

An aerial night photograph of U.S. Bank Stadium in Minneapolis. The stadium's illuminated, translucent, geometric roof is the central focus. Above the stadium, several large bursts of red, white, and blue fireworks are exploding against the dark sky. The surrounding city skyline is visible in the background, with various buildings lit up. The entire scene is framed by a dark blue, angular border.

# MINNESOTA VIKINGS

U.S. BANK STADIUM

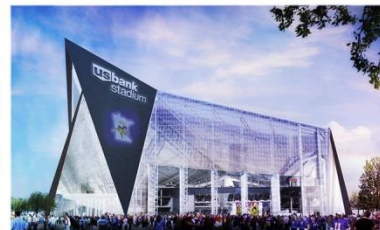
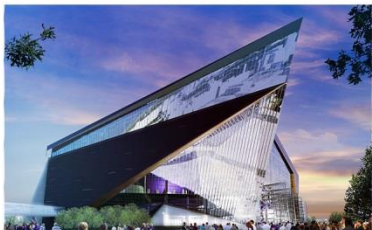


Legislative Commission on Minnesota Sports Facilities – December 14, 2015  
Lester Bagley

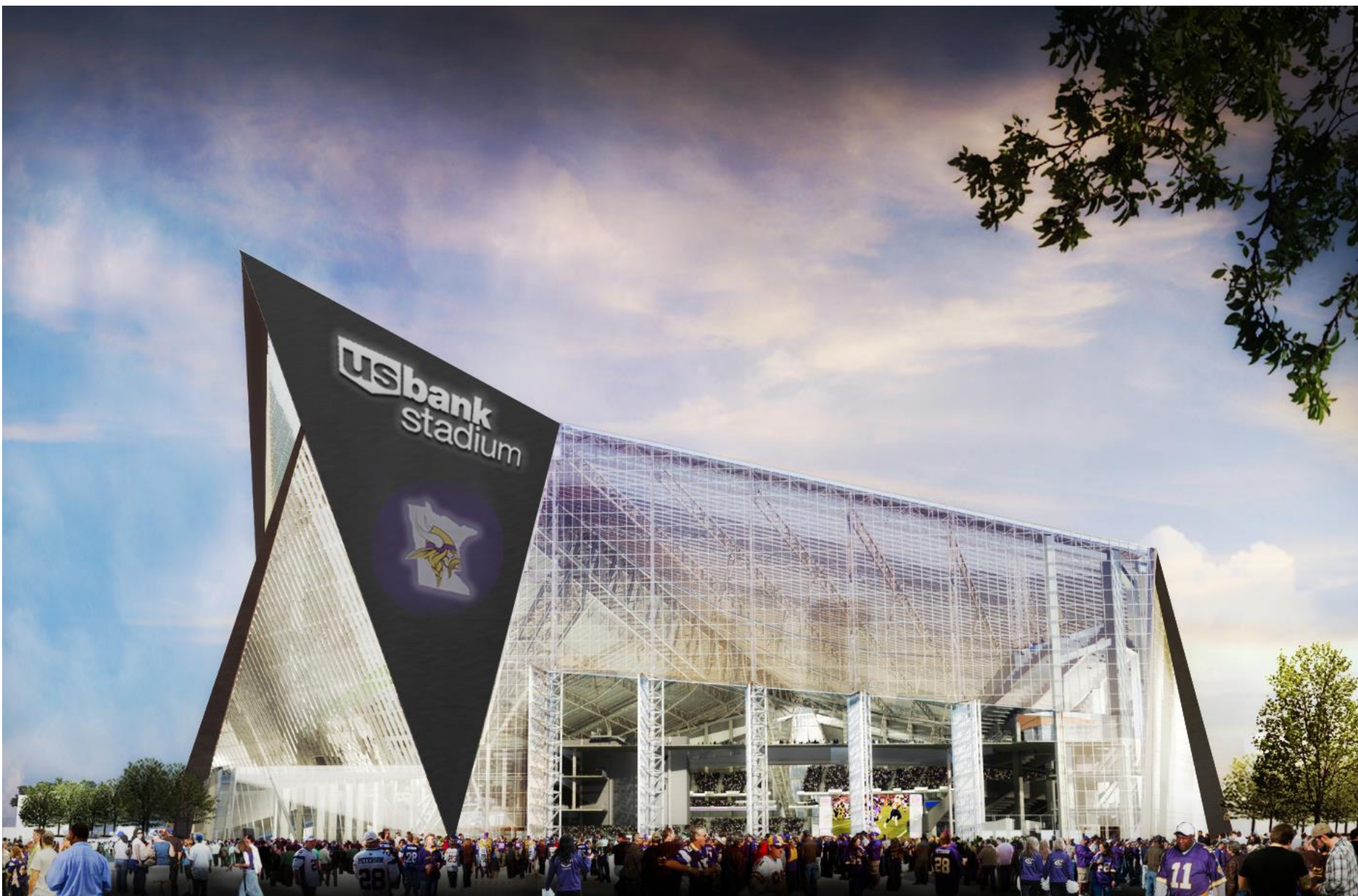


# Vikings Update

- 2015 TV Ratings – Viewership Numbers at Historic Highs
  - Average: 69 Share / 3<sup>rd</sup> in NFL
- Digital / Social Media
  - Top 3 in NFL for Video Views / Top 5 in Photo Views
  - Facebook – 1.8 Million
  - Twitter – 535,000
  - Instagram – 302,000
- Eagan Development – Team Headquarters / Practice Facility
- U.S. Bank Stadium
  - Commissioner Goodell / National Media
  - EarthCam – 10.7 Million page views in 2 years
  - Minnesota Partners – U.S. Bank, Medtronic, Land O’Lakes, Polaris







usbank  
stadium









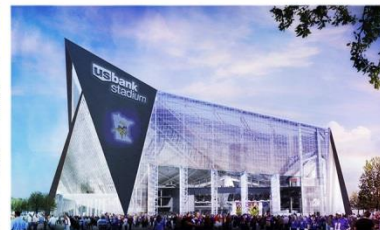
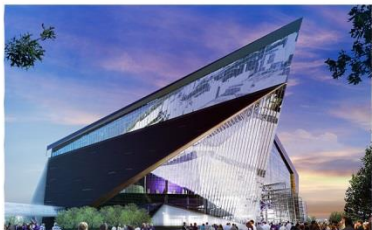






