Stadium's construction and operations, is always difficult to pull together, and she believes that the Authority's success in both phases can serve as an example for the rest of the nation.

Following further discussion, Mr. Tittle's equity report was unanimously accepted as presented.

iii. SMG

Chair Blatz recognized Patrick Talty, SMG's General Manager, who provided an update on past and future events, SMG employment statistics, and ongoing operations at the Stadium. A copy of the slides presented by Mr. Talty are attached as Exhibit J.

Commissioner Butts Williams congratulated SMG for its hard work in ensuring a successful opening of the Stadium. She asked what the Stadium could do better, and what SMG had learned from the project and the equity hiring process. Mr. Talty responded that he would like to meet with Mr. Tittle to further discuss the equity program, and stressed how great the community partners have been in helping market careers at the Stadium. Chair Blatz acknowledged and thanked Mr. Talty for his leadership of SMG's local team at the Stadium, and asked how many SMG-managed facilities nationwide had hosted Super Bowls and NCAA Final Four tournaments. Mr. Talty responded that Super Bowl LII will be the 34th

Super Bowl that SMG has been involved with, and 15 of those were held at SMG-managed stadiums. He stated that SMG also has been involved with 15 NCAA Final Four tournaments.

iv. Executive Director Update

Mr. Evans gave the Executive Director report and noted that soon after arriving on the job, he realized the Stadium is a lot more than simply a world-class facility, it's a vibrant \$1 billion enterprise. He stated there had been nearly 500 events at the Stadium during its first nine months of operation. Mr. Evans mentioned that the MSFA staff currently is comprised of only five employees, whose critical role is to at all times represent and protect the public's interest. He mentioned that the majority of his time so far had been spent attending meetings in an effort to get to know the MSFA's partners relative to the Stadium project, and to assist with problem-solving so that progress can continue.

Mr. Evans thanked Chair Blatz and the MSFA's staff and various consultants and advisors for their patience and assistance during his first seven weeks on the job. He mentioned that his number one priority is resolving the outstanding issues relating to the Stadium's exterior metal panels, and stated that while other construction close-out projects are nearly completed, the ongoing operations phase is running at full tilt. In conclusion, Mr. Evans noted that an Executive Director update will be a regular Board meeting agenda item going forward.

7. PUBLIC COMMENTS / DISCUSSION

There were no public comments or additional matters raised for discussion.

9. ANNOUNCEMENT OF NEXT MEETING

It was announced that the next meeting of the MSFA Board will be held May 26, 2017 at 9:00 A.M.

10. ADJOURNMENT

There being no further business to come before the Board, Commissioner McCarthy made a motion to adjourn the meeting, which was seconded by Commissioner Butts Williams and unanimously adopted. The meeting was adjourned at 10:30 A.M.

Approved and adopted the 26th day of May 2017, by the Minnesota Sports Facilities Authority.



TONY SERTICH, Secretary/Treasurer



RICHARD G. EVANS, Executive Director



Exhibit A

**MINNESOTA SPORTS FACILITIES AUTHORITY
Minutes of March 10, 2017 Meeting**

**U.S. Bank Stadium - Hyundai Club
401 Chicago Avenue, Minneapolis, MN 55415**

1. **CALL TO ORDER**

Chair Blatz called the meeting of the Minnesota Sports Facilities Authority (“MSFA”) to order at 9:00 A.M.

2. **ROLL CALL**

Commissioners Present: Kathleen Blatz, Barbara Butts Williams, Bill McCarthy and Tony Sertich.

3. **ADOPTION OF AGENDA**

Chair Blatz presented the proposed agenda for the meeting. Commissioner Sertich moved approval of the agenda as presented. The motion was seconded by Commissioner McCarthy and unanimously adopted.

4. **APPROVAL OF PRIOR MEETING MINUTES**

Commissioner Butts Williams moved to approve the February 24, 2017 meeting minutes as presented. *See, Exhibit A.* That motion was seconded by Commissioner McCarthy and unanimously approved.

5. **CHAIR’S REPORT**

Chair Blatz reported on the issue of several exterior metal panels that recently became dislodged on the northwest prow at U.S. Bank Stadium (“Stadium”) due to high winds. During several other previous high-wind events, a number of other zinc panels also became loose and Mortenson Construction, the Stadium’s general contractor, secured them by adding fasteners, and has since installed additional fasteners to all zinc panels around the Stadium in a manner Mortenson feels confident will address the problem. Workers began reattaching the panels on February 24, 2017, and finished adding additional fasteners to all remaining panels soon thereafter.

Chair Blatz announced that the general manager of Aramark Sports Entertainment Services, LLC (“Aramark”), the third-party food and concessions contractor at the Stadium, recently resigned. Aramark has been recruiting for that position and has begun the interview process in Minnesota. The MSFA, Vikings and SMG, the Stadium’s third-party management company, participated in the interview process, which is continuing. Aramark expects to have their new general manager on-board in the near future.

Lastly, Chair Blatz reported that college baseball teams recently began playing at the Stadium, and stated that 120 college and university teams will be playing a total of 136 games at the Stadium. The *Dairy Queen Classic* baseball tournament was held March 3-5, 2017, and was a great success, with over 5,300 baseball fans in attendance.

6. **BUSINESS**

a. **Action Items**

i. **Operations Equity Plan**

Alex Tittle, MSFA’s Equity Consultant, reviewed the Stadium’s proposed equity operations plan, which is attached as Exhibit B. He explained that the five-page document was developed with the involvement and cooperation of SMG and Aramark, as well as MSFA leadership and legal counsel. Mr. Tittle stated that monitoring and reporting is the focus of the plan, and a third-party WMBE data management firm will compile and record the data, which he ultimately will review. Quarterly reports will be provided to the MSFA, and quarterly meetings will be held with the public. Mr. Tittle reported that the first community equity meeting is scheduled for April, 19, 2017, and subsequent meetings are scheduled for August 16 and November 15, 2017.

Commissioner Butts Williams inquired as to whether there is a similar equity benchmark for other stadiums around the country. Mr. Tittle responded that, to his knowledge, no benchmark to this degree exists at other stadiums, and stated that the Stadium’s process is very detailed and cutting edge. Following further discussion, upon a motion by Commissioner Butts Williams that was seconded by Commissioner McCarthy, the following recommendation was unanimously approved:

The Authority authorizes the adoption of an operations equity plan to support event operations at U. S. Bank Stadium.

ii. **MSFA Capital Reserves Procurement Procedures**

James Farstad, MSFA’s Interim CEO/Executive Director, presented for the Board’s review and approval procedures for the planning and procurement of future capital improvements at the Stadium. A copy of that 10-page document and its exhibits, related forms and contract templates are attached as Exhibit C.

Mr. Farstad stated that the procedures were developed by staff to provide an orderly process for annual approval by the Board of MSFA's Capital Funding Plan, and for the efficient procurement of capital improvements authorized under such Plan. During construction of the Stadium, all capital expenditures were handled through a detailed process that was managed by the MSFA's owner representative. As Stadium construction concludes and the focus turns to operations, Mr. Farstad said it is important to implement a similarly detailed process for internal management of capital planning, budgeting and procurement to supplement and replace the construction project management system. That system, provided by Hammes Company Sports Development, Inc. ("Hammes"), will no longer be available to MSFA after construction close out.

Mr. Farstad briefly summarized the new procedures, including:

- The scheduling and processing of proposed items to be included in the Capital Funding Plan, with specific deadlines for MSFA staff, SMG, Aramark and the Vikings.
- Detailed information on various procurement methods available for approved capital items and request/approval forms for utilizing each procurement option.
- Templates for the solicitation of bids/proposals and the resulting contracts.

Commissioner Butts Williams asked Mr. Farstad if the proposed capital improvement procurement procedure is standard. Mr. Farstad responded that this procedure is routine, as it complies with state statutes and guidelines. Jay Lindgren, MSFA's legal counsel, noted that the MSFA has an existing procurement policy that previously was adopted by the Board, and the new capital procurement procedure closely follows the requirements set forth in the legislation.

Commissioner McCarthy asked Mr. Lindgren if the new procurement plan focused on Minnesota businesses. Mr. Lindgren stated that the proposed procedure does not set a goal for Minnesota, as it is only a process; but he noted that in the October-November timeframe, the Board can set annual goals pertaining to the use of Minnesota businesses, as well as equity goals.

Commissioner Sertich moved and Commissioner Butts Williams seconded the motion to approve the following recommendation, which was unanimously approved:

The Authority approves and adopts the Procedures for Planning and Procurement of Capital Enhancements dated March 10, 2017.

iii. SMG Pre-Opening Budget

Mr. Farstad reminded the Board that in August 2014, the MSFA entered into a *Management and Pre-Opening Services Agreement* ("Agreement") with SMG for the management, operation, maintenance and marketing of the Stadium and The Commons park. The Agreement covered the Stadium's pre-opening period, which began upon execution of the Agreement and ended on June 30, 2016, the

opening date of the Stadium (“Pre-Opening Period”). At the December 2014 Board meeting, the Board approved SMG’s Pre-Opening Consulting Budget.

Pursuant to the Agreement, Mr. Farstad stated that SMG has now submitted the Final Pre-Opening Consulting Budget (“Final Budget”) for consideration and approval. See, Exhibit D. He reported the Final Budget is presented consistent with the accounting methodology approved by the Board at its December 16, 2016 meeting, and reflects revenues and expenses on a gross basis. The Final Budget reflects a favorable variance to the Original Pre-Opening Consulting Budget of \$2,341.

Following discussion, upon a motion by Commissioner Butts Williams that was seconded by Commissioner Sertich, the following recommendation was unanimously approved:

The Board (1) approves the final Pre-Opening expense budget of \$4,725,000 and a revenue budget of \$615,000 for a net Final Pre-Opening Consulting Budget of \$4,110,000, and these changes will be reflected in the final 2016 MSFA Budget; and (2) directs that the Pre-Opening account be closed once all of the Pre-Opening transactions are completed and that the remaining favorable variance be transferred to Authority Operating Reserves

iv. Approve Amendment to Owner’s Representative Agreement

Mr. Farstad explained that the *Owner’s Representative Agreement* between the MSFA and Hammes will expire March 31, 2017. There are Stadium construction project close-out tasks and related financial reporting requirements that will continue beyond the contract expiration date. Hammes has offered to continue providing Owner’s Representative services through the month of April 2017, on an hourly fee basis plus reimbursable expenses. See, Exhibit E.

Upon the motion of Commissioner Sertich that was seconded by Commissioner McCarthy, the following recommendation was unanimously approved:

The MSFA authorizes the Chair and CEO/Executive Director to execute Amendment No. 6 to the Owner’s Representative Agreement with Hammes Company Sports Development, Inc. on an actual hourly fee basis plus reimbursed expenses.

b. Reports

i. Legislative Update

Amos Briggs of Lockridge Grindal Nauen P.L.L.P. provided an update on legislation potentially affecting the MSFA that currently are under consideration in the 2017 legislative session. See, Exhibit F.

ii. Executive Director Update

Chair Blatz announced that she was nominating Rick Evans as the MSFA’s new Executive Director. She commented on Mr. Evans’ impressive background, and that he will be a great addition due to his

experience in both the public and private sectors. Mr. Evans is an attorney, who worked in the Attorney General's Office, and thereafter served as Executive Director of the Minnesota Racing Commission. He has extensive knowledge in finance, real estate and governance matters. Chair Blatz stated she is grateful for Mr. Evans' willingness to step into this important role, and is confident he will be a great resource to the MSFA. Following discussion, upon a motion duly made, seconded and unanimously adopted, Richard G. Evans was appointed Executive Director of the MSFA. Chair Blatz then asked Mr. Evans if he'd like to address the audience.

Mr. Evans thanked the Board for the opportunity to serve as MSFA's Executive Director. He commented that the Stadium is one of the states' great assets, and that he looks forward to offering his assistance to the Board, staff and public in assuring the Stadium remains a world-class facility. Mr. Evans also stated that he would like to contribute in helping regain the public's trust and confidence in the MSFA.

Mr. Lindgren stated that Mr. Evans' employment effective date will be March 13, 2017, and that he will receive the same compensation as the former CEO/Executive Director. Commissioner Blatz then thanked Mr. Farstad for his service as Interim CEO/Executive Director, and for his continued assistance during the transition period.

iii. Statement of Audubon Minnesota Regarding Study

Molly Pederson and Joanna Eccles from Audubon Minnesota addressed the Board relative to the bird mortality study. Ms. Pederson, Audubon Minnesota's Executive Director, provided an overview of the scientific study being jointly funded by the MSFA and the Minnesota Vikings and led by Audubon Minnesota in collaboration with Oklahoma State University and the University of Minnesota. That study will assess the impact of the Stadium on bird mortality from glass collisions. Ms. Pederson stated the study will begin in March 2017, and will conclude after the 2018 fall migration season. The study's conclusions and recommendations will be released in 2019. Leading the design and implementation of the study will be:

- Dr. Scott R. Loss - Oklahoma State University, Assistant Professor in the Department of Natural Resource Ecology & Management.
- Dr. Robert B. Blair - University of Minnesota, Professor and Extension Specialist in the Department of Fisheries, Wildlife and Conservation Biology.
- Joanna Eckles, Audubon Minnesota, Bird Friendly Communities Manager.

