Fan Experience Fuels Vikings Vision For U.S. Bank Stadium

Rising as a spectacular glass and metal architectural marvel in the heart of Minneapolis, the newly completed U.S. Bank Stadium is the culmination of a vision the Minnesota Vikings have pursued for more than a decade.

The team and the Minnesota Sports Facilities Authority will host an official ribbon cutting and opening ceremony on July 22, followed by the stadium’s first sporting event on Aug. 3, with defending Premier League champions Chelsea FC and AC Milan facing off for the 2016 International Champions Cup. Luke Bryan, the 2015 American Country Music Entertainer of the Year, and Metallica will perform Aug. 19 and 20, respectively, all before the Vikings kick off their first regular season home game against the Green Bay Packers on Sept. 18. U.S. Bank Stadium will host the Super Bowl in 2018 and the NCAA Men’s Final Four in 2019.

“When we took over ownership 12 years ago, we had three priorities — to create a world-class experience for fans, to become involved in the Minneapolis community and to bring a Super Bowl to Vikings fans,” said Mark Wilf, president of the Vikings. “We’ve accomplished two of the three and are working hard toward the third. U.S. Bank Stadium is one of the greatest sports venues in the world.”

With a transparent roof and five pivoting glass doors soaring up to nine stories tall, U.S. Bank Stadium gives fans an outdoor experience while protecting them against harsh Minnesota winters.

The stadium has the intimate feel of a basketball arena, with the seating bowl pushed as close as possible to the turf, the closest in the NFL. The front-row seats are stationed a tight 41 feet from the field. The turf suites sit a mere 25 feet from the grass.

To bring this unprecedented design to fruition, Wilf credits the appreciable number of Fortune 500 companies based in Minnesota for stepping in to pave the way, along with a strong public-private partnership with the state of Minnesota and the city of Minneapolis.

“One of the great things about Minnesota is the willingness of the business community to step forward and serve as a critical voice in getting these facilities approved,” Wilf said. “U.S. Bank’s CEO Richard Davis and many members of the business community were instrumental in getting the message across that a new stadium is integral for future economic development in Minneapolis-St. Paul, is an important benefit for current businesses and their employees and is a tool to bring new companies to the area. Without all our Founding Partners, we would not be where we are today.”

“The community here has been incredible,” said Kevin Warren, chief operating officer of the Minnesota Vikings. “It’s really special when companies and governments can enter into public-private agreements and everyone involved keeps their word right to the end, with the ultimate goal of benefiting our region. The project we’ve all created can be a template for other communities, showing that public-private partnerships CAN work and that they can make a profound impact on the community.”

As part of the public-private partnership agreement, the stadium is owned and operated by the Minnesota Sports Facilities Authority.

“The Metrodome was a concrete stadium in a sea of surface parking lots,” said Michele Kelm-Helgen, chair of the Minnesota Sports Facilities Authority. “We wanted the stadium to be an economic catalyst and it has been. There is over $1 billion in private development that is already under construction in the blocks surrounding the stadium — new office buildings, new apartments, new stores and restaurants and a great new public park.”

The opening of U.S. Bank Stadium adds to Minneapolis-St. Paul’s already rich sports venue mix, including Target Field, opened in 2010 and home of the Twins; TCF Bank Stadium, opened in 2009 and home to the University of Minnesota; and the Xcel Energy Center, opened in 2000 and home of the Wild.

“Everybody in the Minnesota sports community is excited to add U.S. Bank Stadium to the mix,” said Dave St. Peter, president of the Minnesota Twins. “The Twin Cities sports market has undergone a remarkable transformation in the last few years. Our venues create an incredibly dynamic foundation to support the avidity of our region’s fan base. I congratulate the Wilf family and all those involved in building U.S. Bank Stadium.”

SEE VISION, PAGE 4A
THANK YOU TO OUR FOUNDING PARTNERS

FOR OPENING THE GATES TO

U.S. BANK STADIUM
the new stadium. It took years and years of discussion and vision to bring it about. It’s an engineering marvel."

“Our region is becoming known as a top destination for sports and entertainment, thanks to yet another spectacular venue for fans to experience,” said Matt Majka, chief operating officer for the Minnesota Wild. “We wish the Vikings all the best in their new home.”

This summer, the community’s next stadium will be underway as Minnesota United FC breaks ground on its own 23,000-seat Major League Soccer home in St. Paul. The privately funded venue, opening in 2018, is expected to spur economic development in its section of the Twin Cities.

“Congratulations to the Minnesota Vikings organization on the completion of U.S. Bank Stadium,” said Nick Rogers, president of Minnesota United FC. “As a region, we have some of the most innovative and dynamic stadiums in the world and this is a tremendous facility that was home to the Vikings, Twins and the University of Minnesota, U.S. Bank Stadium has reshaped the eastern part of downtown Minneapolis."