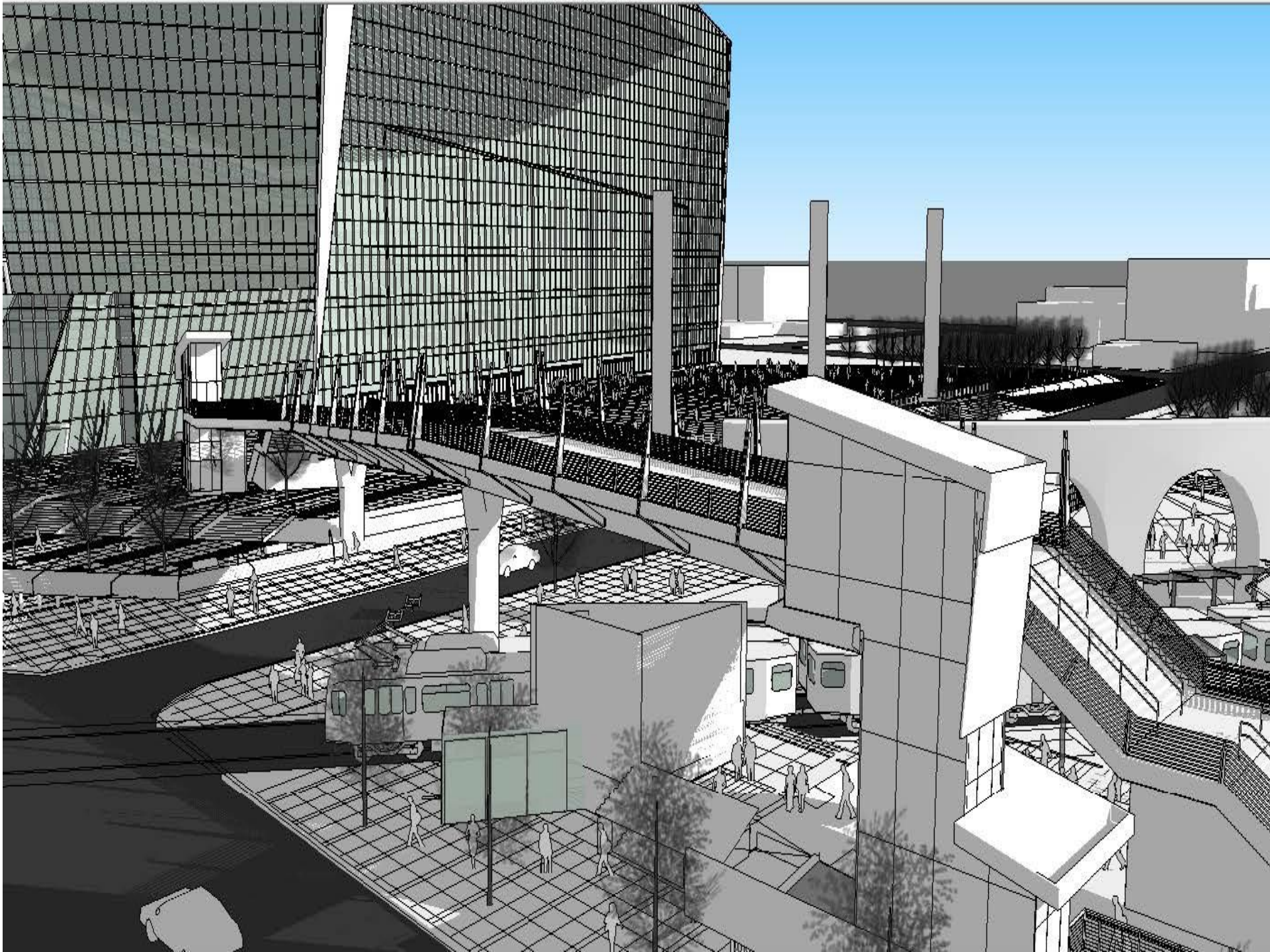
# Additional Vikings Investments

- More than \$100 Million since legislation passed in 2012
  - Technology / Fan Experience
- Downtown East Commons
  - Significant Vikings contribution
  - Assist with Vikings Partners
- Metro Transit Pedestrian Bridge - \$6 Million
- Game Day Experience
  - Tailgating / Tailgate Zone Expansion
  - Game Day Hospitality Tent – Hennepin County Medical Examiner Property
  - Legacy Ship
  - Sports and the Arts







