

# HHH METRODOME

## Reconstruction Analysis

[ EXECUTIVE SUMMARY ]



ELLERBE BECKET

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# The Ellerbe Becket Mandate: HHH Metrodome Reconstruction Analysis

1. Can the Metrodome be reconstructed into a state of the art NFL Stadium, meeting the current program requirements of the Minnesota Vikings?
2. Assist the Commission in developing information for the citizens of Minnesota and the state legislators in efforts to fulfill the Commission's mandate to retain the Minnesota Vikings for the long term.
3. Start on May 11 – Finish on August 8, 2007.
4. Provide detailed cost analysis of the reconstruction.
5. Primary Principal from Ellerbe Becket must be Paul Griesemer assisted as needed by James Poulson.



EXECUTIVE SUMMARY



# Ellerbe Becket Sports Architecture



Louisiana Superdome Reconstruction – *New Orleans Saints*  
Lambeau Field – *Green Bay Packers*  
Chicago Soldier Field – *Chicago Bears*  
Qwest Field – *Seattle Seahawks*  
FedExField Redevelopment – *Washington Redskins*  
Ford Field – *Detroit Lions*  
Alltel Stadium Redevelopment – *Jacksonville Jaguars*  
LA Stadium Planning – *National Football League*  
HHH Metrodome Renovations – *Minnesota Vikings*  
New New Orleans Stadium Study – *New Orleans Saints*  
Chase Field – *MLB Arizona Diamondbacks*  
Jacobs Field Improvements – *MLB Cleveland Indians*  
Turner Field – *MLB Atlanta Braves*



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## EXECUTIVE SUMMARY



METRODOME

# HHH METRODOME

## Reconstruction Analysis

[ EXECUTIVE SUMMARY ]



## HHH Metrodome

1. **25-year Icon of Minneapolis**
2. **Only Sports facility to host Super Bowl, MLB All Star Game, World Series, and Div. 1 NCAA Final Four and the ONLY ONE THAT EVER WILL.**
3. **Subject of several renovation studies and remodel projects**



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EXECUTIVE SUMMARY



METRODOME

# HHH METRODOME

## Reconstruction Analysis

### [ EXECUTIVE SUMMARY ]

## Vikings Program Plus Roof

- ❑ 65,000 Seats expandable to 72,000 seats for Super Bowl
- ❑ 7,500 Club Seats
- ❑ 150 Suites (all sideline)
- ❑ 1155 Car Parking
- ❑ Vikings Hall of Fame
- ❑ Vikings Retail Store
- ❑ State of the Art Audio/Video
- ❑ Restrooms that exceed current NFL stadium standards
- ❑ Concessions Points of Sales consistent with current NFL trends
- ❑ Club Restaurant opportunity within the Stadium
- ❑ Retractable Roof
- ❑ Compliance with all Current Codes
- ❑ Improved means of Vertical Transportation
- ❑ Loading Dock and Television Truck Area
- ❑ Improved Locker Facilities
- ❑ Comply with NFL security directives
- ❑ Exterior Plaza for Pre Game Activities



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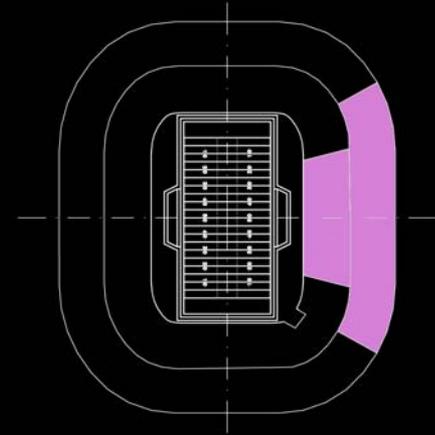


## EXECUTIVE SUMMARY

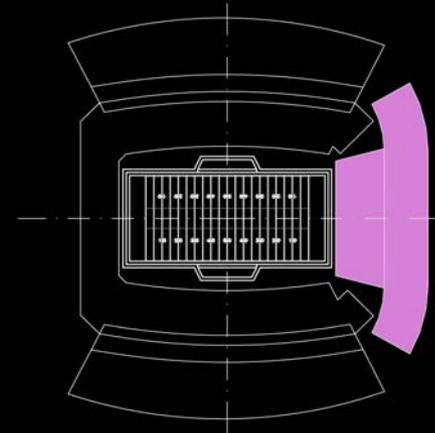


# Concept

1. To Reuse and Re-adapt the current sideline of the Metrodome to become a new signature endzone structure with new wider concourses.
2. Construct new sideline seating bowl structures to accommodate new premium seat holders and upgraded amenities



