

# QUICK HITS



## JOBS

- \* According to Mortenson Construction, this project will support 13,000 full and part-time jobs, including 7,500 construction jobs, during the three year construction period.
- \* The stadium will require over 4.2 million work hours, including 900,000 in the first 12 months.
- \* Also according to Mortenson Construction, nearly \$300 million of the overall project costs are wages for construction workers.
- \* 95% of the total materials and labor costs is expected to go to local trades people in Minnesota.
- \* Operation of the new stadium will support 3,400 full and part-time jobs with over \$100 million in personal earnings. The Vikings game days currently support over 2,800 jobs.

## RETURN ON INVESTMENT

- \* The Metrodome was built for \$55 million, including \$33 million in public dollars, of which the State of Minnesota contributed zero. Since its opening in 1982, the facility has generated nearly \$340 million in taxes, over \$320 million of which has gone back to the State's General Fund. The remainder has gone back to local governments.
- \* The Vikings are responsible for approximately \$186 million of the \$340 million in taxes generated from the Metrodome operations. The team currently pays nearly \$20 million in taxes annually:

### **Vikings Direct Taxes in 2010 (in millions)**

State Withholding - Players	6.9%	10.0
State Withholding - Staff	6.0%	1.5
Sales Tax on Tickets		3.0 <sup>^</sup>
Sales/Use Tax on Stadium Merchandise Sales		0.1 <sup>^</sup>
Sales Tax on Concession Sales in Stadium		0.4 <sup>^</sup>
State Liquor Tax on Liquor Sales in Stadium		0.3 <sup>^</sup>
City Liquor Tax on Liquor Sales in Stadium		0.2 <sup>^</sup>
Admissions Tax - MSFC		4.4 <sup>^</sup>

**\$19.9 million**

<sup>^</sup> Extrapolated to 10 games at the Metrodome for 2010.

- \* In addition to the above numbers, visiting NFL teams also pay taxes in Minnesota, totaling approximately \$1 million annually.

## MULTI-PURPOSE FACILITY

- \* A multi-purpose, year-round facility will allow the Twin Cities to continue to host events and attendees from the entire State and beyond. The Metrodome hosts hundreds of events each year, including high school football games, amateur baseball games, Monster Jam, the Hmong New Year, trade shows and concerts.
- \* Without a new facility, the Twin Cities will not see the return of the NCAA Final Four, a Super Bowl or other large-scale national and international events.

## ECONOMIC IMPACT

- \* The State of Minnesota will collect approximately \$19 million annually from stadium-related sales and player income taxes.
- \* Over 22% of Vikings Season Ticket Owners live outside the State of Minnesota and approximately 40% of STOs reside outside of the metro area. 50% of fans who come from outside the Twin Cities stay in a hotel and spend money in the community when they attend a Vikings game.
- \* A 2010 study completed by the University of Minnesota on the January 2010 Vikings-Cowboys playoff game showed visiting game-day attendees (non-metro residents) spent \$5.8 million in restaurants, hotels and retail stores and on transportation.
- \* Due to the \$5.8 million in direct spending by Vikings visitors, overall sales (output) in the Twin Cities economy expanded by \$9.1 million for the weekend.
- \* A study by Convention, Sports & Leisure (CSL) showed the project will lead to \$145 million in direct annual spending by fans, the Vikings, the team's employees and players, visiting teams and the NFL in connection with games and the operation of the facility.

## QUALITY OF LIFE BENEFITS

- \* Nearly half of the State's residents follow Vikings games each Sunday. The team's 69 average share means 69% of the televisions that are turned on are tuned into Vikings football. The Vikings are an important part of the quality of life in Minnesota and the perception of the State around the country.
- \* The Vikings NFC Championship game at New Orleans (1/24/10) averaged 57.9 million nationwide viewers, the most at that point of any championship game since 1981.
- \* In a statement of support, Meet Minneapolis indicated the Vikings add to the region's competitiveness, citing surveys that show the presence of all major league sports enhance a region's ability to attract and retain key executives.
- \* The Vikings continue to be a strong community partner. All 53 players on the team's active roster participated in the team's community outreach program in each of the last four years.
- \* Since its inception in 1978, the Vikings Children's Fund has raised and distributed nearly \$9 million in cash to children and family-related causes.
- \* In 2010, the Vikings donated over 3,600 items to charitable causes throughout the five-state area.