



MINNESOTA VIKINGS

U.S. BANK STADIUM

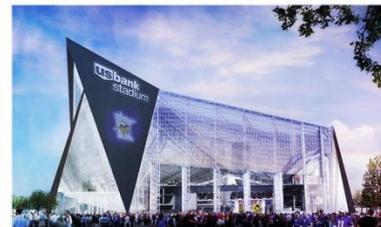


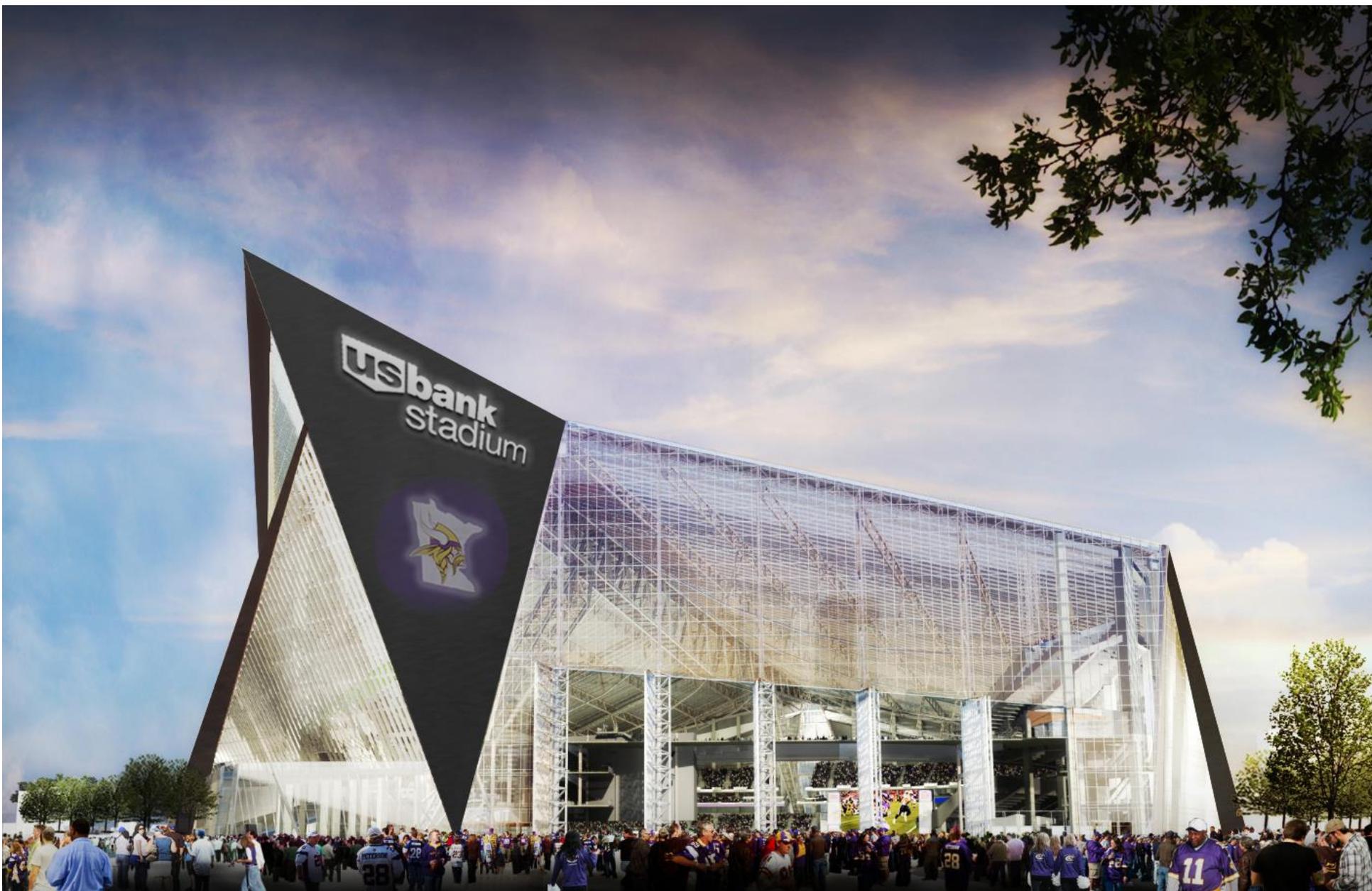
Legislative Commission on Minnesota Sports Facilities – December 14, 2015
Lester Bagley



