

## VIKINGS STADIUM POSITION

January 2010

Meet Minneapolis believes that the Minnesota Vikings are an important asset to the state of Minnesota. The team generates awareness, civic pride, tourism and fan visits while adding significantly to the state's economy. The team's Metrodome lease expires after the 2011 season, putting the future of this valuable resource in jeopardy. With revenues last among National Football League teams, the Vikings seek to build a new facility to ensure the long-term viability of the franchise in Minnesota:

- Such a facility will provide strong public benefit. A covered, multi-use facility, open year-round, will allow our metropolitan region to continue to host events and attendees from all parts of Minnesota and beyond.
- The Vikings are an important part of the local quality of life and the state's image beyond its borders.
- The team adds to the region's competitiveness as surveys show that the presence of all major league sports enhances a region's ability to attract and retain key executives.
- The ability of this region to successfully compete for major athletic competitions such as the Super Bowl, Final Fours and Olympic events depends upon our ability provide a climate-controlled venue to fill the role supplied by the Metrodome over the past 28 years.
- Loss of the Vikings would have a significant negative impact on the hospitality industry as some 40 percent of Vikings season ticket owners come to the game from outside the metro area. These fans spend an average of \$107 per capita outside the stadium. The Vikings provide significant economic impact to the state. The team alone generated more than \$18 million in taxes in 2008.
- Construction of a new facility is estimated to generate some 8,000 construction jobs and more than 3,000 on-going jobs.
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Therefore Meet Minneapolis™, Official Convention + Visitors Association, strongly supports an aggressive public discussion and action leading to a solution to the team's facilities needs before the end of the 2010 Legislative Session.