See, Exhibit G.

7. PUBLIC COMMENTS

1. John Hayden expressed concerns about the funds invested by the City of Minneapolis. He stated that \$675 million was invested in the Stadium, but he believes that money should have been

utilized in other ways, such as helping non-profit organizations. He also expressed his concerns as to how additional money was provided to the MSFA to build the public parking ramp, yet the naming rights were given to the Vikings. Mr. Hayden stated that past leadership of the MSFA did not do enough to advocate for the citizens of Minneapolis, and he is hopeful that the new MSFA management will.

2. Paul Ostrow presented and expressed his quest to find a “person of authority” to follow Minnesota law to protect the public interest and trust in the Stadium. A copy of Mr. Ostrow’s presentation is attached as Exhibit H.
3. Jim Sharpsteen provided a summary of the Audubon report that was given at the February 24, 2017 Board meeting. He stated that there have been over 21 species of birds killed, and some of the deceased birds are part of a declining species population. Mr. Sharpsteen stated that over the next three years, he estimates 360 birds will die due to the glass façade of the Stadium, and that the ongoing study does not include birds removed by staff or the public.
4. Constance Pepin raised an issue with the bird study that is taking place between the MSFA and Audubon Minnesota over the next several years. She acknowledged the study will show transparency; however, she voiced concern that Audubon Minnesota will not make the study results available to the public until it is completed.
5. Stephen Greenfield stated that the secrecy of the data found in the study by Audubon Minnesota is not fair, and that that the study provides an excuse for not making a change. Mr. Greenfield questioned how the public can be confident with the accuracy of the report if the data is not available until the study concludes. He stated that secrecy will do nothing to regain public trust.
6. Ann Laughlin stated that the MSFA has the responsibility to protect birds, and that a solution should be implemented immediately. Ms. Laughlin suggested a number of possible solutions on how to deter birds from the glass, and estimated that these solutions would cost \$500,000 to \$800,000.
7. Chuck Turchick expressed his frustrations with the MSFA Board. He stated he would like the public to be able to comment on Board action items before the vote takes place, so citizens can contribute and participate in the discussion and decision-making of changes or additions to the Stadium. Mr. Turchick stated that he is frustrated by former Chair Kelm-Helgen’s access to early seat selection, and shared his disappointment in Commissioner Butts-Williams’ comment regarding her desire to enjoy events with family and friends in the MSFA suite. Lastly, Mr. Turchick expressed his concerns about the appointment of Chair Blatz due to the possible appearance of a conflict of interest with the Stadium. He believes that although Chair Blatz is qualified for the job, her leadership role is a concern because her deceased husband was once a part owner of the Minnesota Vikings.

8. DISCUSSION

There was no additional discussion.

9. ANNOUNCEMENT OF NEXT MEETING

It was announced that the next meeting of the MSFA Board will be April 28, 2017 at 9:00 A.M.

10. ADJOURNMENT

There being no further business to come before the MSFA, Commissioner McCarthy made a motion to adjourn the meeting, which was seconded by Commissioner Butts Williams and unanimously adopted. The meeting was adjourned at 10:35 A.M.

Approved and adopted the 28th day of April 2017, by the Minnesota Sports Facilities Authority.



TONY SERTICH, Secretary/Treasurer



RICHARD G. EVANS, Executive Director



Exhibit B

April 24, 2017

MEMORANDUM

TO: MSFA Commissioners

FROM: Rick Evans, Executive Director

SUBJECT: Appointment of Responsible Authority and Compliance Official under the *Minnesota Government Data Practices Act*

The MSFA, as a political subdivision of the State of Minnesota, is subject to the *Minnesota Government Data Practices Act* (Minnesota Statutes, Chapter 13). The Data Practices Act regulates the collection, creation, storage, maintenance, dissemination, and access to government data. The Act requires the designation by the governing body of a political subdivision of a “responsible authority” as the individual responsible for the collection, use and dissemination of data. (Minn. Stat. § 13.02, subd. 16.) The Act also requires the designation of a “data practices compliance official” who is the designated government employee to whom persons may direct questions or concerns regarding problems in obtaining access to data or other data practices problems. (Minn. Stat. § 13.05, subd. 13.) The Act specifically allows that the responsible authority and the compliance official may be the same individual.

In most political subdivisions, the chief administrative officer serves as the responsible authority. In some larger political subdivisions, a separate employee is designated to serve as the compliance official. Given the limited size of the MSFA staff, I have been advised that it would be typical to name the Executive Director to serve in both capacities. Rules have been adopted by the State Department of Administration governing such appointments. The Rules suggest that adoption of a Resolution in the form attached to this memorandum is a proper method to make such designations.

Recommendation: *The Minnesota Sports Facilities Authority adopts Resolution 2017-1 appointing Executive Director Richard G. Evans as Responsible Authority and Compliance Official under the Minnesota Government Data Practices Act.*



Minnesota Sports Facilities Authority

Resolution 2017-1

WHEREAS, Minn. Stat. § 13.02, subd. 16, requires that the Minnesota Sports Facilities Authority appoint one person as the Responsible Authority to administer the requirements for collection, storage, use and dissemination of data on individuals within the MSFA; and

WHEREAS, Minn. Stat. § 13.05, subd. 13, requires that the MSFA appoint one person as the Data Practices Compliance Official, and specifically provides that the Responsible Authority may also be the Compliance Official; and

WHEREAS, at its board meeting on March 10, 2017, the MSFA hired Richard G. Evans as its new Executive Director.

NOW, THEREFORE, BE IT RESOLVED, the MSFA Board appoints Richard G. Evans, Executive Director, as the Responsible Authority and the Data Practices Compliance Official for the purpose of meeting all requirements of Minnesota Statutes, Chapter 13, as amended, and all rules lawfully promulgated by the Commissioner of Administration as published in the State Register.

ADOPTED BY THE MINNESOTA SPORTS FACILITIES AUTHORITY ON APRIL 28, 2017.

ATTESTED TO:

Kathleen Blatz, Chair



Exhibit C

April 24, 2017

MEMORANDUM

TO: MSFA Commissioners

FROM: Rick Evans, Executive Director

SUBJECT: Appointment of MSFA Representatives to SDC Group

The Stadium Act directed the MSFA to “create a stadium design and construction group, including representatives of the authority and the NFL team to manage the design of the stadium and oversee construction.” (Minn. Stat. § 473J.11, subd. 1.) This group was formally established as the “SDC Group” in the *Development Agreement* between the MSFA and the Minnesota Vikings.

As provided in the *Development Agreement*, the MSFA may name “Authority Representatives” to the SDC Group by providing written notice to the Vikings. The previous MSFA Chair and Executive Director served as the Authority Representatives since approval and execution of the *Development Agreement*. As the stadium project comes to a close, under the terms of the *Development Agreement* there are additional actions required to be taken by the SDC Group. With the recent appointment of a new Chair and Executive Director, it is appropriate for the MSFA Board to consider appointing Kathleen Blatz and Rick Evans as the Authority Representatives.

Recommendation: *The Minnesota Sports Facilities Authority appoints Chair Kathleen Blatz and Executive Director Richard G. Evans as the Authority Representatives to the SDC Group, and authorizes the Executive Director to provide written notice of these appointments to the Minnesota Vikings.*



Exhibit D

April 24, 2017

MEMORANDUM

TO: MSFA Commissioners

FROM: Rick Evans, Executive Director

SUBJECT: Release of Parking Maintenance Trust Funds; Delegation of Authority to Executive Director to Release Future Trust Fund Amounts

The MSFA owns two (2) parking ramps. As part of the Parking Agreement dated February 10, 2014, among Ryan Companies, the City of Minneapolis and the MSFA, Ryan was given authority (with MSFA consent) to select a parking manager for the two ramps. Denison Parking is the parking manager. Under the Parking Agreement, certain amounts from the parking revenues (ranging from \$40 to \$50 per stall per month) are deposited into a Trust Account for the benefit of the MSFA. The deposited amounts are to be used by the parking manager to maintain the parking ramps. Denison Parking has submitted a request that the MSFA authorize payment from the Trust Account in the amount of \$43,426 to reimburse Denison for documented expenses.

This is the first occasion on which a request for release of the parking trust funds has been made. There is no existing delegation of authority from the MSFA Board to authorize release of these funds without Board action. Therefore, MSFA staff is requesting that the Board take two actions:

1. Authorize release to Denison Parking of \$43,426 from the appropriate Trust Account for reimbursement of maintenance costs; and
2. Delegate to the Executive Director of the MSFA the authority to review future requests for release of maintenance amounts held in the Trust Account and, based on the Executive Director's judgment, release properly documented amounts.

Recommendation: *The Minnesota Sports Facilities Authority (1) authorizes release to Denison Parking of \$43,426 from the appropriate trust account for reimbursement of maintenance costs; and (2) delegates to the Executive Director the authority to review future requests for release of maintenance amounts held in the trust account and, based on the Executive Director's judgment, release properly documented amounts.*



Exhibit E

April 24, 2017

MEMORANDUM

TO: MSFA Commissioners

FROM: Rick Evans, Executive Director

SUBJECT: Authorization to Negotiate and Execute Amendment to *Development Agreement* regarding Vikings' Designated Capital Improvements

The MSFA's relationship with the Vikings is governed by (i) a *Development Agreement* related to the construction of the stadium, and (ii) a *Use Agreement* regarding the Vikings' long-term use of the stadium.

The *Use Agreement* requires the MSFA to establish an annual Capital Funding Plan to guide future capital enhancements to the stadium. The *Use Agreement* also grants to the Vikings the right to designate for five years (commencing in 2017) \$750,000 annually from the Capital Funding Plan for certain specific items identified in the *Development Agreement*. The designated items include a variety of Vikings-preferred design additions to the stadium that were eliminated from the original project scope during value engineering. In approving the *Use Agreement* that created this \$750,000 annual right, the Board acknowledged the significant investment by the Vikings in the publicly-owned stadium, and that future capital dollars should, on a five-year limited basis, be available to assist the Vikings with preferred capital enhancements. The items that can be funded through this Vikings designation are currently limited to the items listed on the attachment to this memorandum.

The Vikings have now requested that the MSFA allow greater flexibility in how the Vikings designate the \$750,000 annual amount. The Vikings have informed staff that a number of items originally on the list are no longer priorities and can be eliminated from the list, and the Vikings would prefer the flexibility to designate alternative capital enhancements on an annual basis.

If the Board concurs with this request by the Vikings, an amendment to the *Development Agreement* will be required. You are being asked to give authority to the Executive Director to negotiate an amendment to the *Development Agreement* that would allow the Vikings to designate, subject to the Executive Director's reasonable approval, annual capital expenditures in the amount of \$750,000 for five years. These Vikings' designations would be subject to all requirements of the MSFA's *Procurement Policies and Procedures*. In addition, the designations would be brought to the Board for final consideration and approval on an annual basis as part of your review and approval of the Capital Funding Plan.

Recommendation: *The Minnesota Sports Facilities Authority authorizes the Executive Director to negotiate, and the Chair and Executive Director to execute, an amendment to the Third Restated and Amended Development Agreement (Development Agreement) between the MSFA and Minnesota Vikings Football Stadium, LLC (Vikings), allowing the Vikings to designate (for the period specified in Section 5.6(a)(ii) of the Second Amended and Restated Stadium Use Agreement between the MSFA and the Vikings) capital enhancements other than those specified on Exhibit I-2 of the Development Agreement, which capital enhancements will be subject to the reasonable review and approval of the Executive Director and brought before the MSFA Board annually for possible inclusion in the MSFA's Capital Funding Plan.*

TEAM DESIGN ADD ALTERNATES

Joint Priority Items	Estimated Costs (millions)
Two (2) Sets of Escalators	\$1.1
One (1) Freight Elevator	\$0.6
Laundry and Hydro Equipment	\$0.2
Incremental Allocation to the Retractable Bowl Seating System	\$1.3
Finish Out Two (2) Auxiliary Locker Rooms	\$0.9
East Relief Louvers	\$1.2
Total	\$5.3

Other Items	Estimated Costs (millions)
Bowl Lounge Seating – Club Purple	\$1.0
Add Back Clerestory – South Side	\$0.2
Media Mesh Displays – West and East	\$2.0
Media Mesh Infrastructure	\$0.2
Sound System - Exterior Plaza	\$0.4
Redundant Backbone Segment	\$0.4
Add Video Walls in Fire and Ice Clubs	\$0.6
Add Second Ribbon Board	\$1.8
Second Turf & Storage System	\$1.3
Concessionaire Contribution	\$3.5
Build Out 8 Sideline Mini Suites	\$0.6
Build Out 10 Upper Level Suites	\$1.3
1010 Skyway	\$3.5
Event Level Parking	\$0.1
Sponsor Provide Wifi	\$4.0
Large West Video Board (120x68)	\$0.6
Large Operable Doors (275x95))	\$2.5
Lower Club Lounge Finish Out	\$0.3
Chairman’s Lounge Finish Out	\$0.9
Electrochromic Glass in Interview Room	\$0.1
Build Out Cheerleaders Locker Room	\$0.4
Change to Automatic Faucets in GA Bathrooms	\$0.3
Change Upper Bowl Duct Configuration	\$1.4
Block 7 Parking Garage	\$12.4
Expand North and South Eyebrows in Design	\$0.3
Third Ribbon Board	\$1.8
Total	\$41.90

Cumulative Total From Above	\$47.20
------------------------------------	----------------

Other Items (Continued)	
<p>In addition to those items set forth above in this <u>Exhibit I-2</u>, each of the items set forth in (i) the "Should be Removed" column of the Mortenson 100% CD Trend Log dated July 25, 2014, attached as Exhibit B to Contract Revision No. 016 to the Construction Service Agreement dated August 22, 2014, (ii) the "Adjustment to Accepted Values" column of the Mortenson Potential Cost Reductions document dated July 25, 2014, attached as Exhibit C to Contract Revision No. 016 to the Construction Service Agreement dated August 22, 2014, and (iii) Exhibit H to Contract Revision No. 016 to the Construction Service Agreement dated August 22, 2014, each of which is hereby incorporated by reference as if fully set forth herein, are and will be considered Team Design Add Alternates.</p>	



Exhibit F

April 24, 2017

MEMORANDUM

TO: MSFA Commissioners

FROM: Rick Evans, Executive Director

SUBJECT: Lease Agreement with Metropolitan Council Relating to Metro Transit Equipment

The MSFA owns a parking ramp immediately to the east of Chicago Avenue and adjacent to the stadium plaza. The Metropolitan Council, as operator of Metro Transit, has requested that the MSFA lease three (3) parking spaces within that ramp to the Metropolitan Council for signal equipment related to the adjacent light rail line. Staff and the Metropolitan Council are negotiating final terms of that lease at a total rental rate of \$7,000 per year (increasing by an agreed-upon annual inflation factor).