Vikings Update

- 2015 TV Ratings – Viewership Numbers at Historic Highs
 - Average: 69 Share / 3rd 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
- Egan 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





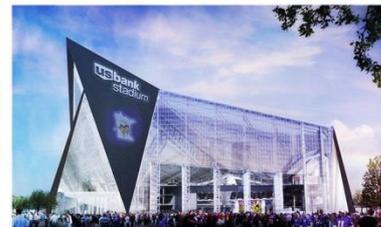




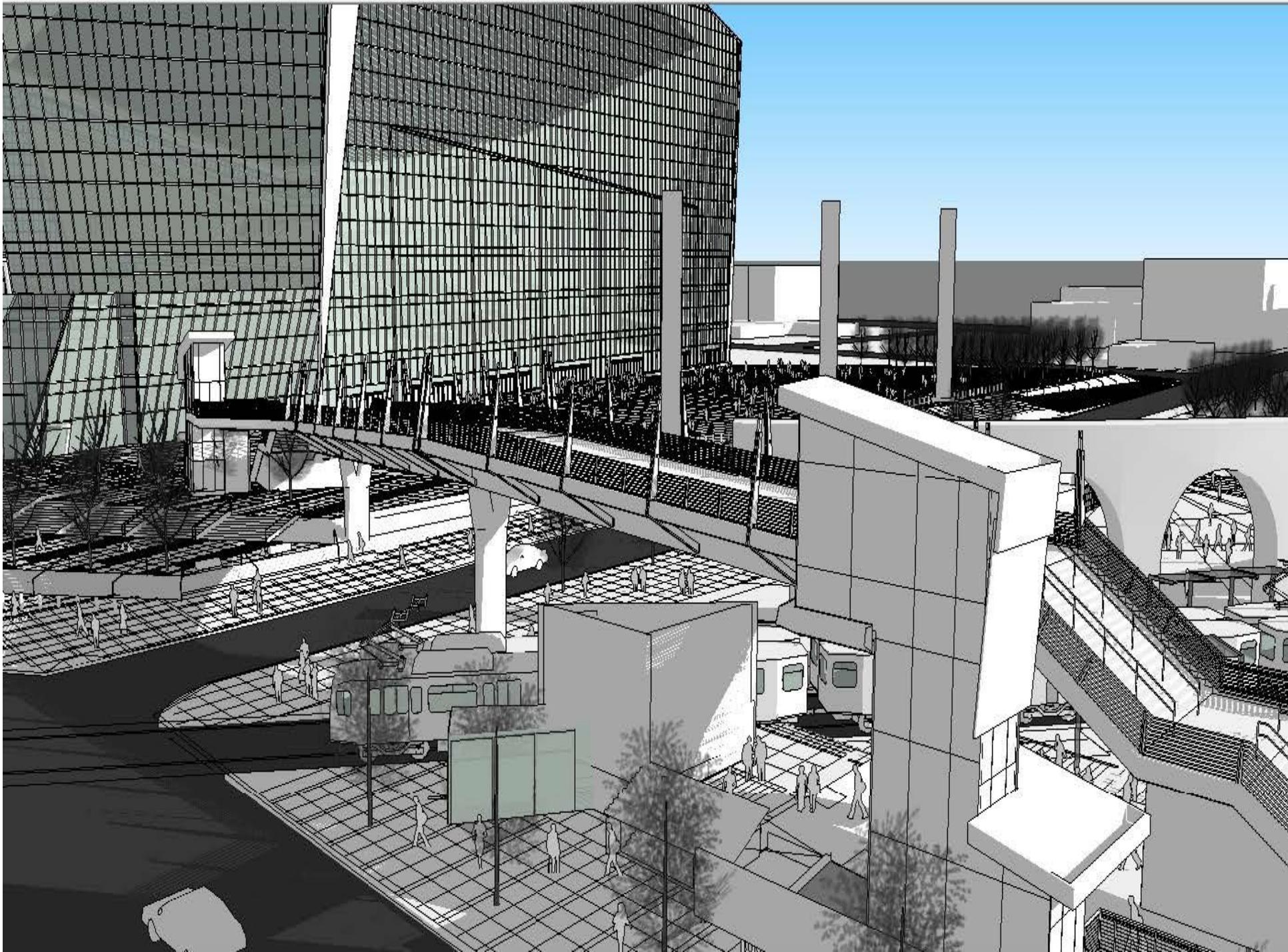


Additional Vikings Investments

- 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



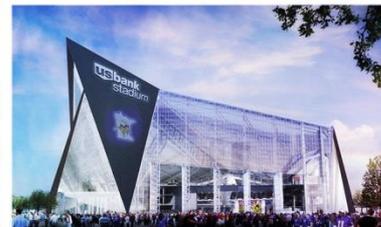


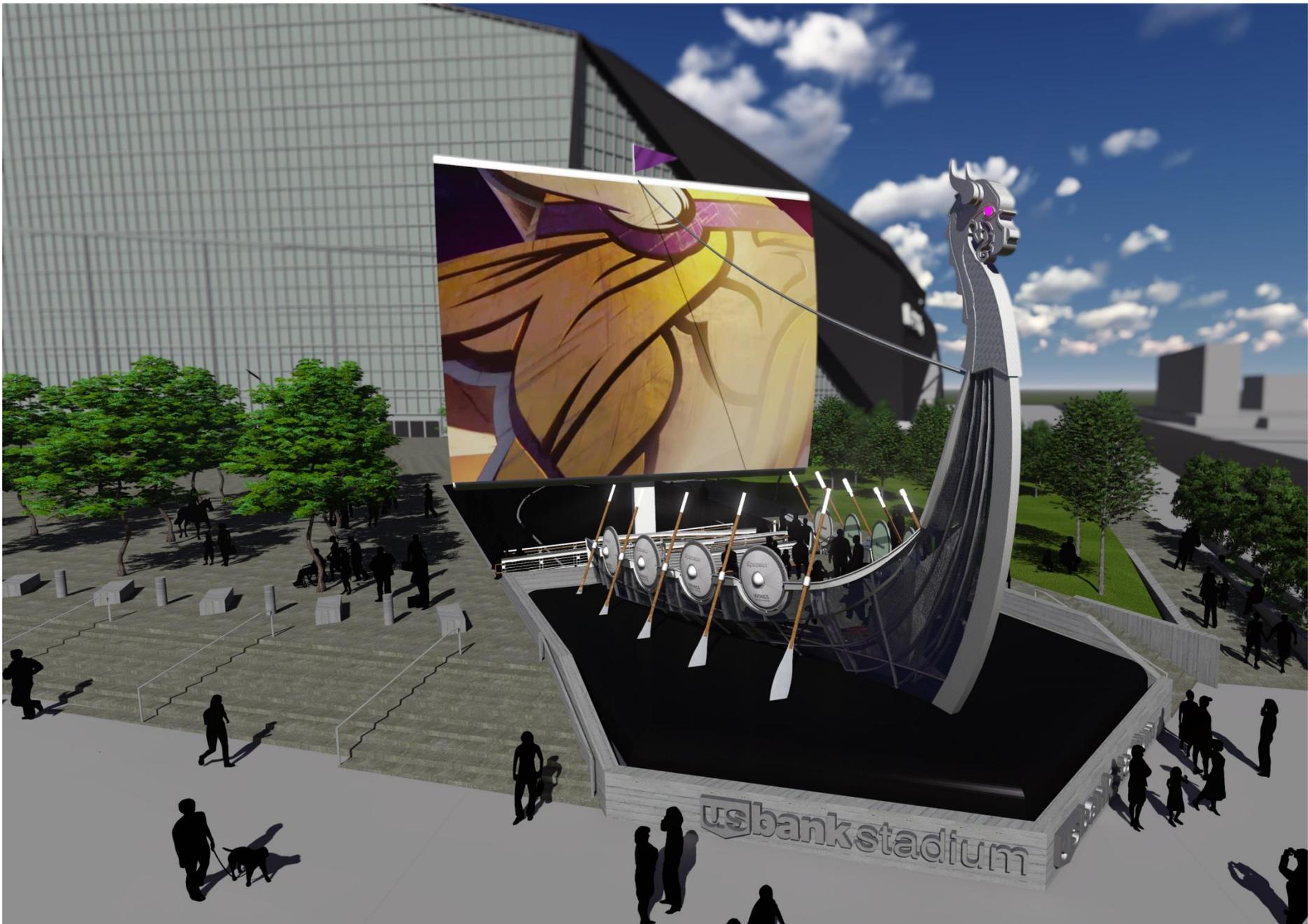




