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MINNESOTA STATE AGENCY

METROPOLITAN SPORTS
FACILITIES COMMISSION

June, 1984

ACTION PLAN 1984-86

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v.44

Executive Branch Policy Development Program
1984-1985

METROPOLITAN SPORTS
FACILITIES COMMISSION

June, 1984



Metropolitan Sports Facilities Commission
Hubert H. Humphrey Metrodome
900 South 5th Street • Minneapolis, MN 55415
Phone 612/332-0386

MINNESOTA STATE PLANNING AGENCY

June, 1984

1. MINNESOTA VIKINGS

A. We have settled the long-standing lawsuit in April, 1984, and we anticipate very few problems with the Vikings fulfilling the lease contract which runs until 2012. The attendance for 1982 was 403,514 and for 1983 was 580,287.

B. No further legislative action appears necessary.

2. SUPER BOWL

A. A Task Force Committee, chaired by Marilyn Carlson Nelson, addressed the NFL Meeting on May 23, 1984, to obtain a Super Bowl in 1988 or 1989 at the Metrodome. The 1988 Super Bowl went to San Diego, but the 1989 game may be awarded by the NFL in October, 1984. It is anticipated this event will generate at least \$100 million into the local economy.

B. No further legislative action appears necessary.

3. MINNESOTA TWINS BASEBALL

A. Major League Baseball is very important to the economic benefits of the Twin City Area and the State of Minnesota. As you are aware, we presently are involved in a battle to keep the Minnesota Twins

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here in Minnesota. Numerous efforts are being discussed, but two areas are the most prominent. One is the possibility of a sale to local owners; second, to vigorously attempt to sell 2.4 million tickets in 1984 in order for the Twins to meet the requirements of their lease. The Commission knows of the economic benefits of Major League Baseball and will do what is in our best interests to keep them in Minnesota. The attendance for 1982 was 921,000 and for 1983 was 858,000.

B. At this point, we do not know of any need for legislative action.

4. MINNESOTA STRIKERS - SOCCER

A. New to us this year, the Strikers have signed a three year lease to play their outdoor soccer season at the Metrodome. Depending on the success of soccer, we look forward to a long relationship with the Robbie Family.

B. At this point, we do not know of any need for legislative action.

5. UNIVERSITY OF MINNESOTA - GOPHERS FOOTBALL

A. The U of M will begin their third season in the Metrodome this year. Prior to the end of this season, hopefully, the Gophers will sign a 27 year extension to their present lease agreement. Regardless of the poor record in 1983, the U of M enjoyed one of the best attendance records in many years. We look forward to a long relationship with the U of M. The attendance for 1982 was 342,185

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for six games and was 235,365 for five games in 1983.

B. At this point, we do not know of any need for legislative action.

6. UNIVERSITY OF MINNESOTA - GOPHERS BASKETBALL

A. One of the requirements of the Stadium Bill was to study the needs of the U of M Athletic Department and their facilities. This was done by on-site inspections along with recommendations by U of M athletic personnel. The U of M Williams Arena, where basketball is played, was reported to be unsafe and unable to pass the Minneapolis fire code. In order to comply with code and keep the building operable, a total 100% no smoking order had to be enforced, in order to keep the building from being condemned and therefore, closed. A report by the previous Minneapolis Fire Marshall recommended the Williams Arena be closed, but for some unknown reason, the report was never filed.

The Athletic Department of the U of M expressed interest in basketball in the Metrodome. A comprehensive study showing basketball configurations was prepared by the firm of Setter, Leach & Lindstrom of Minneapolis, as requested by the Commission. The results were three very exciting seating configurations seating from 26,000 to 29,200 fans. The report was presented to the University, but no action has been taken by the University.

The Legislature and taxpayers of Minnesota would do well to pursue the needs of the U of M by reviewing any further funding to Williams Arena as the money would be better spent in financing a new or greatly remodeled field house. This facility would serve the needs

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of all the students at the U of M. Your support in this endeavor would be appreciated. If Gopher Basketball was played in the Metrodome, financially, the U of M would have the ability of increasing their revenues. The projected attendance for the first year would be over 20,000 per game.

- B. Legislative action to support the Commission's proposal would be needed.

7. NCAA FINAL FOUR

- A. If the U of M played basketball at the Metrodome on a regular basis, the chances are very good that Minnesota could host the NCAA Final Four in 1989 or 1990. This event approaches the economic importance of a Super Bowl. The projected attendance would be 80,000 over two days and the economic impact would be \$40 million.
- B. The Legislature may be asked to eliminate the 10% stadium admission tax for this event.

8. NBA BASKETBALL

- A. Unless we can secure U of M basketball in the Metrodome, the financial risk is too great at this time to make an investment of \$2.0-\$2.5 million in seating, floor, scoreboard, etc. The projected attendance would be at least 10,000 per game for each of the first three seasons. This is based on experience of other NBA teams in new markets.

9. BOXING/WRESTLING EVENTS

- A. The Commission is actively pursuing any additional events that will aid the economy of the Metro Area. Fortunately, the 1984 Legislature repealed the 5% tax on professional boxing, which will give us an advantage in securing large boxing events.

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I repeat again, if U of M basketball would be our permanent tenant, the investment in seating, etc. would be used by boxing and wrestling events of approximately 30,000 people. This would make the Metrodome the largest facility in the Metro Area to stage such events. This would be new business to the area, as promoters know of the need for this type of facility. The projected attendance for four events for the first year is at least 100,000 people.

B. At this point, we do not know of any need for legislative action.

10. CONCERTS - OTHER USES

A. Other events include:

1. Three Truck/Tractor Pulls (110,000)
2. Mobile Home Show - 1985 (10,000)
3. Car Sale - 1984 (5,000)
4. Olympic Basketball - 1984 (30,000)
5. Scandanavia Today - 1982 (45,000)
6. High School Prep Bowls (35,000 avg.)
7. College Football Games (10,000)

Concerts are being discussed, but promoters feel a 62,500 seat facility may be too large, but a 35,000 seat arrangement would be excellent. Again, it is evident U of M basketball is necessary to ensure the financial success of the Metrodome and the economic spinoff to the Twin City Area.

The Commission is seeking trade, consumer and entertainment shows for the Stadium.

B. At this point, we do not know of any need for legislative action.

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SUMMARY

The Metrodome is now entering its third year of operations and we are looking forward to many more successful years. In 1984, the Metrodome had a net operating profit of \$3.2 million, the most successful covered stadium in the U.S. Our success can be attributed to good management, excellent employees and to the people of the State of Minnesota.

We will continue to improve our quality of events, and to make the Hubert H. Humphrey Metrodome the place to be. We estimate a 1984 total attendance of over 3 million people.

A handwritten signature in cursive script that reads "Ron Gornick".

Ron Gornick
Chairman