Built on the grounds of the former 32-year-old Hubert H. Humphrey Metrodome, a closed facility that was home to the Vikings, Twins and the University of Minnesota, U.S. Bank Stadium has reshaped the eastern part of downtown Minneapolis."

"The Wilf family added another $125 million to enhance the fans’ experience and ensure that this was a world-class facility,” Warren said. “That demonstrates the dedication Mark and Zygi have to create lifelong memories for every fan and to create an environment that the team and coaches can be proud to play in. The whole environment says, ‘Welcome and have fun.’"

“I’m looking forward to seeing all the fans’ faces when they see this stadium compared to the old Metrodome,” Wilf said. “They’ll be amazed at how beautifully this stadium has come together, whether it’s the doors or the Fantasy Lounge or the ETFE roof. The fan experience was our No. 1 priority and we didn’t cut anything from our budget when it came to our fans.”

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“We are humbled and grateful that we’ve been able to experience this soon-to-be iconic stadium from initial vision to final construction,” said Wilf. “And I can’t wait to see how fans enjoy the stadium for generations to come. U.S. Bank Stadium has provided an incredible energy boost in what it means to be a Minnesotan.”

"The rest of the business community has really responded to U.S. Bank Stadium,” said Warren. “Even though the stadium is built on the same site, in an area that had been mostly populated by parking lots, the new stadium has created an energy around it and has served as an economic catalyst.

“U.S. Bank Stadium has changed the lives of people in this community. We brought 8,000 construction jobs and more than 300 Minnesota businesses contributed to the project. Ninety percent of the construction dollars — $750 million — went back into the Minnesota community. The partners set and surpassed goals for contracts with minority-, women- and veteran-owned companies and to hire minority and women construction workers. And together the parties did it all in 30 months, six weeks ahead of schedule.”

"The state set extremely aggressive goals for contracting with women-, minority- and veteran-owned businesses and for hiring women, minorities and veterans,” said John Wood, senior vice president for M.A. Mortenson Co., the Minnesota firm that served as the stadium’s construction manager. “There was some doubt in the community as to whether those unprecedented numbers could be reached. We’re very proud that we not only achieved those goals, but exceeded them.”

Of the total $1.1 billion cost, the state contributed $348 million and the city of Minneapolis, another $150 million. The Wilf family covered the rest, contributing additional money as needed to ensure their top priority — the fan experience — was top notch.

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Designed to Reflect the Vikings History and Showcase the Team’s Future

Soaring 27 stories above the landscape, U.S. Bank Stadium evokes an ancient Norse longboat sculpture rendered from modern glass and steel. The mix of history and materials is no coincidence.

The newly-opened home of the Vikings and their fans was designed around three core ideas — showcase the region and team’s heritage through a wealth of state-of-the-art technology and amenities, create an outdoor feel in a climate-controlled environment and establish an intimate connection between the fans and team.

“The old Metrodome served us well, but it was out of gas,” said Lester Bagley, Vikings executive vice president of public affairs and stadium development. “Built on an austere budget to begin with, it didn’t have any flexibility. It was too small, the concourses were too narrow and there weren’t enough restrooms or concession stands. The sports fans’ game day environment has evolved and, as our organization has continued to become progressive and innovative, we knew we needed to create a world-class destination that matched or exceeded fan expectations. We also were never going to get a modern Super Bowl or an NCAA Final Four to benefit our region. It was time for a new building.”

It took more than a dozen years for the Vikings and the community to get all the public and private logistics in place and four years to design and build the new stadium. Of the $1.1 billion price tag, approximately 55 percent is from private funds.

U.S. Bank Stadium, which officially opens in July, boasts 66,200 seats, 131 premium suites, six clubs, 8,200 club seats and double the square footage of the Metrodome.

The Vikings and the Minnesota Sports Facilities Authority, owner and operator of the stadium, turned to HKS Architects of Dallas for design.

“HKS designed AT&T Stadium and Lucas Oil Stadium and we liked the fact that each one was different,” Bagley said. “We were interested in stamping our building with our own unique Minnesota signature. We wanted U.S. Bank Stadium to have a sense of place that reflects our culture and traditions.”

“Climate was one of the primary drivers of the design,” said Mark Williams, principal for HKS. “The way that it’s shaped and formed is a direct response to the climate, though it’s interesting that people see the prow of a ship. We’ve leveraged the climate conditions to create a more sustainable facility. The clear ETFE roof is shaped to withstand wind and designed to shed snow but it also leverages light down into the bowl. The west-facing pivoting glass doors are not only beautiful, but also create natural air flow to help with heating and cooling.”

The design team and stadium partners focused on every detail of comfort for the fan, including details patrons may not notice.

