

MINNEAPOLIS DOWNTOWN EAST NEW STADIUM BENEFITS - QUICK HITS



JOBS

- * According to Mortenson Construction, this project will support thousands of full and part-time jobs, including 7,500 construction jobs, during the three year construction period.
- * The stadium will require nearly 4.3 million work hours, including 900,000 in the first 12 months of construction.
- * Also according to Mortenson Construction, nearly \$300 million of the overall project costs are wages for construction workers.
- * Over 90% of the total materials and labor costs is expected to go back to Minnesotans.
- * Operation of the new stadium will support 3,400 full and part-time jobs with over \$100 million in personal earnings. The Vikings game days currently support over 2,800 jobs.

RETURN ON INVESTMENT

- * The Metrodome was built for \$55 million, including \$33 million in public dollars. Since its opening in 1982, the facility has generated nearly \$360 million in taxes, over \$340 million of which has gone back to the State's General Fund. The remainder has gone back to local governments.
- * The Vikings are responsible for over \$200 million of the \$360 million in taxes generated from the Metrodome operations. The team currently pays nearly \$20 million in taxes annually:

Vikings Direct Taxes in 2010 (in millions)

State Withholding - Players 6.9%	\$ 10.0
State Withholding - Staff 6.0%	1.5
Sales Tax on Tickets	3.0 [^]
Sales/Use Tax on Stadium Merchandise Sales	0.1 [^]
Sales Tax on Concession Sales in Stadium	0.4 [^]
State Liquor Tax on Liquor Sales in Stadium	0.3 [^]
City Liquor Tax on Liquor Sales in Stadium	0.2 [^]
Admissions Tax - MSFC	4.4 [^]
	\$19.9 million

[^] Extrapolated to 10 games at the Metrodome for 2010.

- * In addition to the above numbers, visiting NFL teams also pay taxes in Minnesota, totaling approximately \$1 million annually.
- * MSFC study shows annual public debt service for new stadium can be covered with taxes paid by team and fans.

MULTI-PURPOSE FACILITY

- * A multi-purpose, year-round facility will allow the Twin Cities to continue to host events and attendees from the entire State and beyond. The Metrodome hosts hundreds of events each year, including high school football games, amateur baseball games, Monster Jam, the Hmong New Year, trade shows and concerts.
- * Without a new facility, the Twin Cities will not see the return of the NCAA Final Four, a Super Bowl or other large-scale national and international events.

ECONOMIC IMPACT

- * A study by Convention, Sports & Leisure (CSL) showed the project will lead to \$145 million in direct annual spending by fans, the Vikings, the team's employees and players, visiting teams and the NFL in connection with games and the operation of the facility.
- * According to the CSL study, the State of Minnesota will collect \$26 million annually from Vikings-related sales and player income taxes in the first year of stadium operation.
- * Over 27% of Vikings Season Ticket Owners live outside the State of Minnesota and more than 40% of STOs reside outside of the metro area. 50% of fans who come from outside the Twin Cities stay in a hotel and spend money in the community when they attend a Vikings game.
- * The Vikings have Season Ticket Owners in all 50 states, as well as Canada and England.
- * A 2010 study completed by the University of Minnesota on the January 2010 Vikings-Cowboys playoff game showed visiting game-day attendees (non-metro residents) spent \$5.8 million in restaurants, hotels and retail stores and on transportation. Due to the \$5.8 million in direct spending by Vikings visitors, overall sales (output) in the Twin Cities economy expanded by \$9.1 million for the weekend.

QUALITY OF LIFE BENEFITS

- * Approximately 3 million of the State's residents follow Vikings games each Sunday. The team's 65 average television share over the last three years means 65% of the TVs that are turned on during a Vikings game are tuned into Vikings football. The Vikings are an important part of the quality of life in Minnesota and the perception of the State around the country.
- * The Vikings NFC Championship game at New Orleans (1/24/10) averaged 57.9 million nationwide viewers, the most at that point of any championship game since 1981.
- * In a statement of support, Meet Minneapolis indicated the Vikings add to the region's competitiveness, citing surveys that show the presence of all major league sports enhance a region's ability to attract and retain key executives.
- * The Vikings continue to be a strong community partner. All 53 players on the team's active roster participated in the team's community outreach program in each of the last five years.
- * Since its inception, the Vikings Children's Fund has raised and distributed nearly \$10 million in cash to children and family-related causes.
- * In 2010, the Vikings donated over 3,600 items to charitable causes throughout the five-state area.