Legacy Ship

- 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

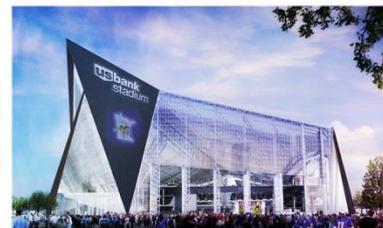


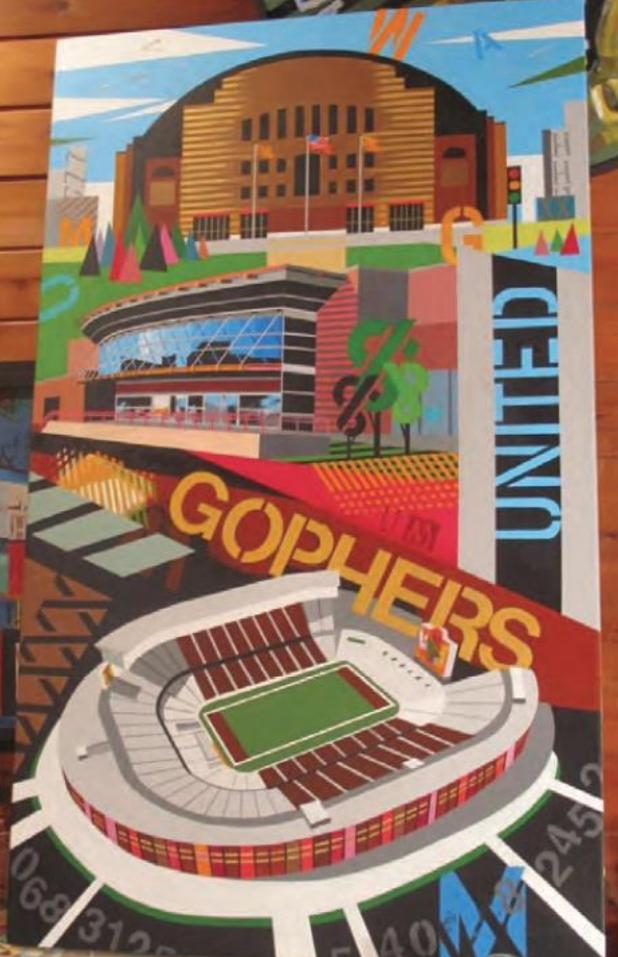
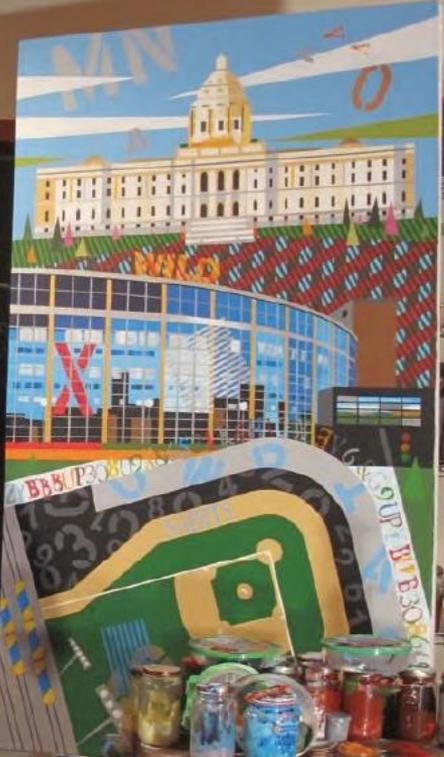
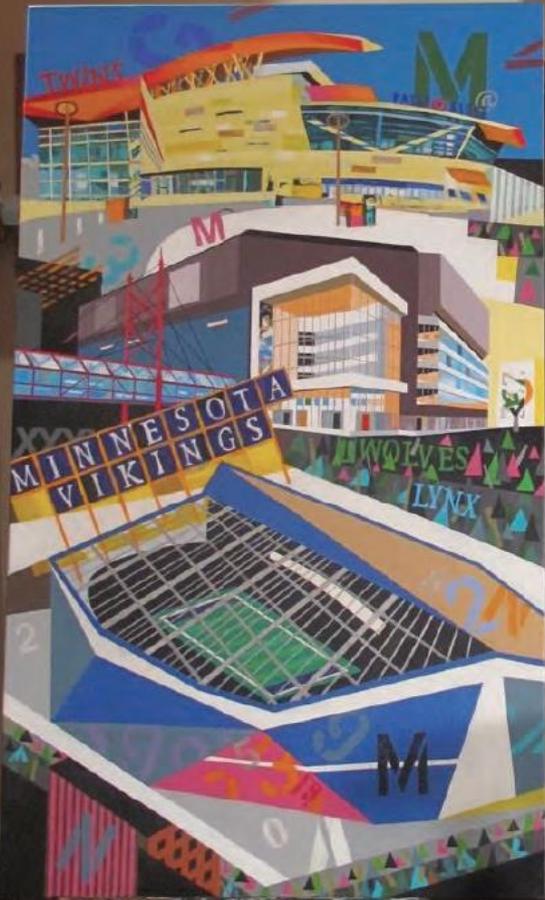