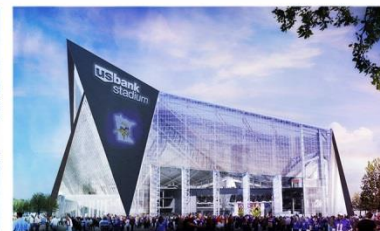




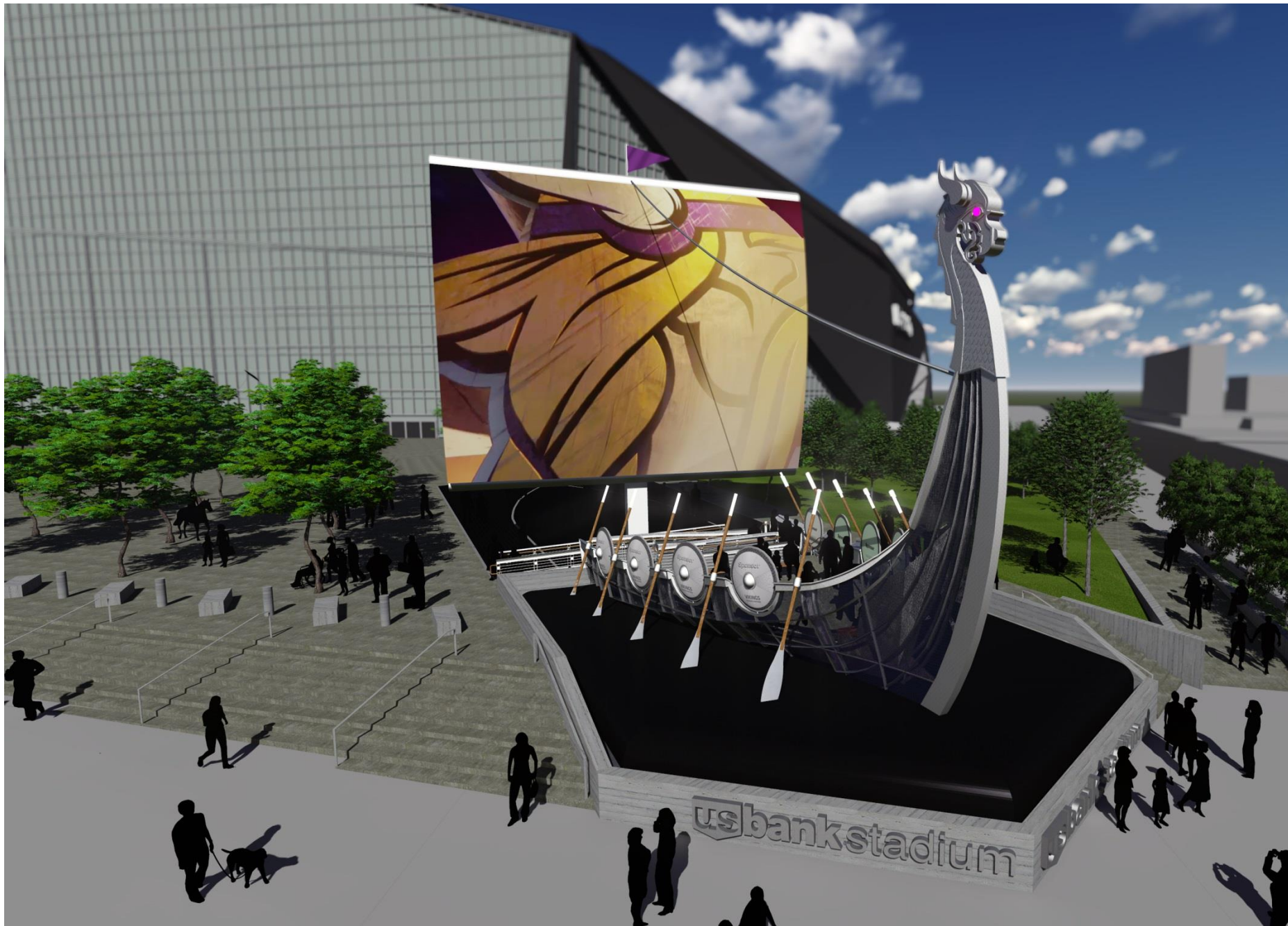


# Legacy Ship

- Inspired by legendary Viking longships
- The Legacy Ship will incorporate materials like contemporary metal, stone, concrete and wood and will include landscaping, theatrical lighting and smoke effects
- A 2,000 square-foot curved LED video board standing 55' tall will serve as the ship's sail
- The sail will have the ability to display live video clips from inside the stadium, upcoming events, game day specifics, or other entertaining graphics
- The ship's figurehead, an abstract dragon with Norse iconography, will top out at 43' high
- The ship is 159' long from bow to stern, with a 55' long front section emerging from the waves, represented by a black granite and concrete base (our ship at Winter Park measures 70' long X 18' wide)
- Commemorative "Legacy Bricks" will occupy approximately 3,500 square feet of the ship's deck
- ADA accessible ramps
- Located in the southwest corner of Medtronic Plaza