“We deliberately designed the building so sun would fall on fans, the opposite of many of our designs,” said Williams. “No matter how cold it is, you feel psychologically warmer if you’re in the sun and can see a blue sky. It’s the kind of detail that will add to every fan’s experience.”

Nearly 8,000 construction workers contributed to U.S. Bank Stadium with 90% of the construction dollars going back to Minnesotans.

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Despite U.S. Bank Stadium's complexity, Mortenson Construction finished six weeks ahead of schedule.

U.S. Bank Stadium boasts the largest transparent ETFE roof in North America and the biggest glass doors in the world.

“Our region is known for highly skilled, traditional craftsmen and it shows,” said Wood. “That level of craftsmanship shows in the phenomenal quality of U.S. Bank Stadium.”

“Mortenson Construction did a phenomenal job keeping us ahead of schedule while building the most amazing stadium in the United States,” said Kelm-Helgen. “Mortenson took building the largest transparent roof in North America and the largest operable doors in the world in stride and succeeded. We are proud to be their partner.”

Mortenson, based in Minnesota and one of the nation’s top sports venue builders, built all of the current professional sports venues in Minneapolis-St. Paul, including the Xcel Energy Center, Target Center, Target Field and TCF Bank Stadium. The company will also break ground this summer on a new 23,000-seat outdoor soccer stadium for Minnesota United FC.

Our design team embraced the Vikings’ high-tech, community-based, family-oriented values in all the work,” said Molly Mazzolini, partner and director of brand integration at Infinite Scale. “Our goal was to create a uniform level of fan engagement, consistency, quality design work.

“At every turn, we looked for ways to enhance activations with authentic materials from Viking culture, using steel, wood, fabric, hardware and construction details, and to represent the importance of the word ‘handcrafted’ in the region,” said Zach Norman, design director for Infinite Scale.

“The stadium boasts seven levels, including two general admission concourses that fully encircle the stadium, giving fans 360-degree circulation.”

The Vikings turned to Infinite Scale to design an interior that represents unique attributes of the Vikings—relentless, unifying and innovative—through partner integration and Vikings team branding throughout the venue. Infinite Scale is also working with Vikings partners Polaris, Medtronic, Thomson Reuters and Ecolab to design and implement their brand activation spaces, as well as Buffalo Wild Wings and Mystic Lake for schematic design work.
and connection to the team across all partner activations and to ensure that every integration is consistent with the architectural and operational considerations of the facility."

“The architectural design reflects the diverse cultures of Minnesota,” said Williams. “One particular element of the culture is the emphasis placed on extraordinary hand-crafted work. Because of that, U.S. Bank Stadium has an unprecedented level of fine craftsmanship, such as woodwork, throughout. The facility has tremendous value for the dollars spent.”

A second key to the design is the intimacy of the bowl, with seats and suites pushed as close to the field as possible, the closest in the NFL. The front row of club seats is 41 feet from the turf and the Turf Club seats are a short 25 feet away. “The intimacy, along with the acoustically reflective roof, will contribute to the sheer volume of noise in the stadium, enhancing an already fantastic home field advantage,” said Becker.

The third, and most important, focus of the design was the fan experience during the entire visit to U.S. Bank Stadium.

One element that’s becoming more important to fans are the food and beverage offerings. The Vikings and stadium concessionsaire Aramark teamed up with two James Beard-award winning chefs to create original dining concepts for the venue.

Andrew Zimmern, TV personality and working relationship with local unions. Because U.S. Bank Stadium was designed to convert to a baseball stadium, the facility is already booked to host more than 200 baseball games in the next year, including preseason games for the University of Minnesota.

The facility has also booked proms, bar mitzvahs and three weddings, along with corporate and large religious events. There’s a running club and rollerblading on the 360-degree concourses on days when the venue isn’t in use. “That shows the incredible versatility of this building,” said Talty. “From seven to 70,000 people, from casual to high end, we can make every event work for the patron. One of our biggest roles is to ensure that U.S. Bank Stadium meets its financial objectives.”

SMG has focused on becoming a seamless part of the local community, successfully negotiating five collective bargaining agreements for stadium employees and creating a strong working relationship with local unions. SMG is responsible for maintenance and capital improvements, setting stadium policies, guest services and handling details from trash service to cleaning.

On a typical game day, U.S. Bank Stadium and SMG will oversee more than 3,000 employees, 1,500 of those directly employed by SMG. “U.S. Bank Stadium will be one of the premier facilities in the nation,” said Talty. “The Vikings and the MSFA have given us a fantastic platform and have made it easy for us to create new things and make the stadium the best it can be.”