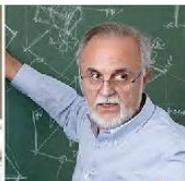
U.S. Bank Stadium Art Collection

- 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





I am Minnesota





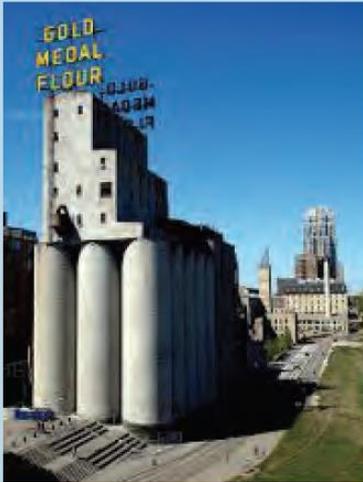
St. Paul Cathedral, St. Paul



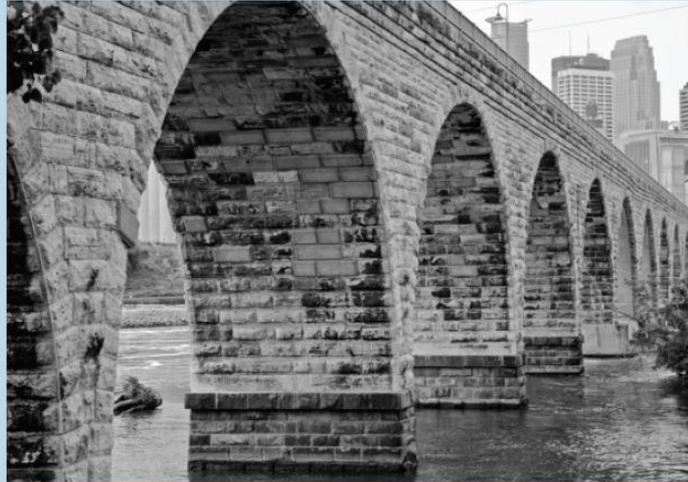
The Capitol, St. Paul



Town Hall, Minneapolis



Gold Medal Flour, Minneapolis



Stone Arch Bridge, Minneapolis



The Depot, Minneapolis