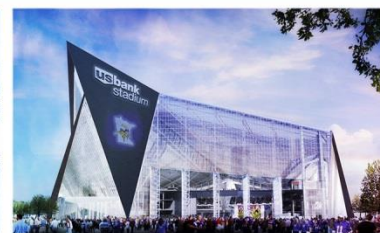




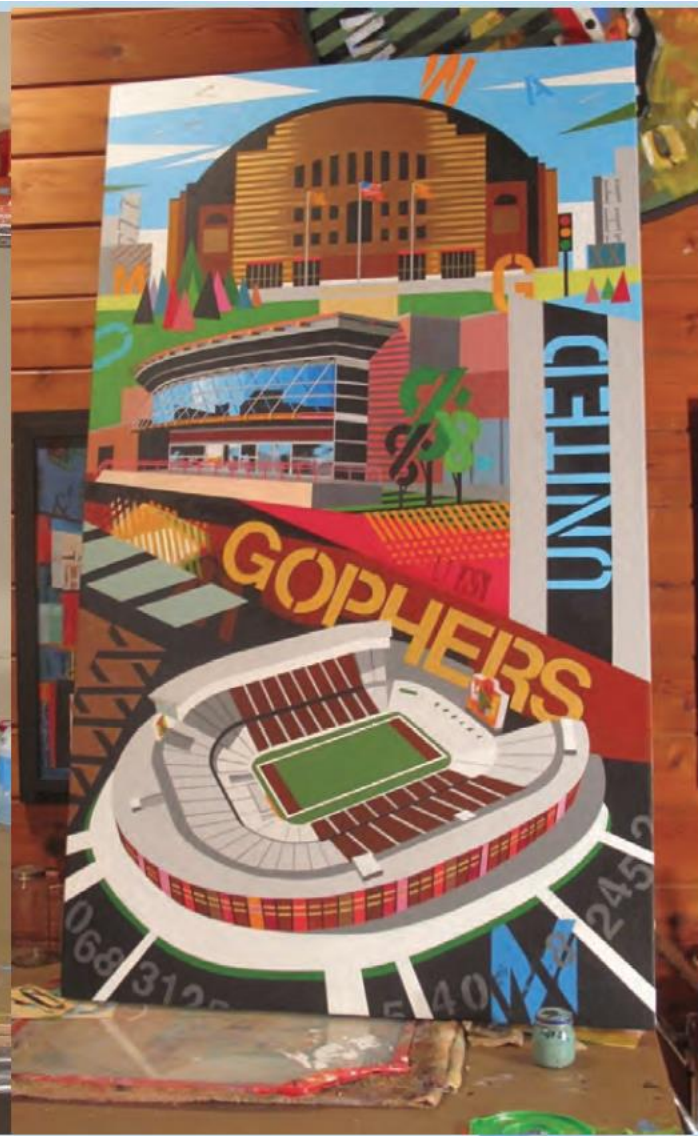