EXISTING  
METRODOME



REDEVELOPED  
METRODOME



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## EXECUTIVE SUMMARY



METRODOME

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### [ EXECUTIVE SUMMARY ]

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## EXECUTIVE SUMMARY



METRODOME

# [ NFL Stadium Program Comparison ]

|  |  |  |  |  |  |  |  |
|--|---|---|--|---|---|---|---|
| AMENITIES  | HHH Metrodome<br>Minneapolis  | Soldier Field<br>Chicago  | Ford Field<br>Detroit  | Reliant Stadium<br>Houston  | Heinz Field<br>Pittsburg  | Qwest Field<br>Seattle  | Paul Brown Stadium<br>Cincinnati  |
| Capacity (total current/future)                        | 64,121  | 62,000  | 65,000   | 69,500 / 70,000   | 65,000  | 67,700 / 72,000   | 65,600  |
| Club Capacity (current/future)                         | 0   | 8,740   | 8,600  | 7,514   | 7,300   | 7,700 / 10,000  | 7,600   |
| Suites   | 112   | 138   | 132  | 166   | 129   | 82 incl.<br>12 Field Level  | 114   |
| Suite Capacity   | 1,714   | 2,660   | 2,232  | 3,020   | 1,544   | 2,106   | 1,824   |
| % of Sideline Seats                                    | 45.70%  | 64%   | 61%  | 52%   | 65%   | 61%   | 70%   |
| % of Capacity in the Lower Bowl                        | 43%   | 62%   | 58%  | 37%   | 62%   | 46%   | 42.5%   |
| Club Lounge  | 0   | 63,888 sq. ft.  |  | 96,000 sq. ft.  | 85,500 sq. ft.  | 86,500 sq. ft.  | 80,000 sq. ft.  |
| Concessions (general spectators)                       | 243 Fixed POS   | 320 Fixed POS<br>34 Stands  | 56 Stands<br>33 Portable   | 328 Fixed POS<br>42 Stands<br>75 Portable   | 190 Fixed POS<br>47 Stands  | 312 Fixed POS<br>37 Stands  | 400 Fixed POS*<br>56 Stands   |
| Ratio (Fixed P.O.S. to Spectator Incl. Club)           | 1:256   | 1:160   | N/A  | 1:203   | 1:266   | 1:182   | 1:147   |
| Novelty Store  | No  | 2 Team Stores   | Team Store   | No  | 7 Team Stores   | Yes   | Team Store<br>+ 8 Fixed Novelty   |
| # of Booths  | National TV + 8   | National TV + 12  | National TV + 11   | National + 13   | National TV + 10  | National TV + 8   | National TV + 6   |
| # of Writer Locations                                  | 109   | 225   | 262  | 175   | 160 / 200   | 175 / 225   | 156   |
| Concourse Width (Main)                                 | 24'-0"  | 25' min - 30' max   |  | 40' min - 75' max   | 24' min - 128' max  | 40' min - 90' max   | 30' min - 60' max   |
| Concourse Width (Upper)                                | 29'-0"  | 26' min - 52' max   |  | 26' min - 60' max   | 28' min - 64' max   | 26' min - 48' max   | 30' min - 60' max   |
| Building Area  | 900,000   | 1.5m sq. ft.  | 1.83m sq. ft.  | 1.96m sq. ft.   | 1.5m sq. ft.  | 1.6m sq. ft.  | 1.85m sq. ft.   |
| Elevators  | 1 Passenger<br>2 Service  | 7 Passenger<br>4 Service  | 16   | 9 Passenger<br>2 Service  | 7 Passenger<br>2 Service  | 10 Passenger<br>3 Service   | 10 Passenger<br>2 Service   |
| Escalators   | No  | 2   | 8  | 12  | 5   | 0   | 7   |
| Club Restaurant/Bar                                    | No  | No  | Yes  | Yes   | No  | Yes   | No  |
| Approximate Construction Costs (including renovations) |   | \$635,000,000   | \$500,000,000  | \$425,000,000   | \$281,000,000   | \$305,000,000   | \$400,000,000   |
| Funding Sources  |   | 63% Public<br>37% Private   | Public & Private   | 25.6% Public<br>74% Private   | 70% Public<br>30% Private   | 69.8% Public<br>30.2 Private  | 1/2 cent sales tax  |