Recommendation: *The Minnesota Sports Facilities Authority authorizes the Executive Director to negotiate, and the Chair and Executive Director to execute, a lease agreement with the Metropolitan Council, and all related documents, consistent with this memorandum.*



Exhibit G

April 24, 2017

MEMORANDUM

TO: MSFA Commissioners

FROM: Rick Evans, Executive Director

SUBJECT: Authorize Negotiation and Amendment of the Owner's Representative Agreement

The Owner's Representative Agreement with Hammes Company Sports Development, Inc. ("Hammes") expires April 30, 2017. There are U.S. Bank Stadium construction project close-out tasks and related financial responsibilities that will continue beyond the current contract expiration date. Hammes has offered to continue its Owner's Representative services for the period from May 1, 2017 through December 31, 2017, on an hourly fee basis plus reimbursable expenses.

Recommendation: *The MSFA authorizes the Executive Director to negotiate, and the Chair and Executive Director, to execute Amendment No. 7 to the Owner's Representative Agreement with Hammes Company Sports Development, Inc. on a hourly fee basis plus reimbursed expenses.*

Exhibit H

MEMORANDUM

TO: Minnesota Sports Facilities Authority
FROM: Lockridge Grindal Nauen, P.L.L.P., Government Relations
DATE: April 25, 2017
RE: Legislation Affecting the Authority (updated on April 24, 2017)

H.F. 778 (Anderson, S. language) / H.F. 778 (Rosen language): Minnesota Sports Facilities Authority data classification provided, board appointments modified, duties modified, and use of stadium suites restricted.

- **House authors:** Anderson, S.; Hoppe; Scott; Barr, R.; Knoblach; Nash; Fenton; Dettmer; Howe; Pugh; Christensen
- **Senate authors (S.F. 626):** Rosen; Kiffmeyer; Nelson
- **Status:** Passed House 122-7, as amended, on March 6, awaits action by the full body in the Senate.
 - Similar language included in the House version of the omnibus state government finance bill, S.F. 605 (Anderson, S.), see Article 5.

S.F. 900 / H.F. 2328: Super Bowl admissions sales tax exemption modification; Minnesota sports facilities commission operating and capital expenses sales tax reimbursement requirement.

- **Senate authors:** Bakk; Tomassoni; Rosen; Senjem; Gazelka
- **House authors:** Davids, Hoppe, Thissen
- **Status:** Included in the House version of the omnibus tax bill.

H.F. 1888 / S.F. 2060: Minnesota Sports Facilities Authority and Minnesota Ballpark Authority members and employees prohibited from giving gifts to officials.

- **House authors:** Quam; Bahr, C.; Smith; Pierson; Davids
- **Senate authors:** Senjem
- **Status:** Awaits action by the full body in both the House and in the Senate.

Exhibit I

The logo for US Bank Stadium, featuring the letters "us" in white on a red shield-like background, followed by "bankstadium" in blue.

Equity Meeting

April 19, 2017





Equity Program Leadership

- Kathleen Blatz, Chair-MSFA
- Rick Evans, Executive Director-MSFA
- Kevin Warren, COO-MN Vikings
- Barbara Butts-Williams, Board Member-MSFA
- Bill McCarthy, Board Member-MSFA
- Alex Tittle, Equity Program Consultant-DiversityACT, LLC



Agenda

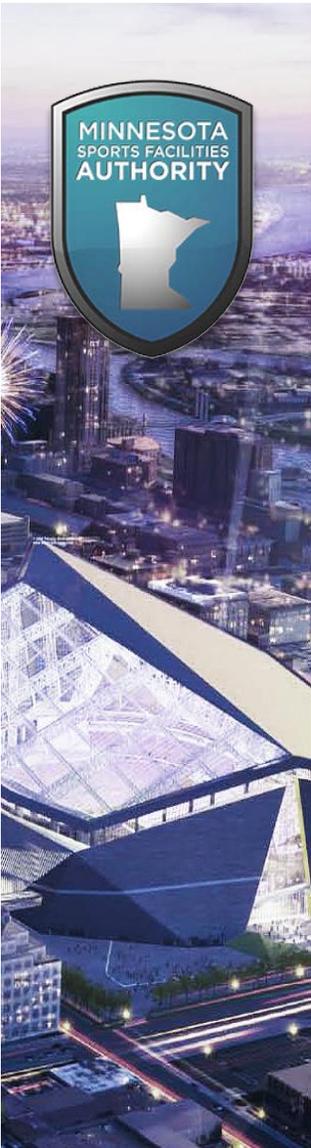
- Overview
- Workforce Report
- Employment Assistance Firm
- Targeted Business Report
- Contracting Opportunities – Q2
- Adjourn



Overview

- MN Statutes, Sect. 473J.12
- Feb & Mar Board Meetings – Approved Equity Plan & Capital Equity Plan
- Program
 - Construction Close-Out
 - Quarterly Meetings(Aug. 16 & Nov. 15) – Open to the Public
 - Monthly Assessments by Equity Consultant
 - Reports delivered by Stadium Operations & Concessions Managers
 - Q & A