**Building a Year-Round Diverse Calendar of Events**

The Minnesota Vikings and Minnesota Sports Facilities Authority brought SMG, well known for public facility management, to handle the daily operations of the building, including booking. It is quickly becoming a year-round entertainment destination. "We’ve already booked hundreds of events for the first 12 months; it’s been an unbelievable response," said Patrick Talty, general manager for SMG at U.S. Bank Stadium. “We just announced our 90-minute tour program and we’re already completely sold out through November. For the Metallica concert on Aug. 20, we sold out in eight minutes.”

Christening the venue is the 2016 International Champions Cup on Aug. 3, with defending Premier League champions Chelsea FC and AC Milan facing off. U.S. Bank Stadium is a finalist in its bid for the 2017 and 2018 ESPN X Games.

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and owner of Andrew Zimmern Can-teen, is bringing an outpost of his res- taurant – dubbed AZC Rotisserie – to the stadium. Zimmern has collaborated with Gavin Kaysen, chef and owner of the widely acclaimed, award-winning Spoon and Stable, to bring a second concept, AZC Hoagies, to the facility. “We’re very happy to have brought Aramark on board for food and bever- ages,” said Bagley. “The company is known for bringing the best in fresh, local fare to their locations and working with great local companies and chefs such as Andrew and Gavin. We’ll have a great showcase of regional food and beverages.”

Two more Minnesota restaurants will be a prominent part of the dining mix. Ike’s Food & Cocktails, reminiscent of a supper club, is known for its signature Bloody Marys and handcrafted steak sandwiches, while Minneapolis-based Revival Restaurant is popular for its fried chicken and other southern specialties. More than a dozen additional Minne- sota restaurants will also be announced prior to the stadium’s opening.

**Clubs**

The Vikings wanted to create unique elements in all of their club experiences. The Hyundai Club features 2,800 seats, including the closest club seats to the field in the NFL, just 41 feet from the sideline. The club features a wall of glass on the backside that looks outside to the surrounding neighborhood. Situated between the 30-yard lines, the Hyundai Club provides the ultimate in

With viewing spots to see the team take the field and a field-level balcony, The Delta Sky360 Club is a great example of the kind of unique spaces available to fans at U.S. Bank Stadium.

football viewing. In addition, fans will have an unparalleled audiovisual experi- ence with 25 high-definition televisions.

The Delta Sky360 Club, located directly adjacent to the Vikings locker room on field level, is the most ener- getic and unique setting. Club members will have exclusive access to the players’ tunnel to watch their favorite Vikings walk to the field. A key feature of the club is a field-level patio located directly behind the Vikings team bench. The club, with only 1,300 seats, offers prime seating between the 20-yard lines. The Medtronic Club, midway up the stadium’s south side and situated between the 30-yard lines, offers the highest level of finishes and amenities, including stone-clad fireplaces and lounge spaces. The Medtronic Club is also the most exclusive, with only 1,100 seats.

Two other clubs, the Buffalo Wild Wings Club, above the Hyundai Club, and the Factory Motor Parts Club, above the Medtronic Club, also offer fantastic views of the field, high-defini- tion televisions and upscale food and beverage options. “You have to see the projection screens in the Buffalo Wild Wings and Factory Motor Parts Clubs. There is nearly 100 feet of sight, sound and motion via six 32-foot by 9-foot screens, each using two-edge-blended, 12,000 ANSI lumen projec- tors,” said David Battershell, the audio- visual designer for Idibri, which provided design for the AV systems in the suites, clubs and locker rooms.

### Suites

U.S. Bank Stadium has pulled together a vast mix of 131 suites to appeal to a broad range of fans. The 23 Turf Suites are a rare experi- ence for fans, as they sit mere feet from the field, the nearest fans can get to the action without a field pass. It gives fans a unique vantage point of sideline action. Every suite has an out- door patio — the actual turf. Turf Suite owners also have access to the pri- vate Delta Sky360 Club and bar rail access to the Vikings players’ tunnel, as well as access to other events and away games.

The 15 highly exclusive Norseman Lounge Suites are in the last stages of build out. Each of the 10-person suites has access to the Norseman Lounge and its private bar. The suites feature a full-service concierge staff.

The sold-out Norseman Suites are situated between the 20-yard lines and offer private club access to either the Fire Club or Hyundai Club. The 12 sold-out Vahalla suites offer access to the private Owner’s Club and Medtronic Club. The eight Touchdown Suites in the east end zone are also sold out. They offer the closest seats to the field in the entire NFL. Suite holders have access to the private Delta Sky360 Club and bar rail access to the Vikings players tunnel. The Loft Suites also offer access to either the Fire Club or the Ice Club and are located directly above the Fire and Ice Club seats, below the upper deck.

**Congratulations to the Minnesota Sports Facilities Authority and the Minnesota Vikings on completing this world-class stadium for the City of Minneapolis and State of Minnesota.**
HOME TEAM.
HOME CONNECTION.

