

From: Lamb, Brian <Brian.Lamb@[REDACTED]>  
Sent: Friday, July 10, 2015 2:00 PM  
To: Rodriguez, Katie  
Subject: Re: Vikings offer to pay half of pedestrian bridge costs | Star Tribune

The shared pedestrian bridge investment we have with the Vikings represents a unique public/private partnership. In most cases public infrastructure is funded by the public sector. In this case the shared benefits of improved safety and customer experience is matched by a shared investment by each of the partners.

This project not only enhances safety and convenience but when we think about it creatively we can also derive an actual return on investment. That ROI for both partners is by sharing net advertising revenue, estimated at \$210K per year, over thirty years. Both parties are expected to recover their initial investment after thirty years.

In practical terms the Council gains the time value of money by getting \$3.5 million up front to build bridge. Secondly, it is a fact this station would not generate nearly the advertising revenue if it were not for the traffic generated by the stadium.

So the answer to the question is yes we would be open to sharing revenue if the partner can help us reduce the taxpayer investment and bring us more revenue than we could have raised without their investment.

Brian

Sent from my iPhone

On Jul 10, 2015, at 11:55 AM, Rodriguez, Katie <Katie.Rodriguez@[REDACTED]> wrote:  
Can you give me some background on this so I can respond?  
Danny is Csnr Jeff Johnson's chief of staff.  
Sent from my iPhone

Begin forwarded message:

From: Danny Nadeau <Danny.Nadeau@[REDACTED]>  
Date: July 9, 2015 at 12:42:31 PM CDT  
To: Katie Rodriguez <katie.rodriguez@[REDACTED]>  
Subject: Vikings offer to pay half of pedestrian bridge costs | Star Tribune  
Hi Katie,

I'm curious, why would you share advertising revenue with the Vikings?  
Are other organizations eligible?

Vikings offer to pay half of pedestrian bridge costs | Star Tribune

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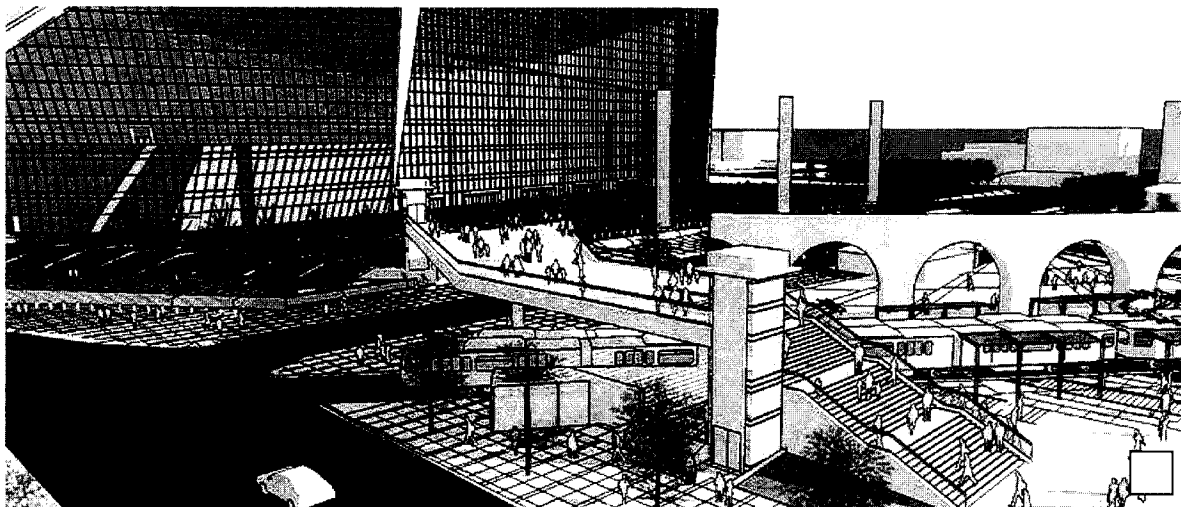
Sent from my iPhone

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MINNEAPOLIS

## Vikings offer to pay half of pedestrian bridge costs



By JANE MOORE | Star Tribune  
Published: 10/15/18 11:48 AM

The Metropolitan Council will consider a new deal to build a \$6 million pedestrian bridge near the new Vikings stadium that calls for the team to pay half the cost of the structure.

Under terms of the agreement, the Vikings will pay up to \$3.5 million for the bridge near the Downtown East light-rail station, but any costs above \$7 million will be the responsibility of the regional planning body. The Met Council will vote on the retooled agreement on Wednesday.

A previous deal called for the Met Council to pay for the entire cost of the bridge, but several members balked, saying the team should pay for the entire project, or at least a part of it.

At a May 27 meeting, the council authorized its staff to continue negotiating with the Vikings and the Minnesota Sports Facilities Authority (MSFA), which is overseeing construction of the \$1 billion stadium.

The bridge would span the light-rail tracks at the busy Downtown East transit station, a key connection for the Green and Blue lines near S. 4th Street and Chicago Avenue. The structure would be used not only during Vikings games, but at other events held at the new stadium.

In documents released late Thursday by the Met Council, the new agreement also indicates the Vikings will receive 50 percent of all revenue generated from advertising at the Downtown East station platform for 30 years, beginning Aug. 1, 2016. The documents don't specify how that revenue would be quantified and tallied, however.

The pedestrian bridge will be 30 feet wide and include a second elevator bank, with the team ponying up for any additional design costs associated with the structure's width. The current design contract, with Eden Prairie-based EVS Inc., is set at \$496,281, although the deal stipulates that the total design contract will not exceed \$675,000.

The Met Council will be responsible for operation and maintenance costs of the bridge.

The bridge will provide "safe post-event pedestrian movements and light-rail service" at stadium events, the Met Council has said. Beyond the 10 annual Vikings games, the stadium will likely host more than 300 events a year.

Blocks near the stadium and the Downtown East station are being developed into a mixed-use office-retail-residential complex by the Minneapolis-based firm Ryan Cos. The \$500 million complex includes two office towers for Wells Fargo & Co. with some 5,000 employees, up to 400 apartments and a public park.

Janet Moore • [REDACTED] • @MooreStrib



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