Workforce/Labor

182,405
MINORITY HOURS



161,231
WOMEN HOURS



58%

51%

42%

\$3.2M

Minority WAGES

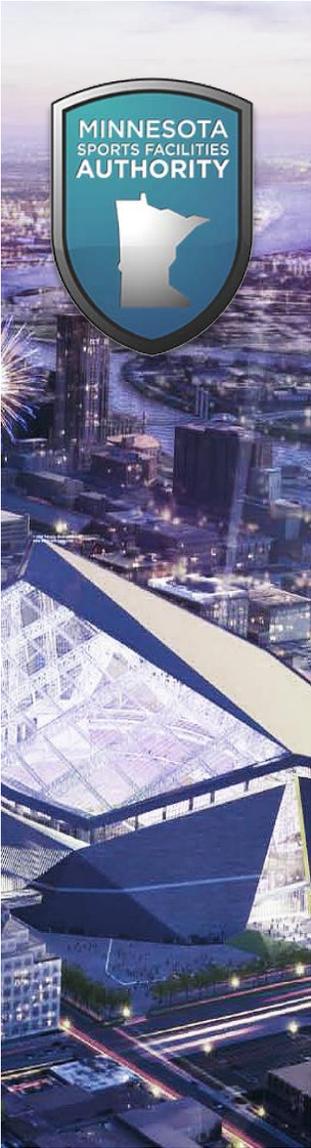
\$3.4M

Women WAGES

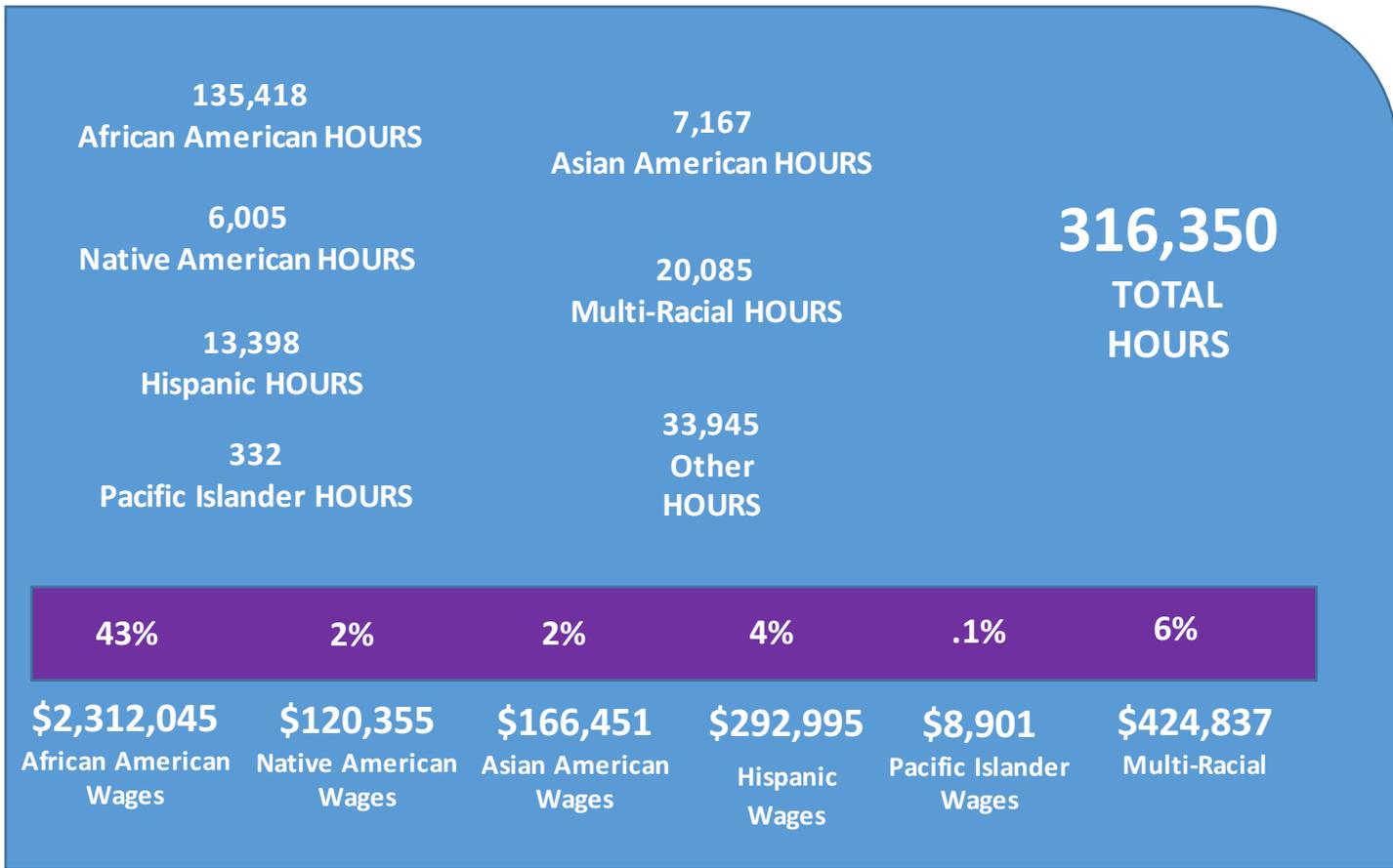
\$5M

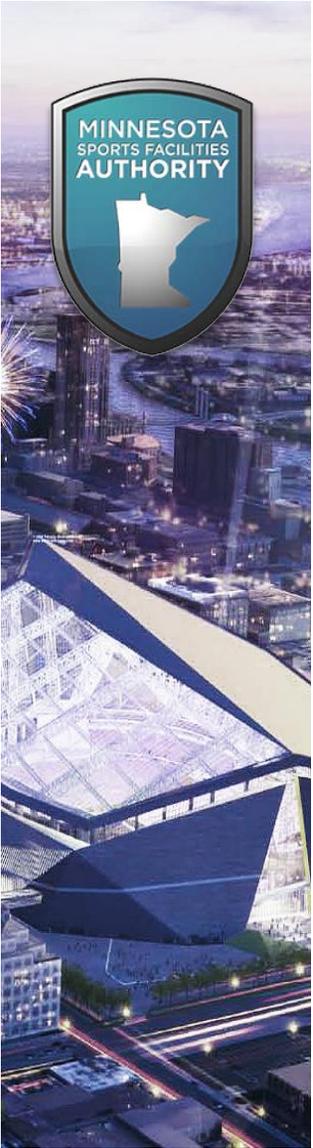
Other WAGES





Workforce/Labor

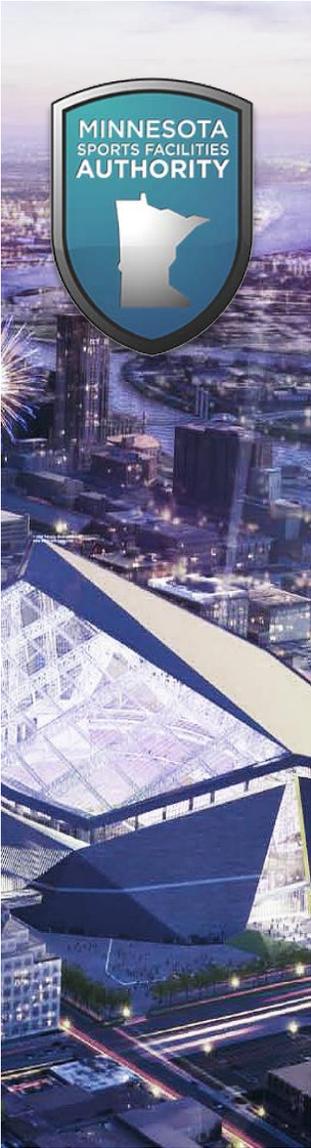




Leadership

Patrick Talty
General Manager





Types of Positions SMG Fills

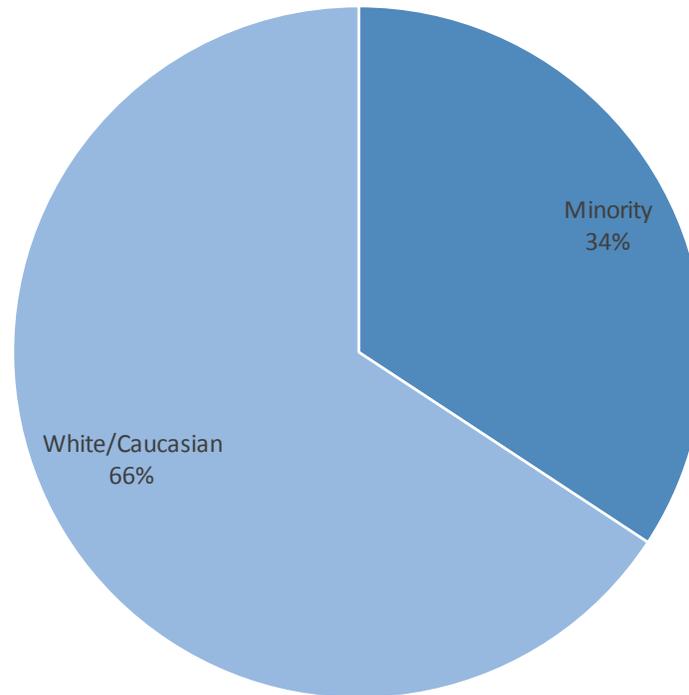
- Guest Experience Representatives
- Ticket takers/Box Office
- Housekeeping
- Operations
- Sales
- Marketing
- Finance/accounting
- Administrative
- HR
- IT
- Security
- Event Services

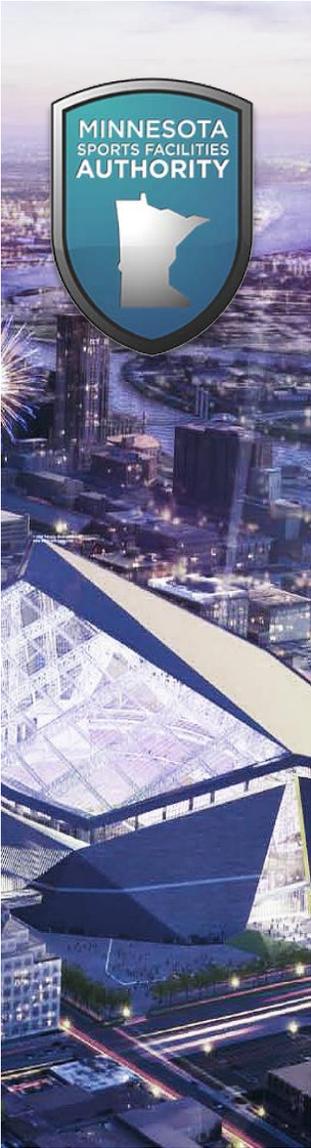




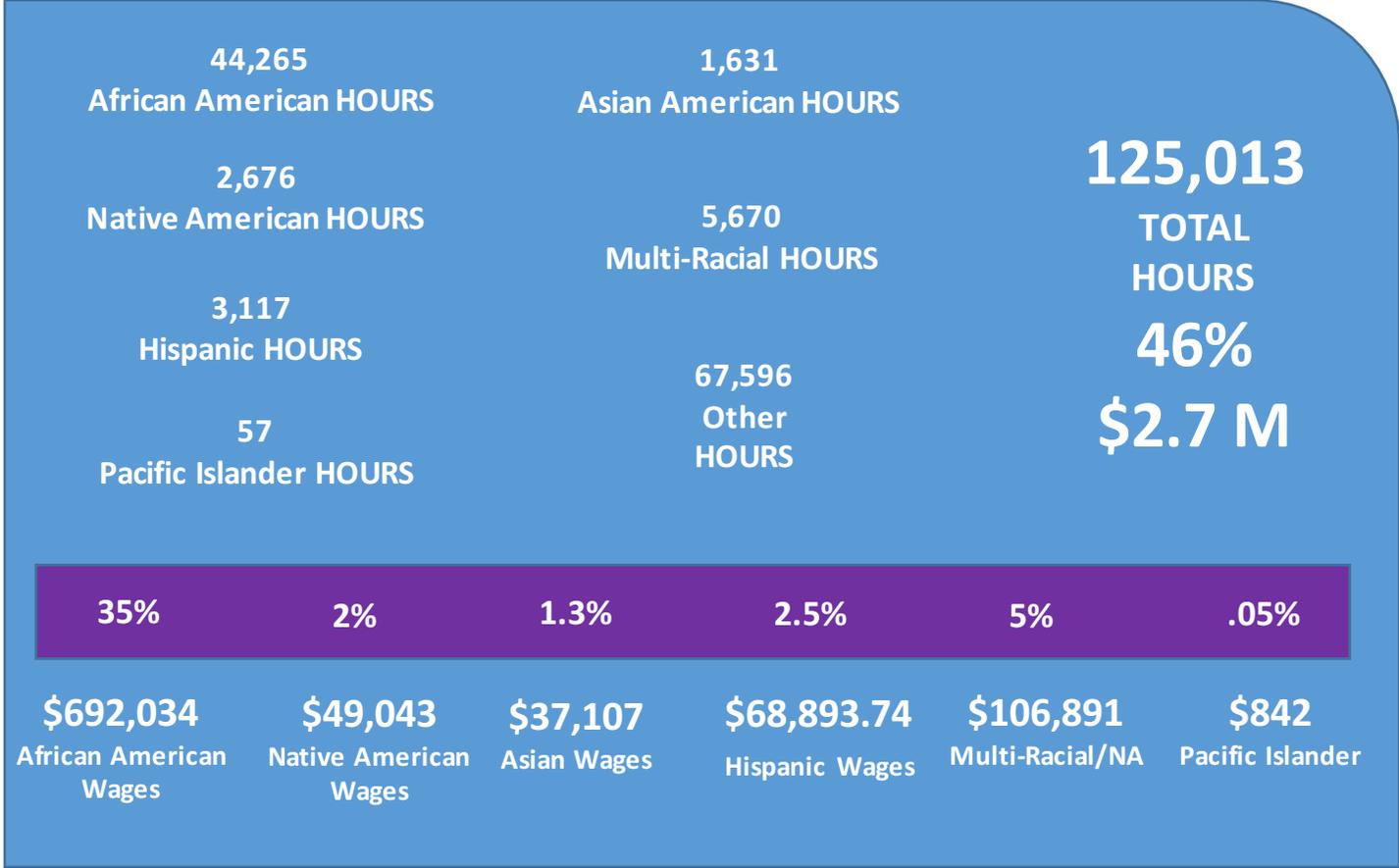
SMG Workforce

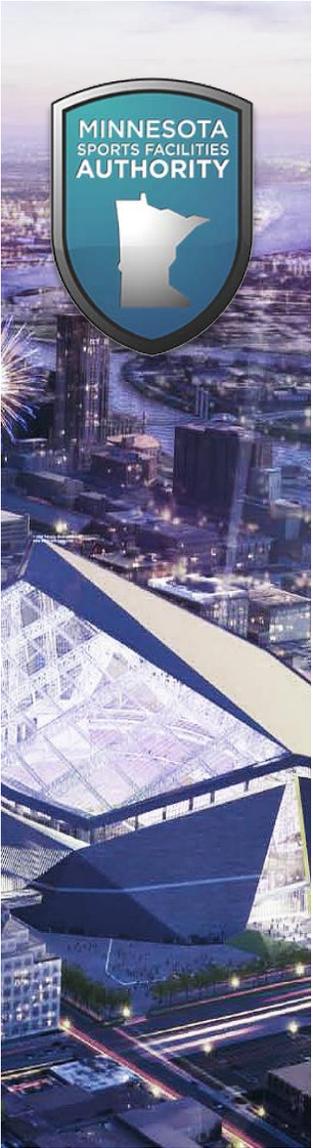
1,329 Full-time & Part-time Employees





Workforce/Labor



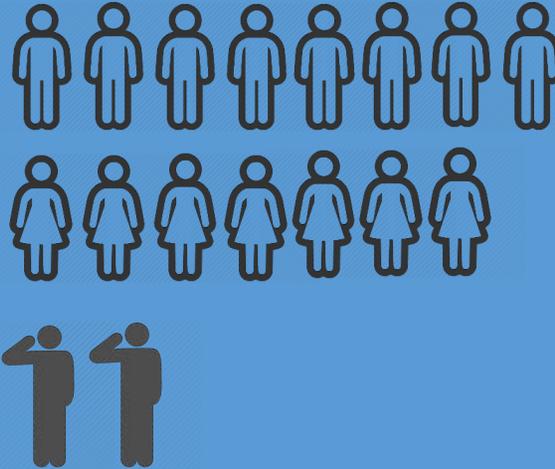


Workforce/Labor

57,416
MINORITY HOURS

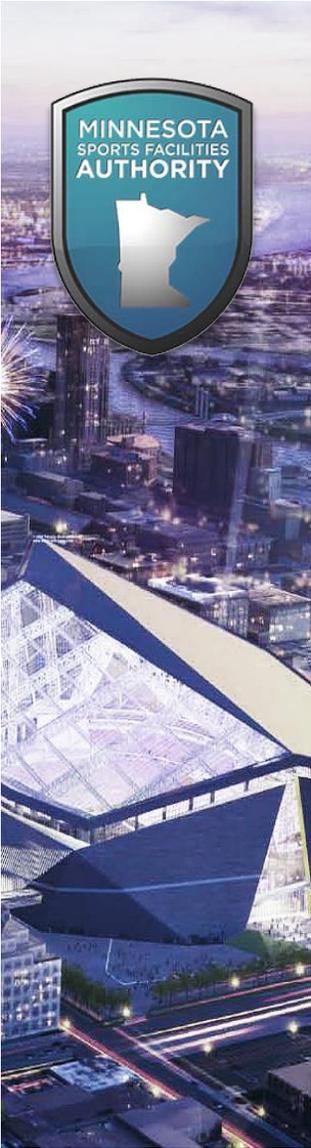
47,709
WOMEN HOURS

4,168
VETERAN HOURS



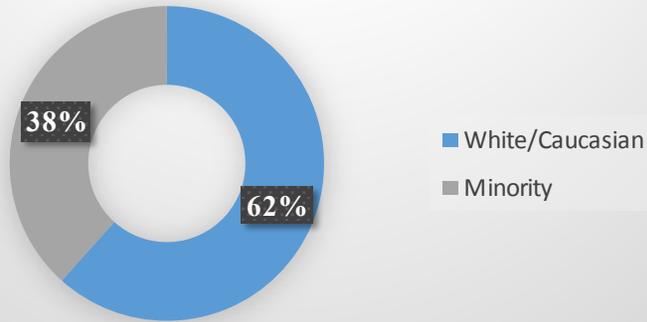
46%	38%	3.3%	12.7%
\$954,811 Minority WAGES	\$905,523 Women WAGES	\$123,381 VET WAGES	\$1,750,345 Other WAGES