As a Founding Partner of U.S. Bank Stadium and the Exclusive Communications Provider of the Minnesota Vikings, CenturyLink is proud to provide the Minnesota Vikings with advanced communications and technology infrastructure in their new home.
Modern Design and Leading Edge Technology Create the Best Experience for Every Fan

To guarantee a great day at the stadium for every fan, the Vikings have built in a wealth of technological innovations and created a mobile app to make that technology easily accessible and user friendly.

“We’ve spent more than $60 million on the technology alone,” said Lester Bagley, the Vikings’ executive vice president of stadium development and public affairs. “Consider that the Vikings built the entire Metrodome in 1982 for $55 million.”

“Technology was considered from the start to be a key part of the stadium design,” said John Penhollow, vice president of corporate and technology partnerships for the Vikings. “Our core premise was to make technology relevant and useful for our passionate fan base, as well as for our football and game day operations groups. We wanted to build a system that would be flexible enough to accommodate constantly changing technology for years to come.”

The hub of U.S. Bank Stadium’s technology is the local area network, which connects the stadium’s key infrastructure. It was created and built by CenturyLink, one of U.S. Bank Stadium’s Founding Partners. CenturyLink also built the landline phone system for operations, suites and concession stations. The company’s cloud-based technology and predictive analytics will enable the Vikings to continually enhance the fan experience.

“We are proud to provide advanced communications and technology infrastructure, which represents state-of-the-art stadium technology and provides one of the best game day experiences available today,” said Duane Ring, CenturyLink Midwest region president. “The in-stadium technology showcases CenturyLink’s brand and our products, including high speed Internet, cloud-based technology and predictive analytics. We are proud to serve the Minnesota Vikings and their fans.”

The new stadium also boasts a neutral host distributed antenna system (DAS), created and built by Verizon, to ensure all 66,200 fans are able to use their cell phones on game day.

U.S. Bank Stadium’s Wi-Fi system, designed and installed by CenturyLink and its partner, AmpThink, will be enabled by 1,300 access points, some of which will be installed into the handrails of the lower bowl seating sections to allow for enhanced connectivity for those sitting close to the field.

“We believe that we’ve overbuilt the pipeline bandwidth capacity for this season,” said Penhollow. “For most major stadiums that utilize a Wi-Fi system, only a portion of the audience has the ability to be on the venue’s Wi-Fi system at any given moment. We’ve built our pipeline so that all fans attending our games can jump on at the same exact time. We’ve built all of the infrastructure and systems with the Super Bowl (2018) and NCAA Final Four (2019) in mind. Technology changes so quickly these days, but we have the right infrastructure and partners, like CenturyLink, in place to handle future changes.”

CenturyLink also built the facility’s integrated IP network to provide content distribution to more than 2,000 high definition televisions throughout the stadium through a single system that will be managed on game days by the Viking Entertainment Network. The IP system is also synched with Daktronics’ 25,000 square feet of installed LED technology. U.S. Bank Stadium boasts a full state-of-the-art 4K production room, from cameras to the displays, including eight 4K manned cameras, one 4K overhead and two wireless. Television

SEE TECHNOLOGY, PAGE 11A
cameras will capture content using the 4K technology to bring clear, sharp images to not only the televisions, but also 16 video walls and the building’s exterior and interior video and LED boards.

“There are over 26,500 square feet (14.2 million pixels) of LED video boards, ribbon boards and ad panels integrated into the facility,” said Ben Cating, lead video designer for Idibri. “This is the first NFL facility to implement a full 4K, IP-based, video production system.”

Idibri of Dallas provided design for the video displays in the main seating bowl and the video production room, along with the design of the audiovisual systems for the suites, clubs and locker rooms.

“The design of the technical systems was really driven by the Vikings’ desire to provide the most engaging experience to their faithful fans,” said Brian Elwell, project manager for Idibri. “From the earliest design conversations, archi-

TECHNOLOGY, FROM PAGE 10A

From hockey’s greatest venue to football’s newest venue, congratulations Minnesota Vikings on your new home turf.
The Legacy Ship is a spectacular feature that will be the highlight of the play for the "prow" of the building. The east end zone video board measures 50 feet high by 88 feet wide. Both feature wing displays on each side to provide room for additional content, as well as static ad displays for permanent sponsor signage.

To deliver a crisp, clear picture through the brightness shining in from the transparent roof, Daktronics, who also installed the ribbon displays at the upper concourse, club and press levels, utilized its premier 13HD outdoor technology.

For the exterior, the company created the curved sail display for the showcase Legacy Ship at the entrance to the stadium, which will serve as the stadium’s marquee, as well as the trapezoid-shaped 2,500-square-foot display for the “prow” of the building.