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## EXECUTIVE SUMMARY



METRODOME

## DEFINING “STATE of the ART”

| AMENITIES   | HHH Metrodome<br>Minneapolis | Metrodome<br>Redevelopment Study |
|---|------------------------------|----------------------------------|
| Capacity (total current/future)                           | 64,121                       | 65,000 / 72,000                  |
| Club Capacity (current/future)                            | 0                            | 8,000                            |
| Suites  | 112                          | 159                              |
| Suite Capacity  | 1,714                        | 2,544                            |
| % of Sideline Seats                                       | 45.70%                       | 69%                              |
| % of Capacity in the Lower Bowl                           | 43%                          | 43%                              |
| Club Lounge   | 0                            | 120,000 sq. ft.                  |
| Concessions (general spectators)                          | 243 Fixed POS                | 336 Fixed POS                    |
| Ratio (Fixed P.O.S. to Spectator Incl. Club)              | 1:256                        | 1:200 General<br>1:125 Clubs     |
| Novelty Store   | No                           | Yes                              |
| # of Booths   | National TV + 8              | National TV +10                  |
| # of Writer Locations                                     | 109                          | 225                              |
| Concourse Width (Main)                                    | 24'-0"                       | 75' min - 160' max               |
| Concourse Width (Upper)                                   | 29'-0"                       | 35' min - 80' max                |
| Building Area   | 900,000                      | 1.7m sq. ft.                     |
| Elevators   | 1 Passenger<br>2 Service     | 12 Passenger<br>4 Service        |
| Escalators  | No                           | 18                               |
| Club Restaurant/Bar                                       | No                           | Yes                              |
| Approximate Construction Costs<br>(including renovations) |                              | TBD                              |
| Funding Sources   |                              | TBD                              |

- 159 Suites – All Sideline Locations
- 8000 Club Seats – All Sideline Locations
- 69% Sideline Capacity  
(second only to Paul Brown Stadium 70%)
- Concourses and Clubs with views to the field
- Club Lounge exceeding 15 sq.ft per patron
- Low Point of Sale (POS) ratio
- Extra wide concourses
- Team Store and Ancillary Retail