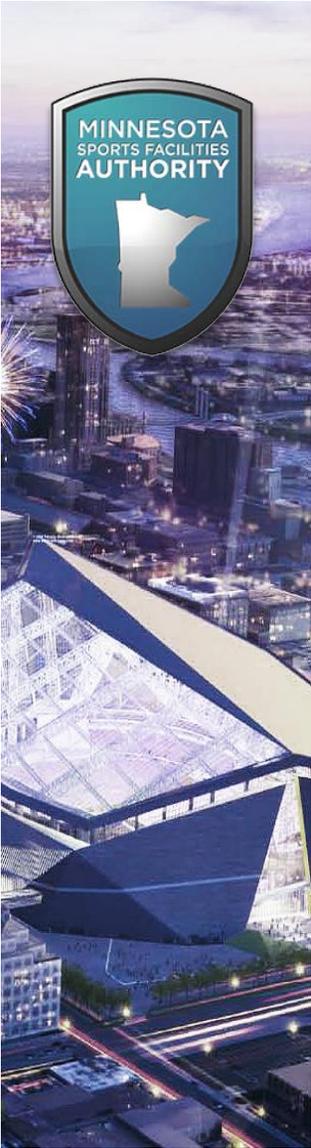
Full-Time Workforce

Ethnicity of SMG Full-Time Workforce
73 employees



SMG Full-Time Workforce





Recruiting

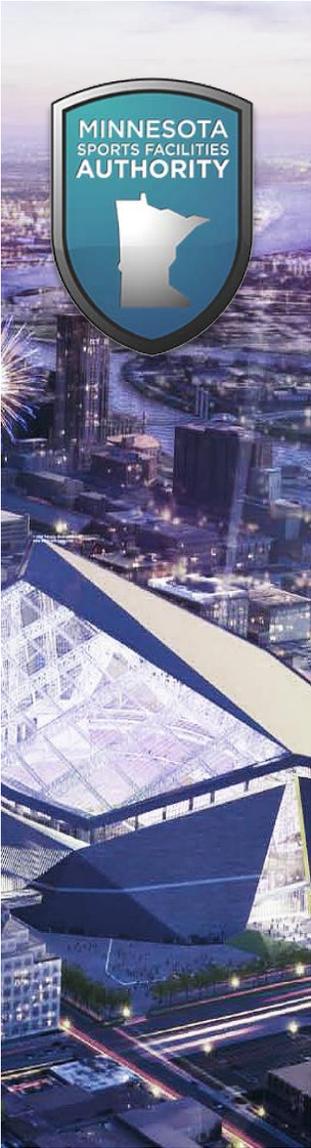
We're constantly looking to attract and retain outgoing individuals who want to work a variety of events!





Patricia Gaytan



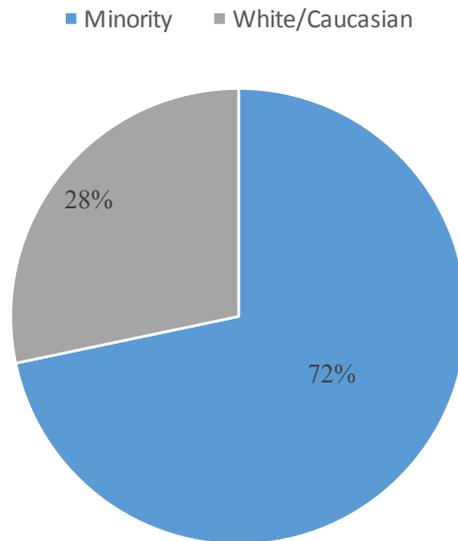


Full-Time & Part-Time Staff

Monterrey Security Employees a total of 951 staff between our part-time and our full-time staff!

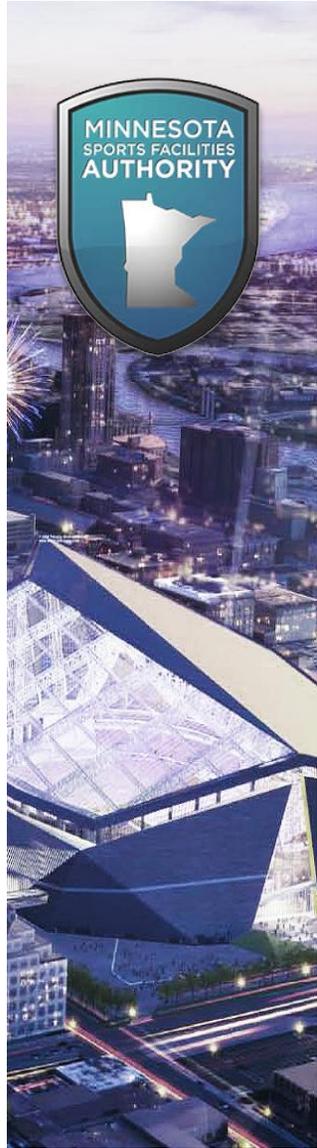
(data based on individuals that self reported)

Equity In The Workforce



GENDER RATIO

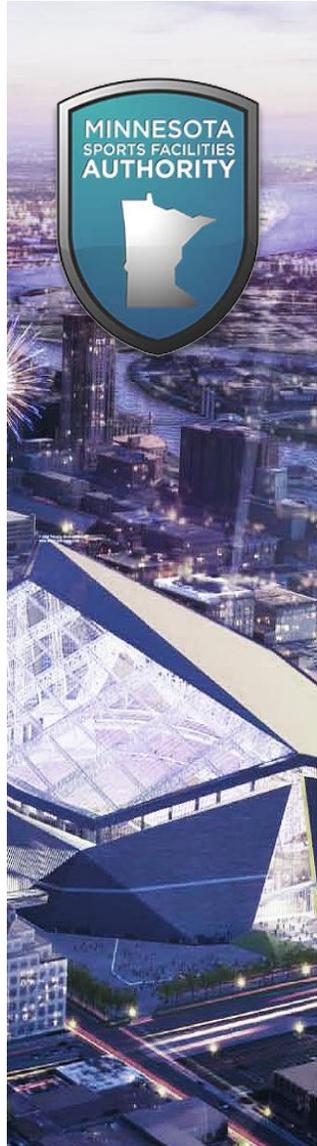




Commitment to the Community

- YMCA
- Ramsey County Workforce Solutions
- Summit Academy
- Brooklyn Park Workforce Center
- Eagan Workforce Center
- Emerge Minnesota
- Sabathani Community Center
- US Family
- VA Medical Center in Minneapolis
- Goodwill Easter Seals
- ProAct Inc.
- PPMNIC
- Twin Cities Rise





U.S. Bank Stadium Hiring Fair



- Second annual U.S. Bank Stadium Hiring Fair May 9 & 10 | 9am – 5pm
 - Enter through the Polaris Gate on the NW side of the stadium, next to the Ticket Office
 - **Available Positions:**
 - Cleaning Service Attendant
 - Concessions
 - Culinary
 - Guest Service Representatives
 - Hourly Supervisors
 - Money Room Attendants
 - Seasonal Managers
 - Security
 - **Job Requirements:**
 - Must be 18 years or older
 - High School Diploma or GED
 - Must pass a background check
 - For more information visit, <https://www.usbankstadium.com/stadium-info/employment/us-bank-stadium-hiring-fair/>

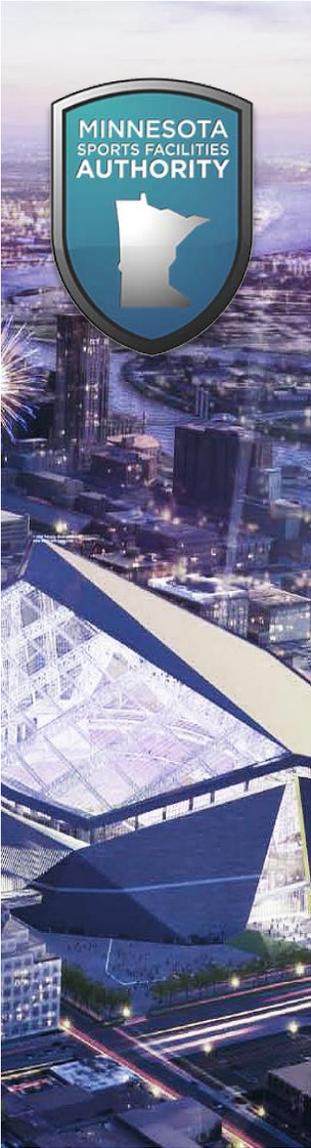




Nekita Arrington

Sr. Human Resources Manager





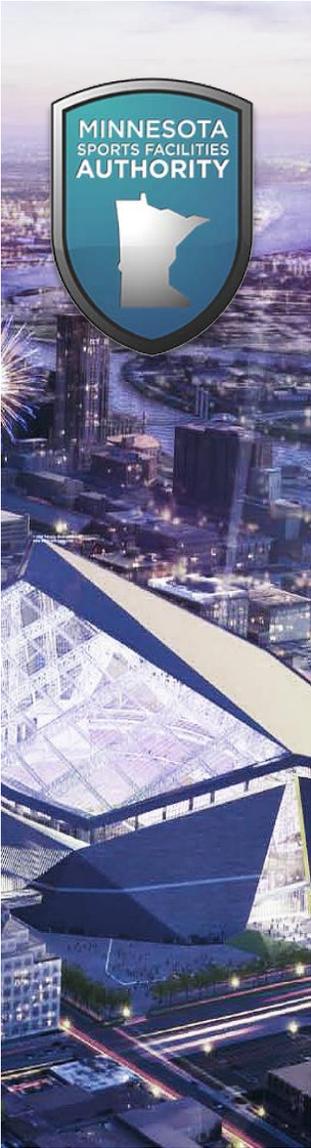
Recruitment

We are looking for qualified candidates to join our team at Aramark.

We have current openings the the following Seasonal Part-Time Positions:

- Concessions Stand Worker
- Concessions Cashier
- Concessions Grill
- Culinary Lead Cook
- Culinary Prep Cook
- Suite Pantry Coordinator
- Money Room Attendant
- Event Day Auditor
- Hourly Supervisors



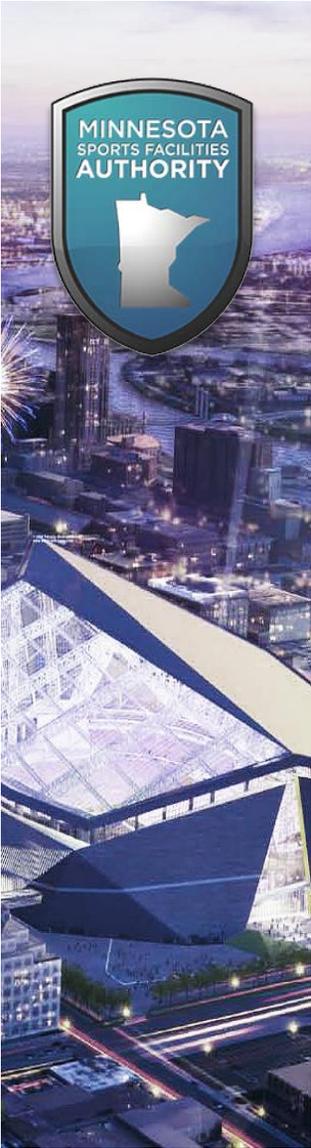


NPO Groups

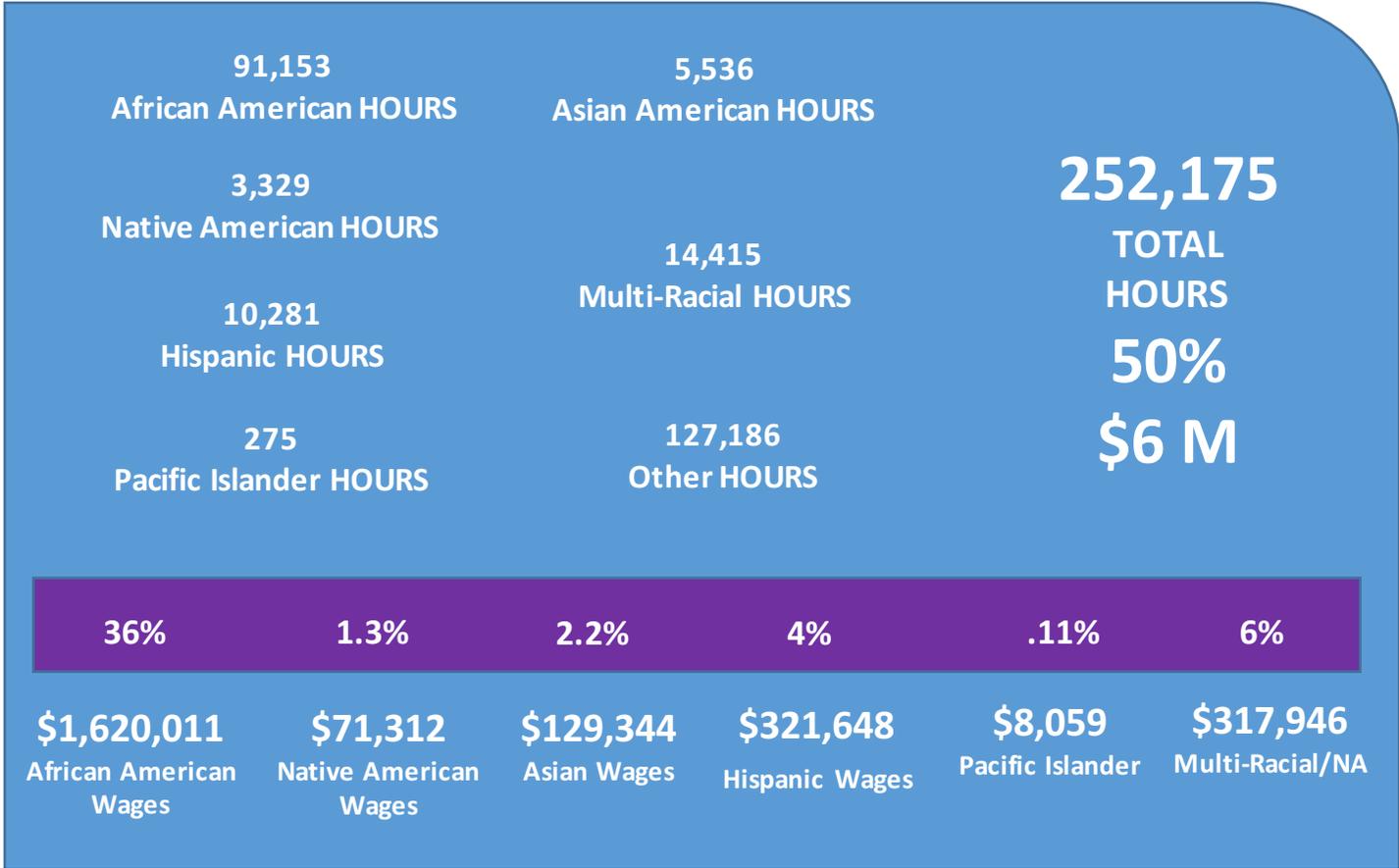
As part of our commitment to nourish and enrich lives, Aramark has partnerships with several local Not For Profit Organizations