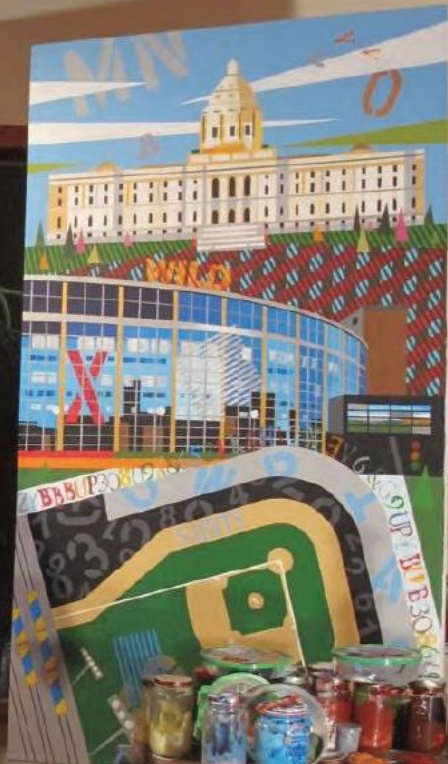
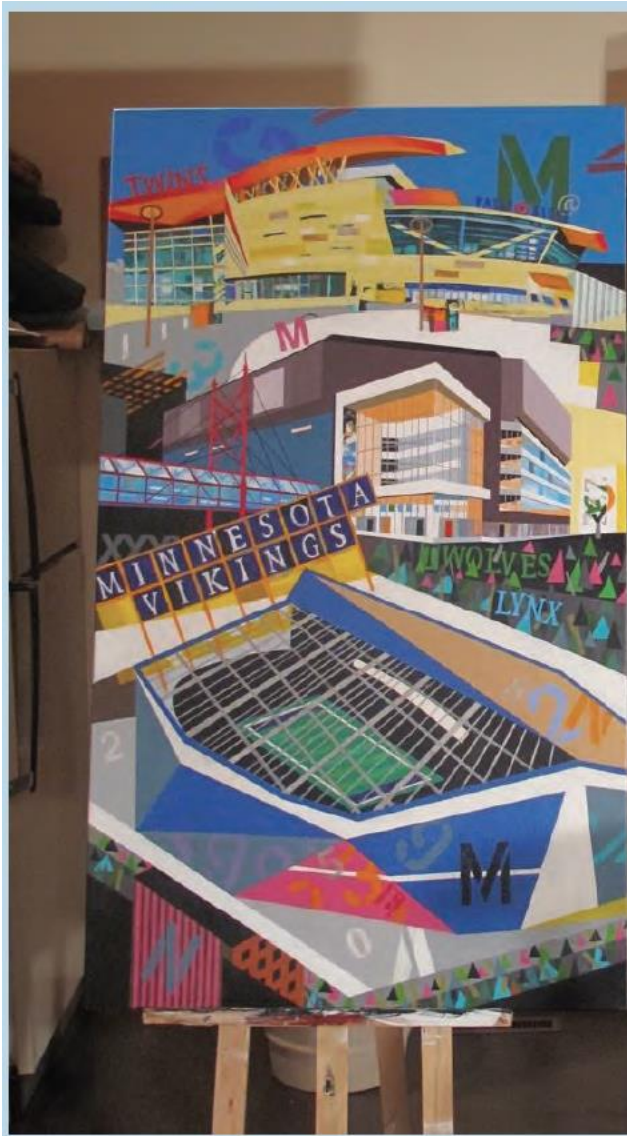