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## EXECUTIVE SUMMARY



METRODOME

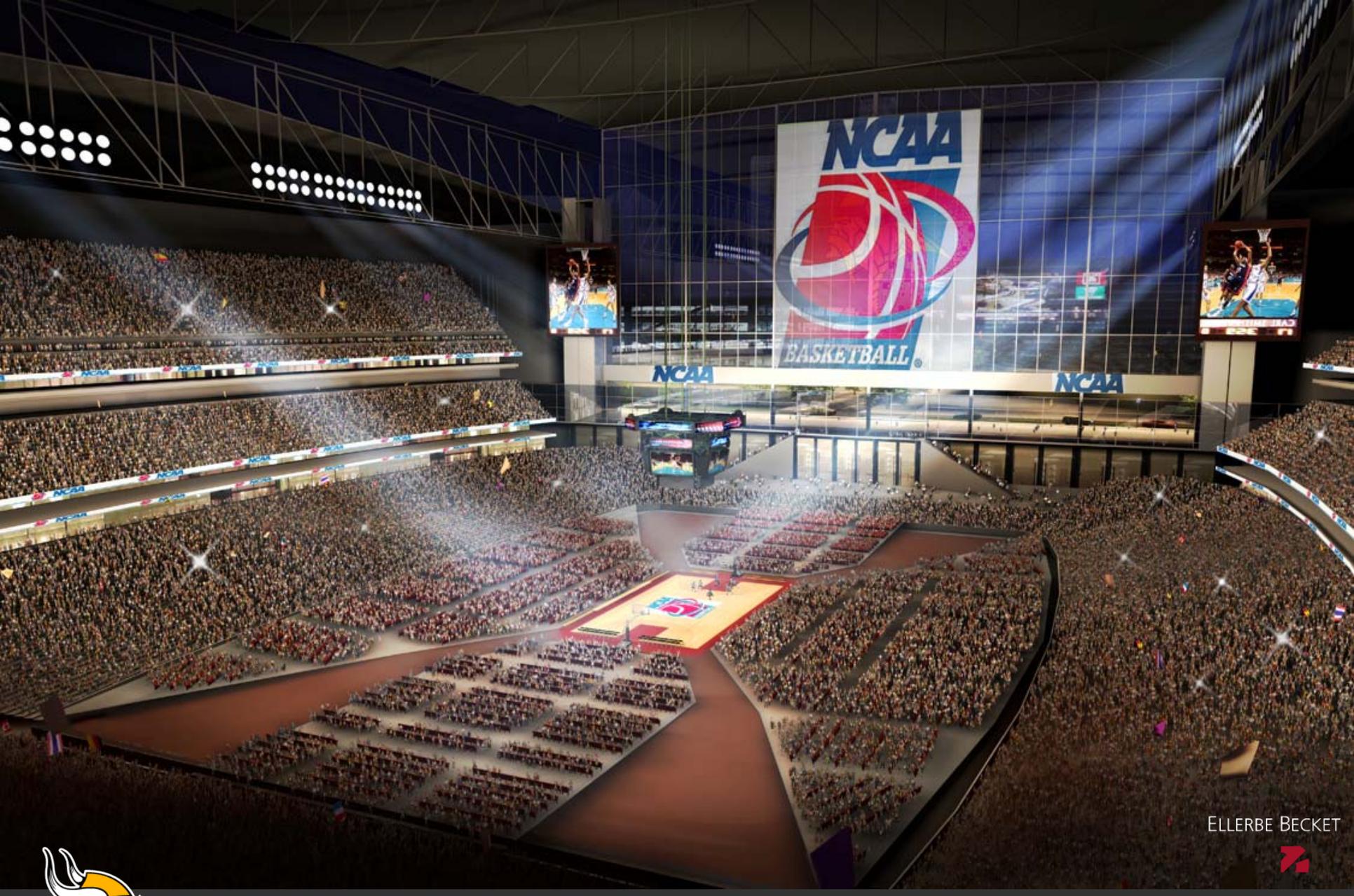


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# EXECUTIVE SUMMARY



METRODOME



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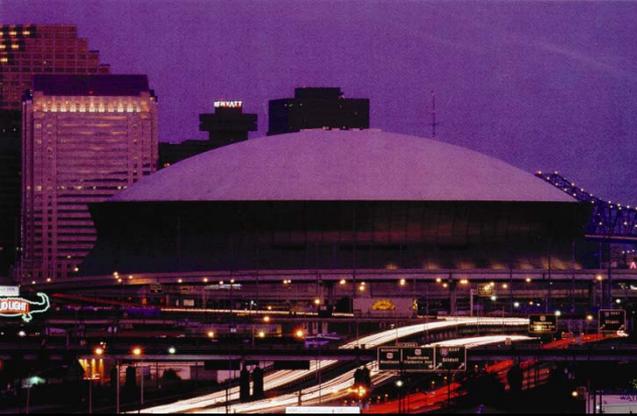


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# EXECUTIVE SUMMARY





# HHH METRODOME

## Reconstruction Analysis

[ COST SUMMARY\* ]



| COST CATEGORY                         | HOK Report<br>New Stadium | Ellerbe Becket<br>Redeveloped<br>Metrodome |
|---------------------------------------|---------------------------|--|
| Hard Construction Costs<br>2010 Start | \$704,074,300             | \$619,886,723                              |
| Soft Costs                            |                           |  |
| Variable                              | \$123,353,818             | \$108,604,155                              |
| Fixed                                 | \$126,547,149             | \$125,043,861                              |
| <b>Total Estimated Cost</b>           | <b>\$953,975,267</b>      | <b>\$853,534,736</b>                       |

Potential Cost Savings of \$100,440,500

\* Hunt cost experience based on 11 NFL  
& 5 retractable roof stadiums



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EXECUTIVE SUMMARY



METRODOME



# HHH METRODOME

## Reconstruction Analysis

[ COST SUMMARY ]

### Roof Premium Costs

| COST CATEGORY                       | HOK Report<br>New Stadium | Ellerbe Becket<br>Redeveloped<br>Metrodome |
|-------------------------------------|---------------------------|--|
| Open Air Stadium<br>2010 Start      | \$753,212,982             | \$639,679,162                              |
| Operable Roof Premium<br>2010 Start | \$200,762,285             | \$213,855,575                              |
| <b>Total Estimated Cost</b>         | <b>\$953,975,267</b>      | <b>\$853,534,736</b>                       |