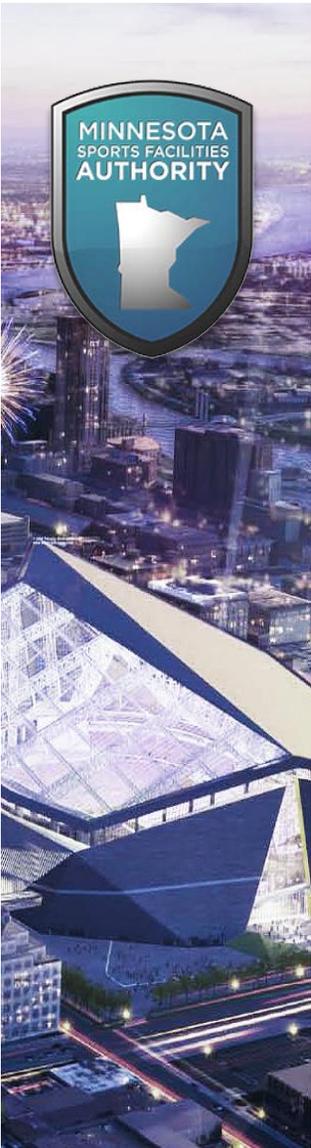
Through this partnership, these community-based NPO Groups have raised \$1.4 million to benefit their organizations.





Workforce/Labor





Workforce/Labor

124,989
MINORITY HOURS



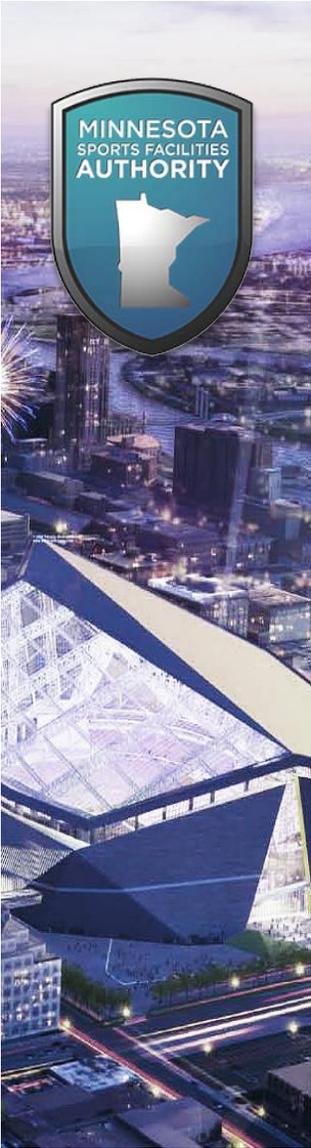
113,522
WOMEN HOURS



* Veteran Hours will be reported August 2017

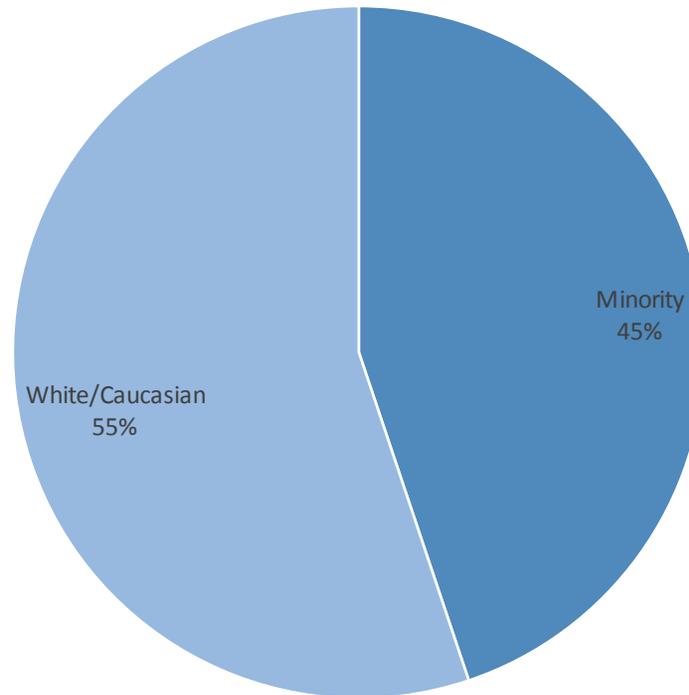
50%	45%	50%
\$2,243,112 Minority WAGES	\$2,449,447 Women WAGES	\$3,269,023 Other WAGES