“Fans can look directly right or left to see replays or advertising content without strain,” said Jay Parker, Daktronics’ vice president of live events and spectaculars market. “It’s another detail that will add to a fan’s overall comfort.”

Proud construction workers sign their work on the new stadium.

In addition to its products, Daktronics is providing a mix of training and event support to ensure a smoothly operating game day experience for the Vikings.

There are over 14.2 million pixels of LED video boards, ribbon boards and ad panels integrated into the facility.

U.S. BANK STADIUM

BY THE NUMBERS

- $1.1 billion total price tag
- $348 million from the state of Minnesota
- $150 million from the city of Minneapolis
- $602-plus million in private funding, including more than $125 million in additional funding from the Vikings’ original $477 million commitment
- 1,75 million square feet, twice the size of the Metrodome
- 5 pivoting glass doors, each 85 feet wide and ranging from 75 to 95 feet high, the largest of their kind
- 272 feet high at the tip of the prow
- 200,000 square feet of glass
- 340,000 square feet of transparent ETFE roof material, the largest in the nation
- 66,200 seats, expandable to 70,000
- 7 levels

- 131 luxury suites
- 6 club spaces
- 8,200 club seats
- 2 team retail shops
- 2,000 HD televisions
- 33 escalators
- 11 elevators
- 40 Minnesota artists
- 350 pieces of commissioned artwork
- 250 five-foot by seven-foot framed photographs
- $60-plus million in technology
- 1,300 Wi-Fi access points
- 14 million LED pixels
- 30,000 square feet of video displays inside and out
- 979 restrooms
- 430 concession points of sale
- 41-foot distance from front row to turf, the most intimate bowl in the NFL
- $1 billion in development projects announced for the surrounding area
- 30 months completion, six weeks ahead of schedule
- 8,000 construction workers total
- 1,900 construction workers on site at its peak
- $700 million in construction funds flowing back to the Minnesota community

Proud construction workers sign their work on the new stadium.

The glass walls of U.S. Bank Stadium reflect a sharp image of the Minneapolis skyline.

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Below is a complete list of the Founding Partners for U.S. Bank Stadium:

• CenturyLink (Wi-Fi, IPTV, phone systems, Internet bandwidth)
• Hy-Vee (community partner)
• Land O’Lakes (community partner)
• MillerCoors (product sales, Lite Lounge)
• Mystic Lake Casino Hotel (Mystic Lake’s Club Purple)
• Pentair (Pentair gate)
• Polaris (Polaris gate)
• Verizon (Verizon gate, charging stations, distributed antenna system)

Significant Partners:

• Medtronic (Medtronic Plaza, Medtronic Club)
• 3M (construction materials)
• Delta Air Lines (*Delta Sky360 Club)
• Hyundai (Hyundai Club)
• Buffalo Wild Wings (Buffalo Wild Wings Club)
• Mills Fleet Farm (Mills Fleet Farm Parking Garage)
• Pepsi (pouring rights)
• Ecolab (Ecolab gate)
• Thomson Reuters (Thomson Reuters Press Level)
• Factory Motor Parts (FMP Club)
• Caribou Coffee (pouring rights)

“Significant!”

Corporate Partners Support Suite and Seating Options

Founding Partners, sponsors and fans have enthusiastically responded to the state-of-the-art, amenity-packed U.S. Bank Stadium, with suites, club seats and season tickets selling at a brisk pace.

“The Stadium Builder’s Licenses (SBL) were relatively new to our marketplace, but our fans have positively responded to our vision of what their experiences can and should be at U.S. Bank Stadium,” said Steve LaCroix, executive vice president and chief marketing officer for the Vikings.

It helps that the team has had a strong showing on the field too, said LaCroix. “The Minnesota Vikings had an 11-5 regular season record last year, winning the NFC North.

Of the 49,700 SBLs available at 18 price points, 97 percent sold before the stadium was complete, with the remainder expected to sell out before the Vikings kick off for their first game in late August.

The Vikings, via Van Wagner, have sold all of the 8,200 club seats and all but two of the 131 suites.

“We have a wide variety of options in the mix, at different price levels, and all of them have sold quickly,” said LaCroix. “Fans are wowed by the indoor-outdoor design, the intimate feel with seats pushed close to the action and the ease and convenience of the concourses. It’s a venue that every detail included has been executed with them in mind.”

Major companies based in Minnesota have also responded with enthusiasm as designing the 7,500 square-foot interactive Preview Center – the largest ever built by an NFL team. Knapple said the company will work in a client service role for the Vikings into future years.

“Stadium Builder’s Licenses (SBL) are distributed antenna system.

“We have 17 Fortune 500 companies in Minnesota and we’re proud that so many major Minnesota-based companies have stepped up and partnered with us in U.S. Bank Stadium.”

