

Who better to pay for a new stadium than the Vikings owners, players and fans?



Presenting the “But-For” Stadium Finance Plan

Here’s how it would work:

The Vikings would make an investment on the Arden Hills site of \$407 million – the 3rd-largest private contribution in NFL history.

The remainder of the financing would be paid through income taxes currently paid by Vikings players, visiting players and Vikings employees, as well as sales taxes on all the spending by fans inside the stadium.

In other words, all the money would come from sources that would not exist “but for” the Vikings being in Minnesota. Hence, the unforgettable name.

Sure, there are other financing plans being discussed that raise new revenues, and those plans are acceptable. Problem is, they never seem to leave the discussion stage.

So we’re now recommending a purely purple financing package. And remember, over 300 days a year, this facility would be available to the public for non-Vikings events.

We’ve been working for a new stadium for almost 10 years. It’s time to get this done. Yes, the economy is lousy, but remember, this stadium will support 7,500 construction jobs during its 3-year construction. That’s why labor unions are strongly backing a solution. And interest rates are at historic lows. Wait just one year, and inflation could add up to \$50 million to the cost.

The Vikings have a strong tradition in Minnesota. But now we have to start building a successful future for the team and the State. Talk to your friends and legislators about getting behind the “But-For” stadium plan.



**Help us preserve the legend in Minnesota.
Go to Vikings.com/stadium**