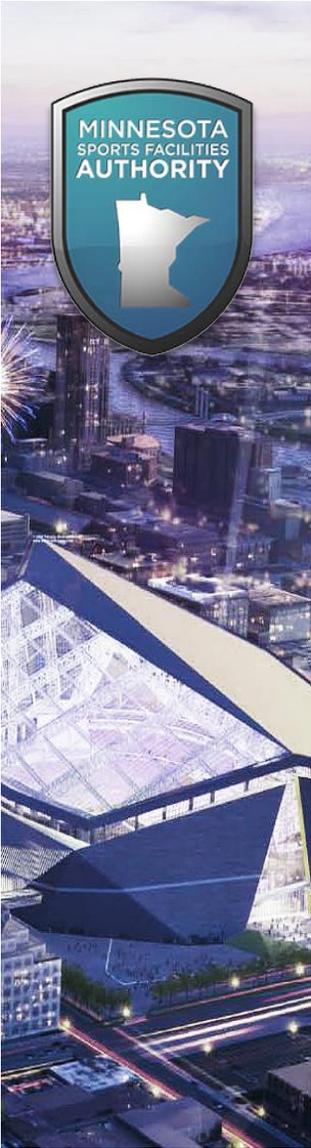




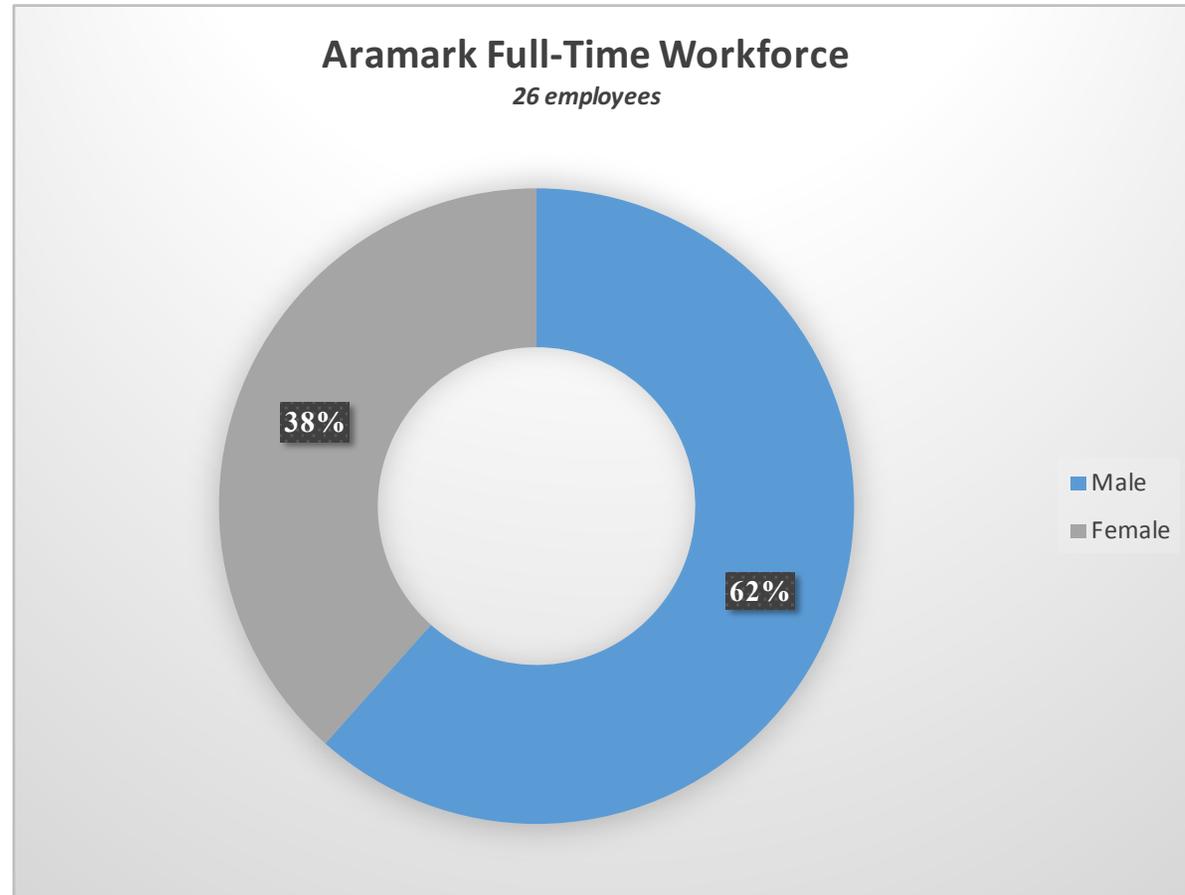
Aramark Workforce

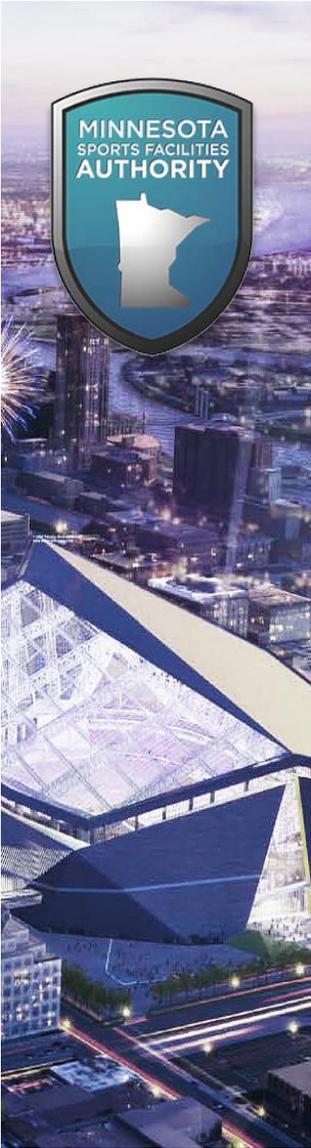
1,137 Full-time & Part-time Employees





Full-Time Workforce





Employment Assistance Firm



Louis King

Summit Academy OIC



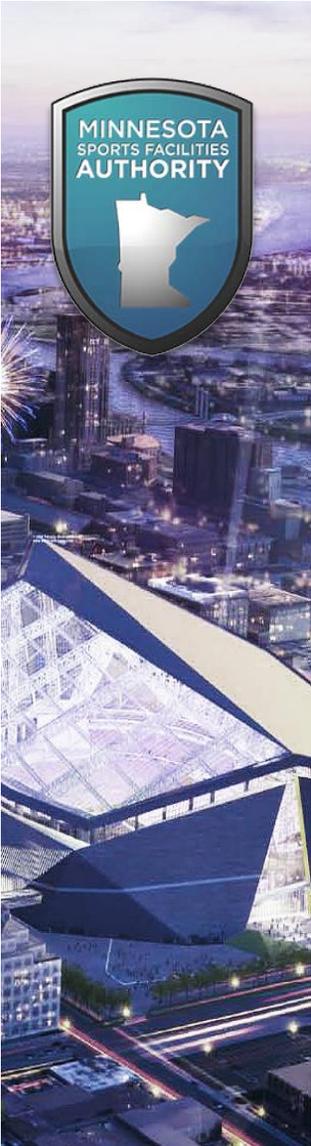
**Minneapolis
Urban League**

Steve Belton

Minneapolis Urban
League



Employment Assistance Firm



850
MINORITIES



400
WOMEN



30
VETERANS



TOTAL

992
MINORITIES

452
WOMEN

30
VETERANS



Minneapolis
Urban League

142
MINORITIES

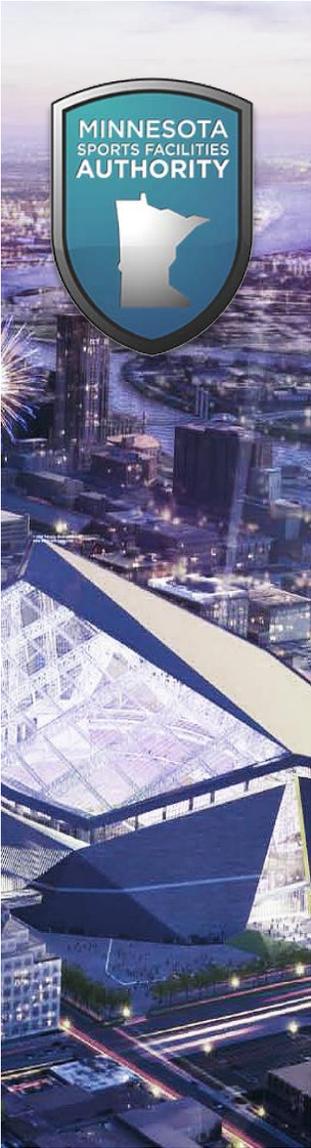


52
WOMEN



0
VETERANS

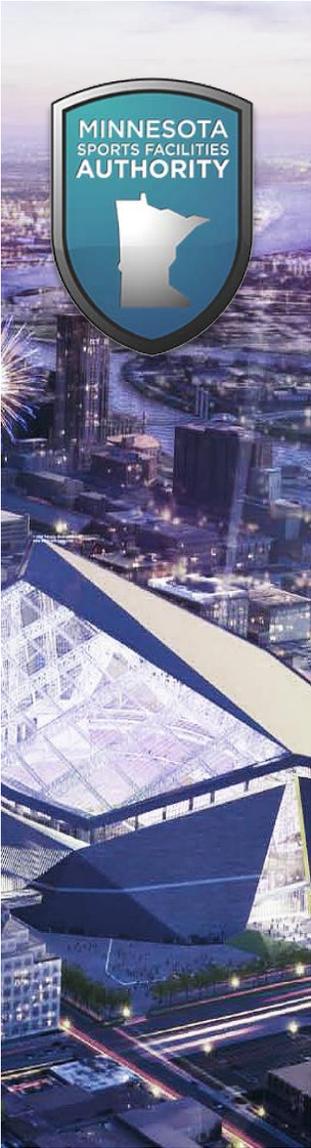




Be apart of the U.S. Bank Stadium team!

There's a variety of roles and careers with each of our stadium partners – there's something for everyone!





Targeted Business

\$23,904,199

Total Spend

\$12,834,480

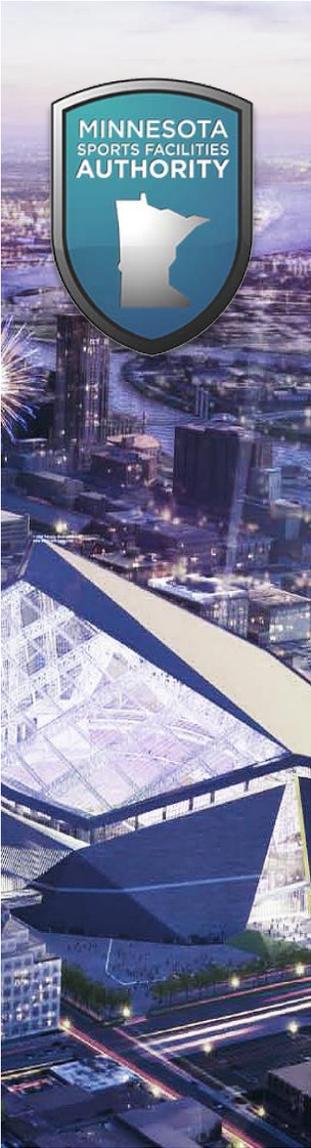
Available Contact
Amount

\$11,069,720

Total Unavailable Spend

Partners / Sponsors = Unavailable Spend

- Xcel Energy
- NRG Energy Center- Mpls
- MN Labor & Health
- City of Minneapolis
- Miller – Coors
- Sysco
- Centurylink Business Solutions
- Dalco Enterprises
- VenueNext, Inc.
- Marsh USA
- Johnson Controls, Inc.



Targeted Business

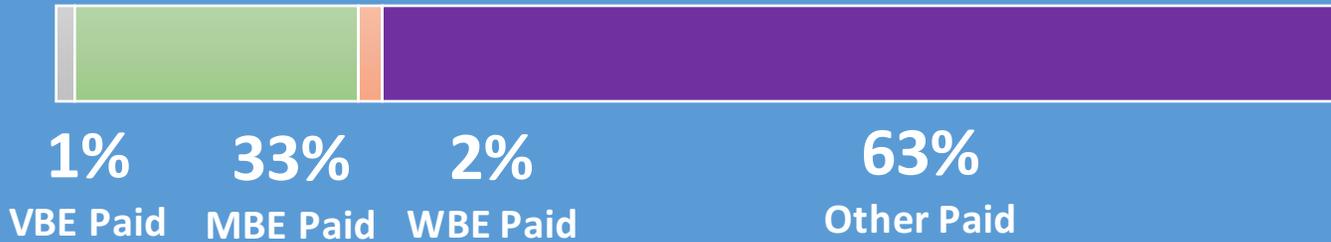
\$4,309,421
MBE



\$231,532
WBE



\$384,968
VBE

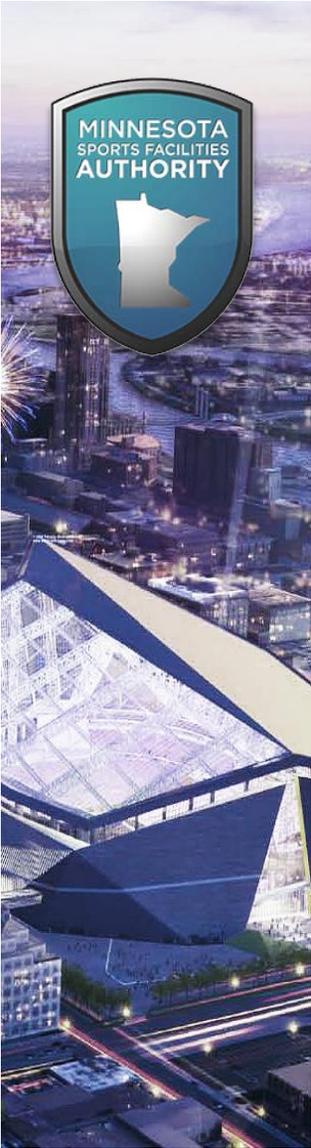




Types of Vendors & Products:

- Printing
- Office supplies
- Promotional items
- Carpentry
- Staffing
- Security
- Photography/Video
- Consulting
- Signage & Banners
- Fencing/Barricades
- General contractors





Targeted Business

\$4,305,330

MBE



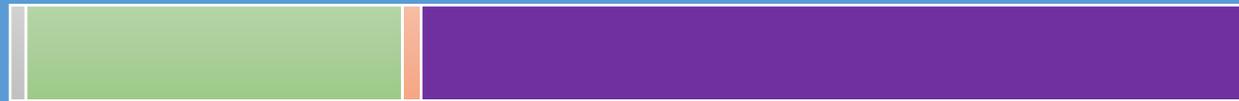
\$231,532

WBE



\$149,787

VBE



1%	35%	2%	61%
VBE Paid	MBE Paid	WBE Paid	Other Paid



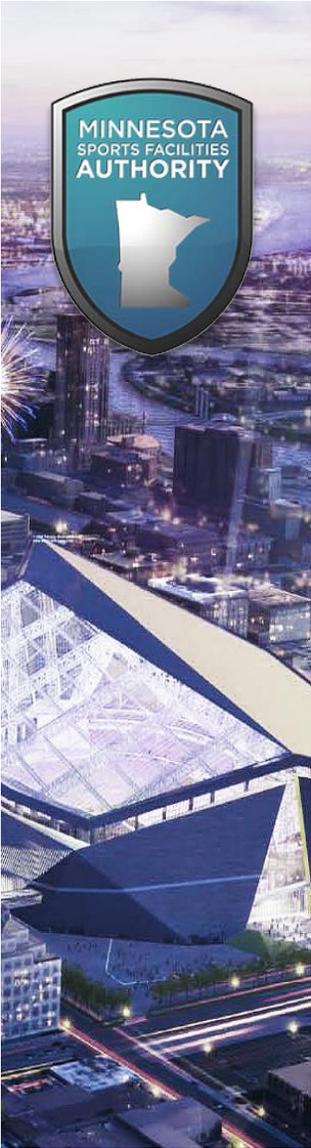


Upcoming Procurement



- Fencing/Tent Rental
- Promotional Items
- Uniforms
- Capital Improvement projects will be coming out later this year!





Targeted Business

\$367,963.83
MBE



\$98,669.45
WBE



\$235,181.88
VBE



2.72% **6.48%** **10.13 %**
WBE Paid VBE Paid MBE Paid

80.68%
Other Paid

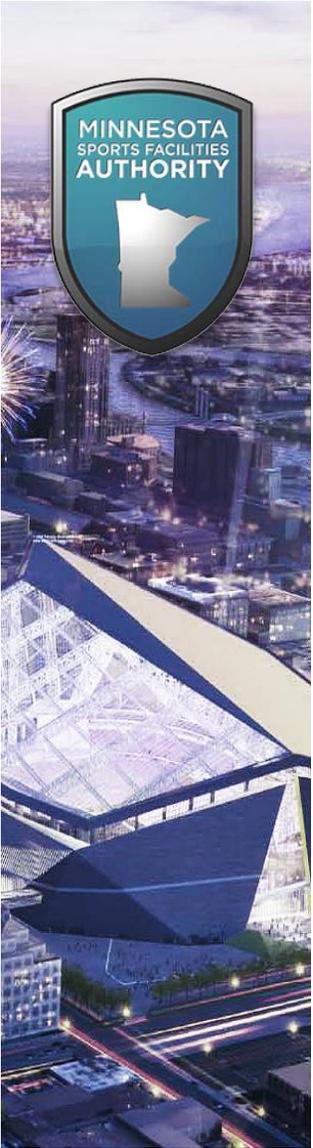




Looking Ahead

- Participation in a Supplier Pitch Day sponsored by the Super Bowl Host Committee where we met 150 food and beverage suppliers interested in possible partnerships with Aramark.
- Elevating our partnership with existing local M/WDBE partners.
- Continued community outreach to provide job opportunities.





QUESTIONS & NEXT STEPS



Exhibit J

SMG Update

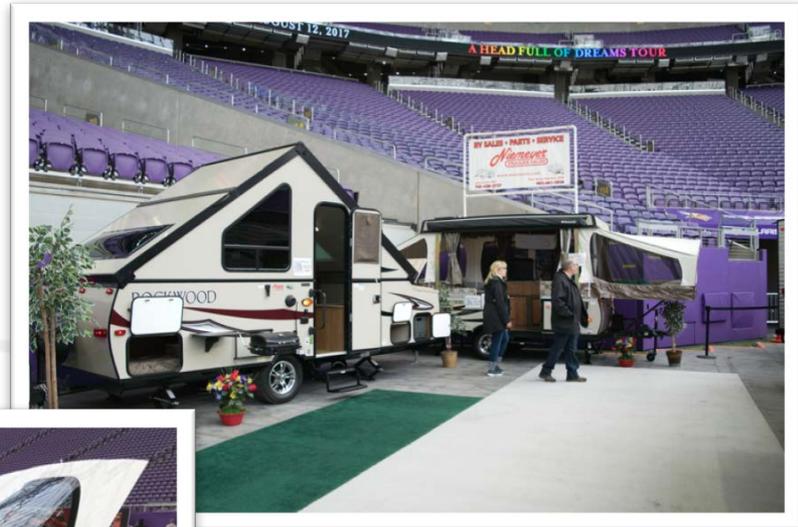
Patrick Talty, General Manager

March Events

Hosted the final Skating/Running club of the season on March 13



RV Show March 30 – April 2



World of Wheels Auto Show
March 17 – 19



March Events By the Numbers

Held approximately 20 Private Events throughout the month of March



Hosted over 60 baseball games since March 10th board meeting!