STEVE LACROIX EXECUTIVE VICE PRESIDENT AND CHIEF MARKETING OFFICER | MINNESOTA VIKINGS

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Van Wagner Sports & Entertainment proudly congratulates the Minnesota Vikings and the Minnesota Sports Facilities Authority as they open the doors to U.S. Bank Stadium

SEE FOUNDING, PAGE 14A
BUILDING A LEGACY

Mystic Lake’s Club Purple: The Hottest Scene in Minneapolis-St. Paul

Mystic Lake’s Club Purple is the most dynamic and unique club in U.S. Bank Stadium. Fully outfitted in the Vikings’ iconic deep purple color, the club is located in the northwest corner and serves as the headquarters for fantasy football.

The 28,225-square-foot space offers unparalleled views both outside the stadium and down onto the field.

Fans stay on top of the action with some of the best views in the house from three types of seating — lounge couches, loge boxes and club seats — stacked in tiers.

FouDiNig, from page 13
equipment protection, among other products, and Polaris, manufacturer of snowmobiles and off-road vehicles, are each sponsoring a gate and concourse, as is Ecolab, another Minnesota-based company.

Land O’Lakes, the nation’s premier dairy and agri-business company, will have an iconic scrim signage position within the seating bowl.

CenturyLink, which built much of the stadium’s technological infrastructure, and Hy-Vee, a regional grocery chain, are sponsoring the tunnel covers at field level.

MillerCoors, the Vikings’ official beer sponsor, has created the Miller Lite Lounge, which offers retail and fan activation opportunities throughout the state of Minnesota.

Both South Korean car maker Hyundai and Delta Airlines have stepped up to sponsor clubs within the stadium. The Delta Sky360 Club, located next to the Vikings locker room, gives fans unparalleled access to the team entering the playing field.

The Hyundai Club’s seats are the closest to the field in the NFL, only 41 feet from the sideline.

“Every one of our Founding Partners has played a very significant role in bringing the vision of U.S. Bank Stadium to life,” said LaCroix. “We’ve created unique, iconic branding opportunities that we’ve targeted aggressively to companies and the results show. We have 17 Fortune 500 companies in Minnesota and we’re proud that so many major Minnesota-based companies have stepped up and partnered with us in U.S. Bank Stadium.”

Gjallarhorn Finds Special Place in U.S. Bank Stadium

The Vikings have given the iconic Gjallarhorn a place of honor in U.S. Bank Stadium, with its own suspended platform overlooking the field from the northwest corner. The new platform ensures fans all over the building can witness the Vikings’ pregame tradition of sounding the horn. According to Norse mythology, the Gjallarhorn was sounded to announce the arrival of the gods. Since 2007, the Vikings Gjallarhorn, sounded by a notable community figure at every home game, has signaled the arrival of the team and the beginning of a great battle on the gridiron. The horn is also blown throughout the game to celebrate monumental plays.

The Gjallarhorn has long signaled the arrival of the team on game days.

MINNESOTA VIKINGS / ZACHARY TARRANT
U.S. Bank Stadium showcases the history of the Vikings and the region through an outstanding array of commissioned art works, sculptures and interactive experiences, like the Vikings Voyage and the jaw-dropping Legacy Ship.

“The Legacy Ship carries such special significance for us because of our history and our region’s history with Vikings and the prominent northern European culture,” said Tanya Dreesen, vice president of partnership activation and special projects for the Vikings. “Our ‘drakkar,’ or longboat, is a 150-foot-long granite, steel and aluminum sculpture on our three-acre Medtronic Plaza and it defines everything the Vikings are about.”

The highlight of the longboat is the 40-foot tall by 50-foot wide sail, which stands on a 55-foot-tall mast and is curved, as though a strong wind were blowing the ship forward. It’s actually a 2,000-square-foot LED video board that will serve as the stadium’s marquee and will be controlled through the Vikings Entertainment Network.

The ship’s figurehead, an abstract dragon with glowing purple eyes, looms 43 feet over the plaza, carrying the Vikings’ trademark horns. On the hull are eight shields, each five feet in diameter, telling the story of one of the eight Founding Partners — CenturyLink, Hy-Vee, Land O’Lakes, MillerCoors, Mystic Lake Casino, Pentair, Polaris and Verizon.

The hull also sports rows of oars with lighting that can be calibrated with celebratory moments in the game.

Once on the ADA-friendly ship, fans will spot the 14,000 Legacy Bricks serving as the ship’s deck. Dreesen said the Vikings only allowed individuals to purchase the personalized bricks, instead of corporations, so that fans could etch their names into Minnesota history.

“The Legacy Bricks were a perfect opportunity to recognize the passionate fans who have supported this team for more than 50 years,” said Mark Wilf, Vikings owner and president.