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## EXECUTIVE SUMMARY



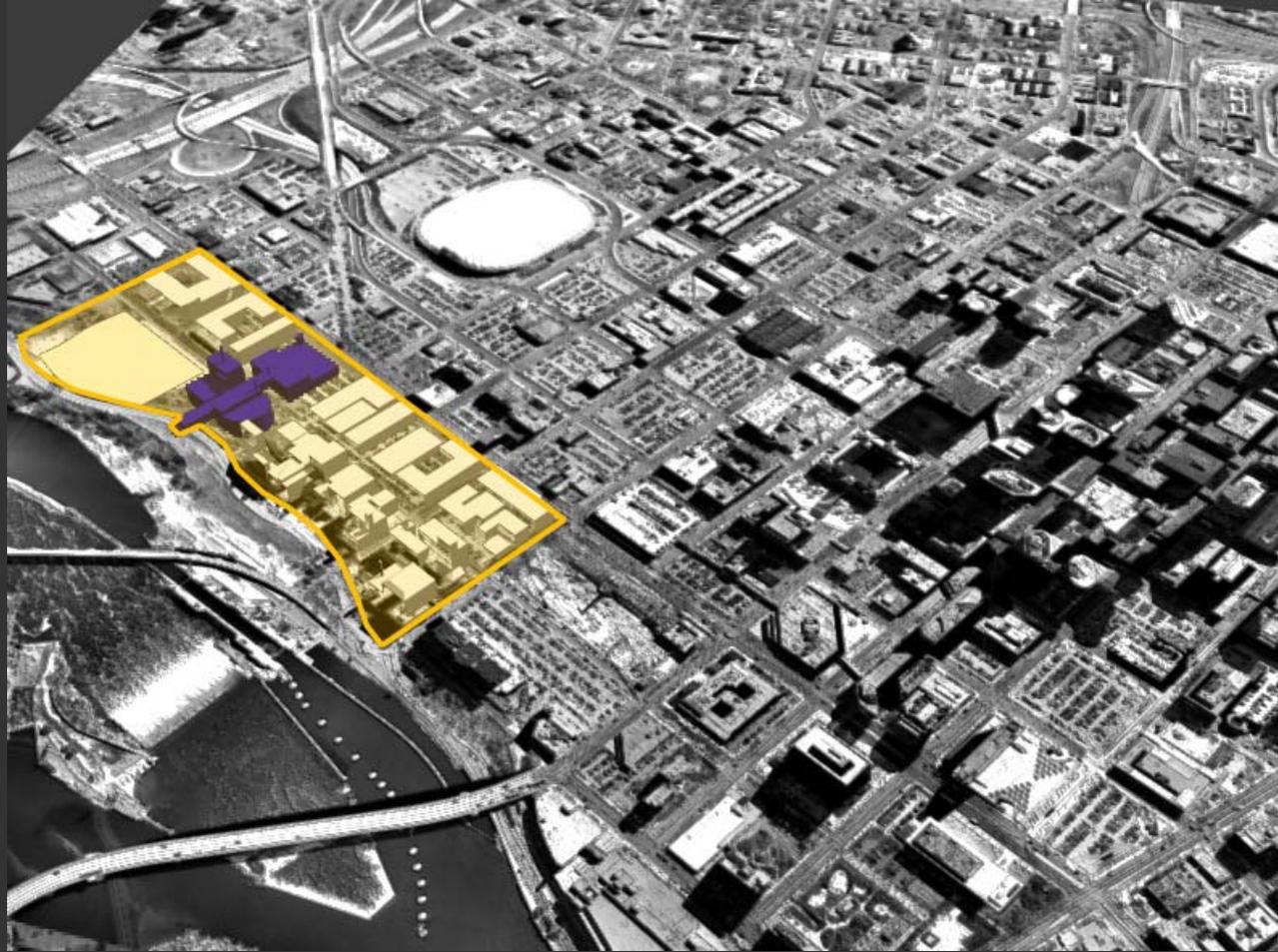
METRODOME



Historic Mill District



The Guthrie Theater



A **cohesive district** has developed around the Guthrie Theatre and the Historic Mill District.

