

From: Lamb, Brian <Brian.Lamb@[REDACTED]>  
Sent: Wednesday, July 8, 2015 8:33 AM  
To: Dorfman, Gail  
Cc: Kooistra, Wes; Howard, Bruce  
Subject: FW: Downtown East Station Bridge  
Attachments: DT East Station Revenue Projections 6-15.xls

CM Dorfman:

Attached you will find the annual advertising revenue projections made by our advertising contractor, Titan, for the DTE station. You will see he provided a separate estimate for both the station and the bridge for the one year period of 2016-2017. It had been previously agreed that the bridge would not have commercial advertisement, just branding and wayfaring signage.

Please let me know if you have any questions.

Thanks,  
Brian

From: Howard, Bruce  
Sent: Wednesday, June 10, 2015 1:06 PM  
To: Lamb, Brian  
Cc: Maday, Liz  
Subject: FW: Downtown East Station Bridge

Brian,  
Here is the advertising revenue estimate for downtown east station once the Vikings stadium opens. As you will see I also told Marcus to look at separately providing some revenue estimates if a pedestrian bridge were built and we could sell advertising on the bridge. These estimates do not include any naming rights. Let me know if you have any questions.

Bruce

Bruce Howard  
Director of Customer Services and Marketing  
Metro Transit  
560 Sixth Ave N  
Minneapolis, MN 55411  
[REDACTED] (p)  
612-349-7675 (f)  
bruce.howard@[REDACTED]  
www.metrotransit.org

From: Marcus Bolton [mailto:Marcus.Bolton@[REDACTED]]  
Sent: Wednesday, June 10, 2015 11:33 AM  
To: Howard, Bruce  
Subject: RE: Downtown East Station Bridge

Bruce – attached is a revenue projection for the DT East station. I based it on the time period of July '16 – June '17. You will see revenue broken out by placements for existing units, with the platform digital and for the proposed Pedestrian Bridge ideas.

Keep in mind this is a very general projection. Assumptions are that the Stadium will be completed in late July 2016, existing static inventory we have now will not change, that the 2 digital screens will be installed on the platform as we have proposed it and that the Pedestrian Bridge will be in place as of July 2016 and the units I have proposed here will be available to sell in conjunction with the bridge.

Metro Transit would be entitled to 65% of the revenues, per the contract.

Please review and let me know if you have any questions.

Regards,  
Marcus

marcus bolton  
General Manager

3601 Minnesota Drive, Suite 675

Minneapolis, MN 55435

T [REDACTED]

C [REDACTED]

F 952.562.8639

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