The reader rail around the deck will tell the story of the Vikings. “The Legacy Ship will be where everyone will want to have their greatest photo moments,” said Dreesen. “We can’t wait to see the deck packed with people snapping photos that capture their excitement.”

Also sharing space on Medtronic Plaza is the newest sculpture, “The Horn.” The 100-foot-long sculpture consists of two steel ribbons, in Vikings sunrise gold and deep purple, intertwining to form a giant Gjallarhorn. The Horn is privately funded by Medtronic and is their public art gift to the community.

“The Minnesota Vikings tradition is to sound the Gjallarhorn before every home game,” Dreesen said. “In Norse culture, the Gjallarhorn is a most powerful instrument, a loudspeaker, a way to create an impression.”
mythology, the Gjallarhorn was sounded to announce the arrival of the gods. It’s only appropriate that ‘The Horn’ will usher fans toward every great gridiron battle the Vikings have at home.”

Vikings Voyage

Inside the stadium, fans will find the Vikings Voyage, an interactive digital experience that is free of charge, with a wall of windows overlooking the beauty of Medtronic Plaza. The Vikings Voyage, a new addition to the stadium’s design, will be completed in August.

“The Vikings Voyage is an exciting piece for us that hasn’t been done in the NFL. It is our key brand expression moment,” said Dreesen. “We have created it as a ‘thank you’ to our fans. The Vikings Voyage will give our fans a unique opportunity to actively engage with the team while learning the history of our players and positions, participating in athletic contests and consuming video.”

The 10,000-square-foot space is fluid with highly digital interactions. Utilizing brand new OLED transparent technology, the Vikings have created displays using images of players in team uniforms. The displays interactively tell the history of the Vikings through the evolution of the team uniforms. There is also the life-size fierce 1970s Purple People Eaters defensive line, where fans can become legends in this distinctive photo opportunity. Fans can walk through a full-sized Viking ship hull that uses 30 feet of customized projection mapping to share the culture of the region and history of the team.

“Through our art, the Legacy Ship and the Vikings Voyage, we’re looking to connect with our fans and inspire them. When fans come for the first game, we want to show them what it means to ‘Defend the North.’”

TANYA DREESEN
VICE PRESIDENT OF PARTNERSHIP ACTIVATION AND SPECIAL PROJECTS | MINNESOTA VIKINGS

The Vikings Voyager features four athletic areas for fans to show off their prowess, including Prove Your Honor, Sky to Valhalla, Forge Your Strength and Speed Prevails. Scores go on the leaderboard, which fans can monitor through the RFID system.

“One of our most spectacular pieces honors wide receiver Cris Carter’s 1,000th catch, with 1,000 chromed, reflective football sculptures suspended from the ceiling,” said Dreesen. Carter was the second NFL player ever to catch 1,000 passes. He spent more than a decade with the Minnesota Vikings and was voted into the Pro Football Hall of Fame in 2013. He is considered one of the best wide receivers of all time.

The Art

In an ode to honor and celebrate the tremendous artists and craftsmen in the region and continue to embrace the distinctive traits of Minnesota, the Vikings commissioned 350 original art works, primarily from Minnesota artists, and brought in another 250 oversizes — up to five feet by seven feet each — framed photographs. The team hired Sports & The Arts to assist in curating the 600-piece collection.

The Vikings and the Wilf family privately funded the high-quality collection to give the facility a sense of place and to reflect Minnesota’s culture and heritage. The 40-plus artists, eight students and 13 muralists/apprentices in the collection have created paintings, graffiti, multimedia pieces and sculpture focused on the region, culture and people. Two significant murals, 25 to 35 yards long (85 to 100-plus feet long), will line the concourses.

Nationally known artist David Rathman is a contemporary mixed media artist who works with watercolor, paper and canvas. His creation reflects football in Minnesota. Additionally, Minnesota artist Greg Gossel, described as a mix of Shepard Fairy and Roy Lichtenstein, is creating a pop art style mural for the building.

The Vikings are also celebrating three of their alumni who are artists — Jim Marshall, Carl Eller and Matt Blair, each contributing to a one-of-a-kind art collection.

Eller, a Pro Football Hall of Fame Vikings defensive end in the 1960s and 1970s, and now a well-regarded ceramist, has created a sculpture about Minnesota lakes, consisting of ceramic bowls shaped and glazed to give the feeling of water and motion. Displayed in a wall-mounted case, the bowls are arranged to suggest Minnesota state lakes from north to south.

“All of the art in U.S. Bank Stadium is a great reflection of the robust art community, diversity and multiculturalism of Minnesota,” said Dreesen. “Through our art, the Legacy Ship and the Vikings Voyage, we’re looking to connect with our fans and inspire them. When fans come for the first game, we want to show them what it means to ‘Defend the North.’”

Two concourse murals spanning nearly 100 feet are part of the 600-piece art collection located throughout the stadium.