# U.S. Bank Stadium Art Collection

- Incorporates artwork created by local artists and showcases Vikings history, Minnesota sports moments, and other regional highlights
- More than 1,100 artist entries were submitted (compared to 300 entries when the 49ers launched a similar initiative)
- Different than how other teams have displayed art, we are committed to art installations in public areas and premium areas
- The bulk of the collection will be:
  - Original Artwork (200+ pieces)
  - Photography (350+ pieces)
  - Wall Graphics (+15,000 sf)
- Artists + Partners Involved/Consulted:
  - 40+ Artists (of which 34 are local MN Artists)
  - MIA (Minneapolis Institute of Arts)
  - MCAD (Minneapolis College of Art and Design) – 8 or 9 students from MCAD will be in the collection
  - Star Tribune, Pioneer Press, Thomson Reuters (providing us access to their photo archives)
  - Vikings Alumni (former players turned Artists/Photographers will be part of the collection – i.e. Matt Blair, Carl Eller)
  - Local schools





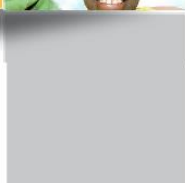
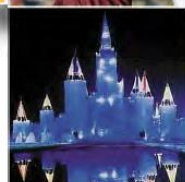
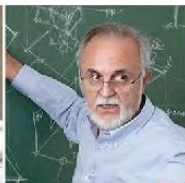




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Minnesota







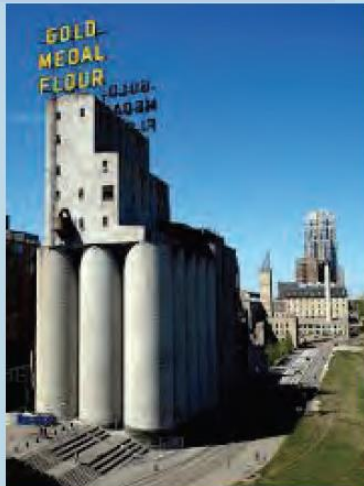
St. Paul Cathedral, St. Paul



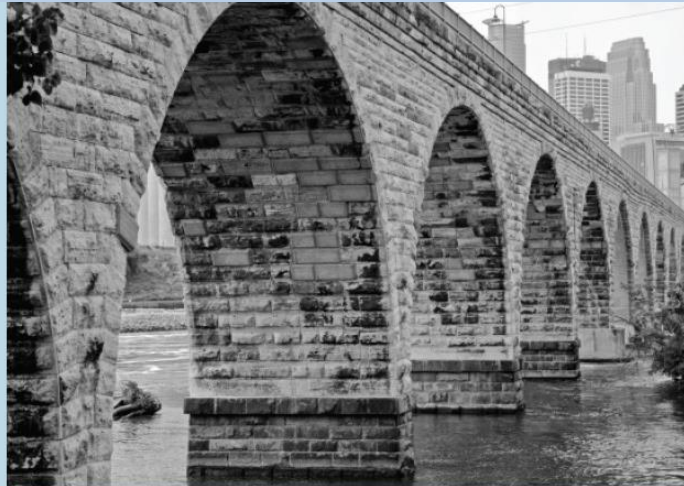
The Capitol, St. Paul



Town Hall, Minneapolis



Gold Medal Flour, Minneapolis



Stone Arch Bridge, Minneapolis



The Depot, Minneapolis