Approx. 1,822 people took advantage of public ticketed tours. Approx. 400 people took private group tours



Event Planning & Preparations

- Planning meetings are underway for the Summer X Games, Super Bowl LII, and NCAA Men's 2019 Final Four
- A contingency of SMG staff recently attended and worked at the NCAA Men's Final Four in Phoenix in preparation for when U.S. Bank Stadium plays host to the Final Four in 2019
- Awarded 2020 NCAA Wrestling
- 2017 Vikings Season Schedule released, planning for draft party



MINNESOTA
SUPER BOWL LII HOST COMMITTEE



GAMES
MINNEAPOLIS



Awards & Recognition

- Minnesota Meetings + Events annual meeting U.S. Bank Stadium won Best New Venue award
- Sports Business Journal, U.S. Bank Stadium is nominated for Sports Facility of the Year award, awards ceremony takes place in New York on May, 24



Marketing

Major Event Support

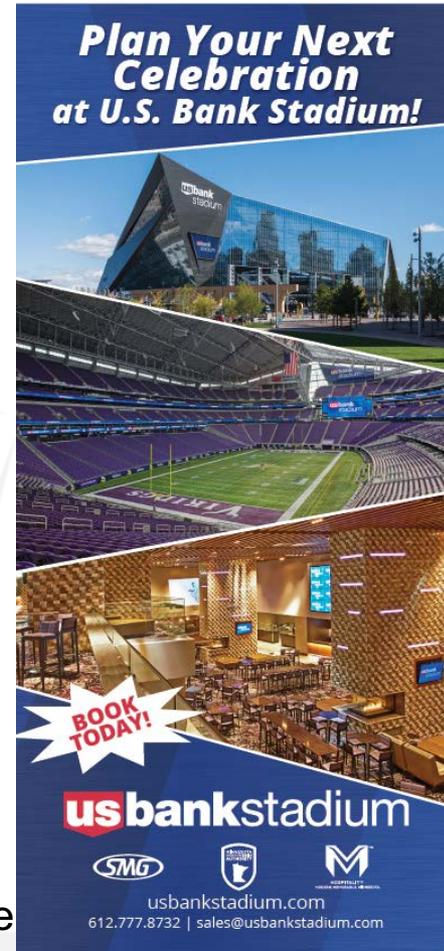
- Digital Marketing and in-venue asset support for World of Wheels and the Spring RV Show
- Insider club and paid social media advertising support for Badass Dash

Local Advertising

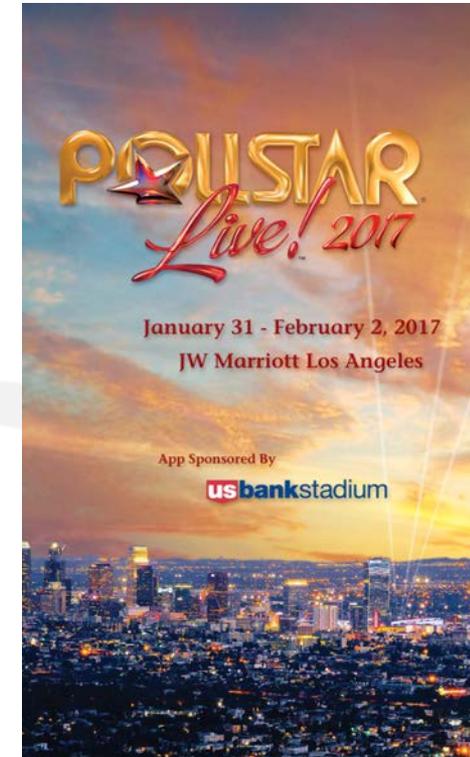
- Minnesota Meetings and Events Magazine – March 2017 Publish
- MSP Magazine Ad – April 2017 (late March Publish)
- Kare 11 Digital Campaign, March – June 2017

Trade Publications

- Trade Show Executive Digital Coverage
- Pollstar Live! Conference Sponsorship, February 2017



MSP Magazine Ad
April 2017



Mobile App Sponsorship
February 2017

Marketing

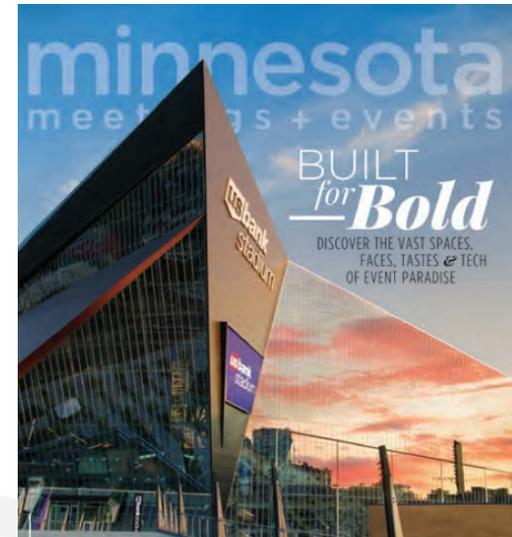
U.S. Bank Stadium Special Issue

Direct Mail

- Minnesota Meetings and Events Special Issue, January 2017
- Custom Snow Globe Promoter Gifts, March 2017



U.S. Bank Stadium Snow Globes



Email & Website Marketing

- U.S. Bank Stadium Insider Club
- www.usbankstadium.com

U.S. Bank Stadium Insider's Club E-Blast



EMAIL DATABASE

154,174
▲ 9%
from Q4

48,872 Average Total Opens
21.5% Average Unique Opens

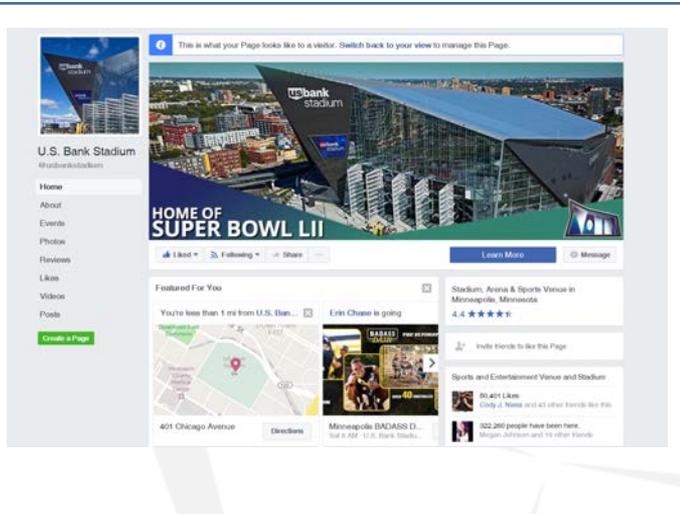


REMINDER: Register today for Badass Dash before registration prices go up on April 11
In addition, you can use the promotional code **TWINCITIES** and receive an additional \$10 off of all individual adult registrations for a limited time only!

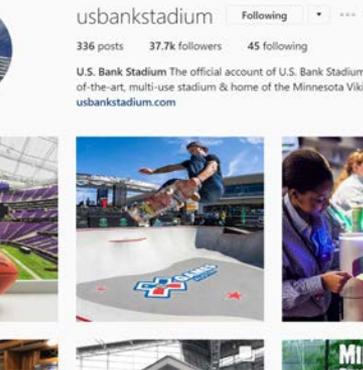
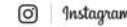
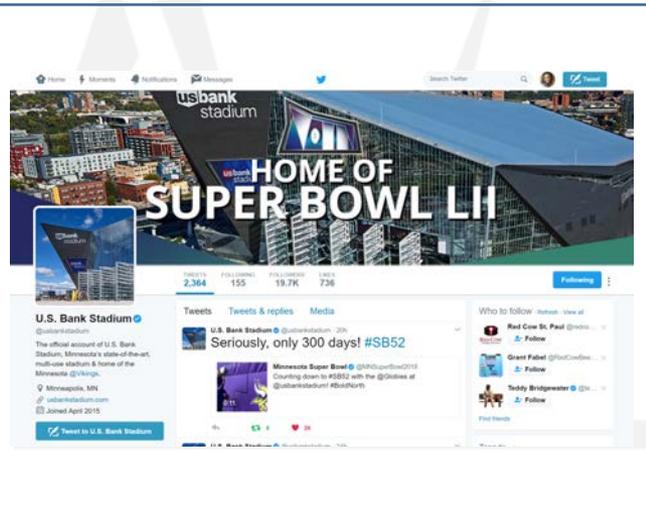
Marketing



FACEBOOK
50,258 followers
▲ 23%
from Q4
26,724,442
Impressions
110,403
Post Engagements



TWITTER
19,710 likes
▲ 4%
from Q4
1,155,802
Organic Impressions
44,179
Total Engagements



INSTAGRAM
37,589 likes
▲ 6%
from Q4
43,085
Total Engagements

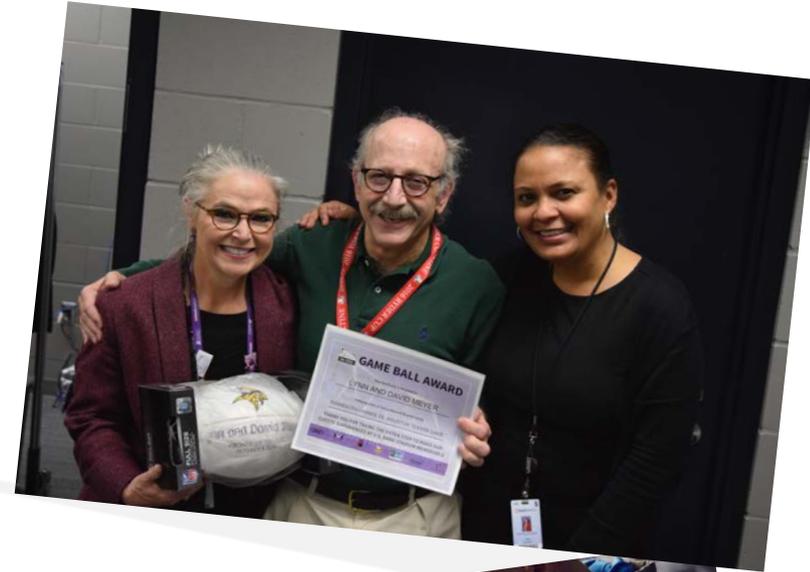


Operational Update

- Began the offseason “deep clean” of public spaces, starting with the upper concourse. This process will continue for about 2 months.
- Development of storage and warehousing plans to accommodate the Super Bowl is underway.
- Reviewing lighting control systems to provide a better user experience and to help reduce energy consumption
- Working on sustainability efforts to help reduce waste

Recruiting

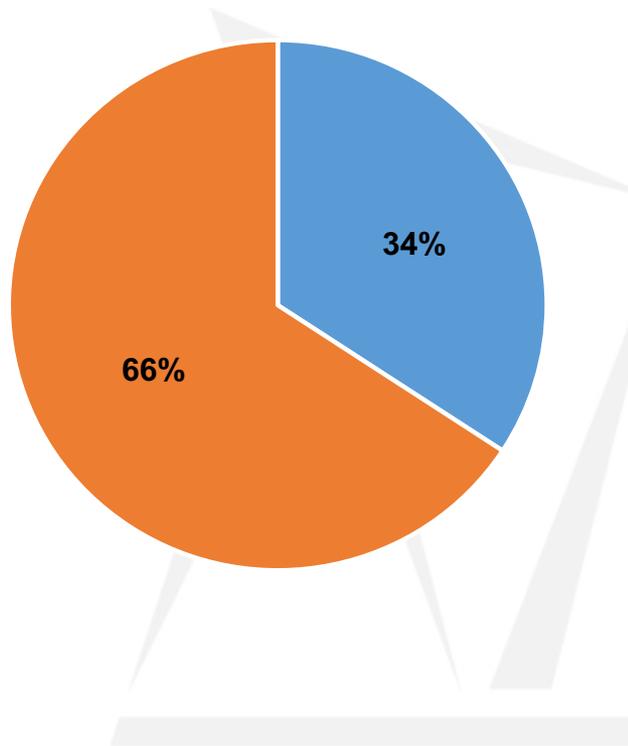
- Second Annual Draft Day May 9 & 10
 - 9:00am – 5:00pm
 - Applicants should enter the stadium via the Polaris Gate on the NW side of the stadium near the Ticket Office
 - Types of Positions Available:
 - Cleaning Services
 - Concessions/Culinary
 - Guest Service Representatives
 - Security
 - Retail
 - For more information visit, <https://www.usbankstadium.com/stadium-info/employment/us-bank-stadium-hiring-fair/>



SMG Workforce

1,329 Full-time & Part-time Employees

■ Minority ■ White/Caucasian



SMG Full-Time Workforce

42.47%
Female



57.53%
Male



1.37%
Disabled



4.11%
Veteran





Stadium Partners Update

- John Fitzgibbon started last week, new Aramark General Manager
- Patty Gaytan, Executive Vice President of Administration for Monterrey Security was nominated for Venues Today Woman of Influence award

SKOL Service Appreciation

All of our part-time employees and their families were invited down for a Spring celebration on April 25th



Guests enjoyed food, games, and other activities on the field!

SKOL Service Appreciation Cont.

Guests participated in a wing eating contest and donut eating contest!



Pie Throwing Contents with Jerry Goldman (left) SMG Assistant General Manager, and JP Paul (right) MN Vikings Vice President of Corporate Development and Guest Relations

Looking Ahead

Great tickets still left for some major events this summer!

- Badass Dash June 3 – Indoor obstacle course and endurance race with over 40 obstacles!
- Summer X-Games July 13-16
- Guns N' Roses July 30
- Colplay August 12
- Justin Bieber August 18

SKOL Service Draft Day May 9 & 10!