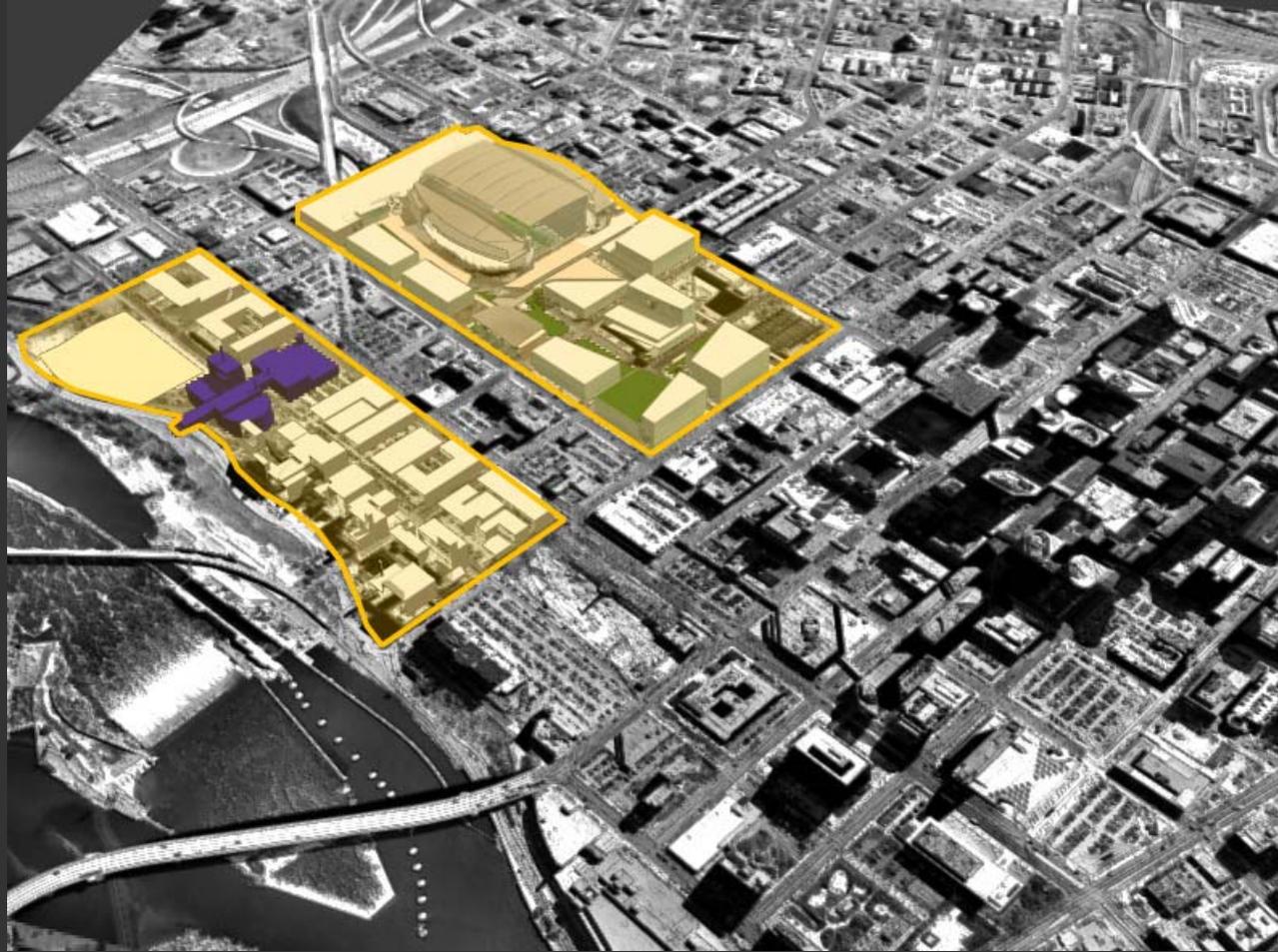


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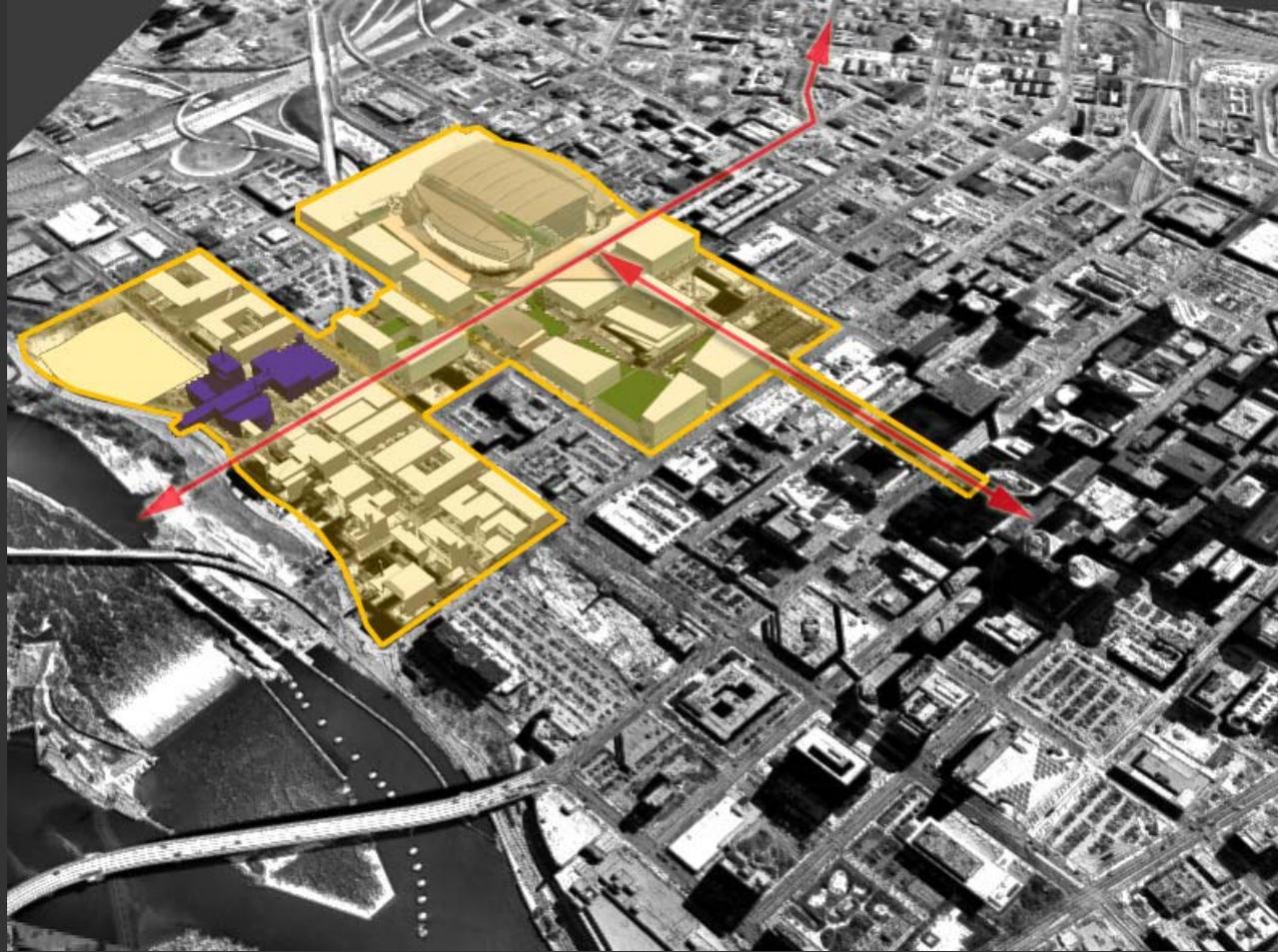
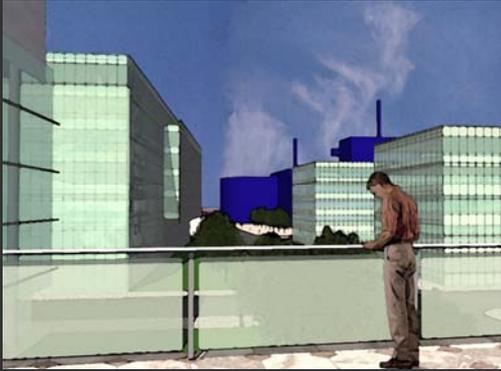
The new stadium will be at the center of the stadium district.



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# EXECUTIVE SUMMARY





By connecting the Guthrie District and the stadium district a new identity for Downtown East will be forged, linked to the river and the downtown core.

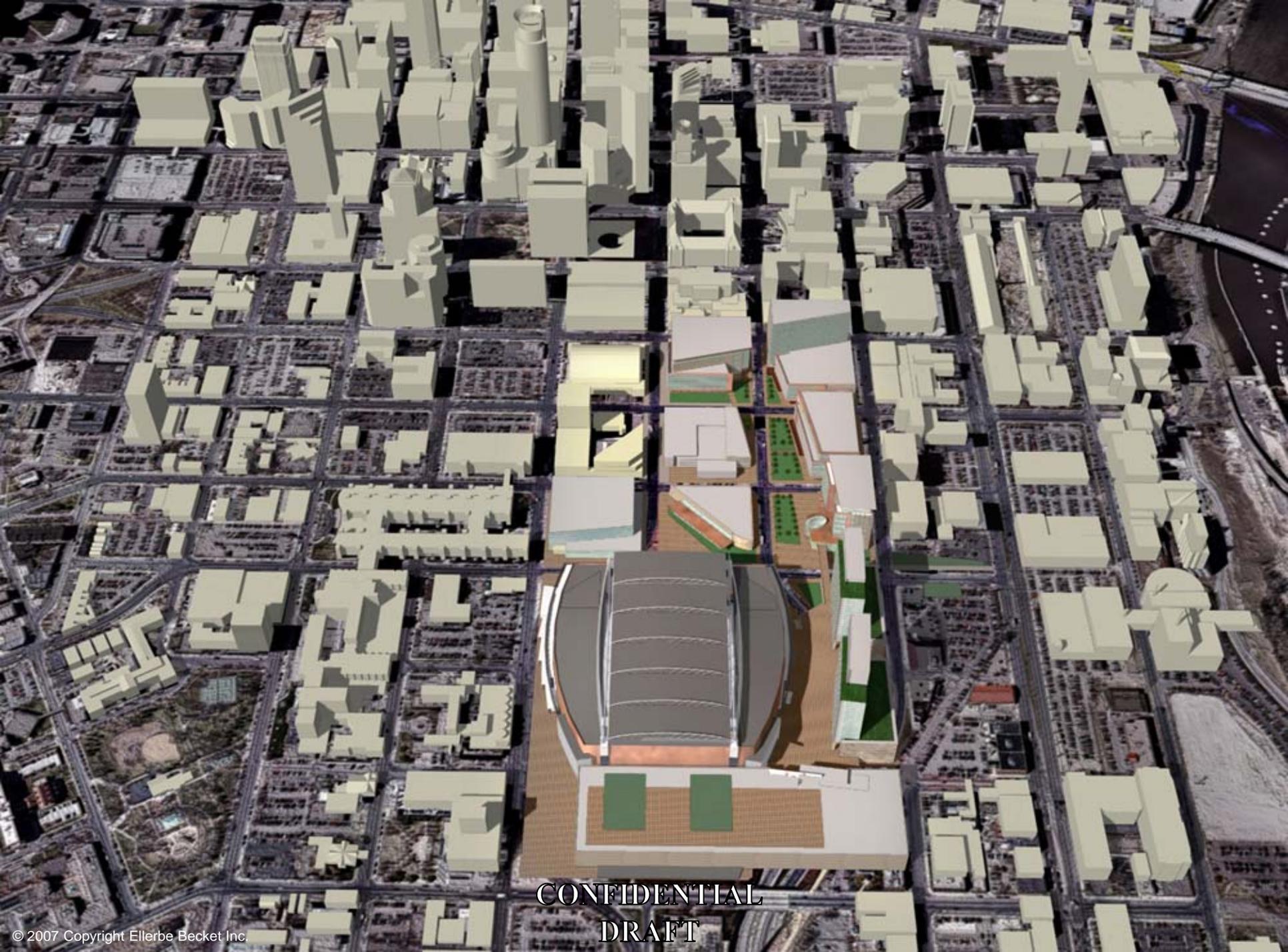


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## EXECUTIVE SUMMARY





CONFIDENTIAL  
DRAFT

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## EXECUTIVE SUMMARY



# The Ellerbe Becket Mandate: HHH Metrodome Reconstruction Analysis

## CONCLUSIONS:

- ✓ A reconstruction of the Metrodome can meet & exceed the Vikings Program & establishes a new standard of excellence in the NFL
- ✓ Our solution saves up to \$100M compared to ROMA / HOK new stadium concept
- ✓ Our solution creates a significant & compelling Stadium District development plan



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