



MINNESOTA VIKINGS

9520 VIKING DRIVE - EDEN PRAIRIE, MN 55344 - (952) 828-6500

Fax Cover Sheet

To: *Fitz*

Fax #: *612-626-2278*

From: Lester Bagley

Phone#: 952/918-8350

Fax #: 952/828-6541

If you do not receive all of this fax, please contact Lisa at 952/918-8361.

Date:

Pages: *4* including cover page

Message:

Call with questions. Our flight gets in about 8:30pm Sunday night - I'll call you at home, when I get home.

Thanks,
[Signature]



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Michael F. Kelly, Jr.
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November 22, 2002

Mark Rotenberg
General Counsel
University of Minnesota
360 McNamara Alumni Center
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Richard Pfitzenreuter
Chief Financial Officer
University of Minnesota
Office of Budget and Finance
334 Morrill Hall
100 Church Street S.E.
Minneapolis, MN 55455

Re: Proposed Site for Joint-Use Football Stadium

Gentlemen:

Pursuant to our conversation and your request, I am writing to confirm that we have completed our analysis of the proposal for a joint-use football stadium at the University Avenue site on the University's Minneapolis campus. We sincerely appreciate the University's extensive efforts to find a joint solution, and the legislature's financial assistance for the study of this site. It was our honest belief prior to this detailed study that the site contemplated could be sufficient to address the goals of both organizations. As you know, the location of a stadium is not a critical concern to us if the size, access, and other site-specific traits accommodate the development. It is important to note that we accomplished several objectives in our work with you and the stadium pre-design consultants.

We believe that this study produced a creative design that would meet the needs of each team and solve the many problems we face in the Metrodome. We succeeded in identifying realistic revenue streams that would support this design. We are also very pleased with the strong working relationship between the Vikings organization and the University of Minnesota. The outstanding work by the stadium pre-design team has produced a stadium design that would successfully meet the programmatic needs of both organizations (suites, deluxe seating, locker rooms, team areas, etc.), and would also meet the revenue requirements of both organizations if the infrastructure were adequate.

Unfortunately, the study also shows that this particular on-campus site is simply too confined and isolated to satisfy both the requirements of modern NFL football and the needs of the University and its constituents. I will not attempt to enumerate all of the deficiencies here, such as the utilities concerns and environmental issues, but among the major limitations at this site, the following are particularly notable:

1. Infrastructure and Traffic: The study makes it clear that existing roads and other infrastructure for this site are inadequate to support professional-football attendance and the attendance of other major events, such as the "Final Four" or a World Cup soccer match. Roadway capacity to and from the site is inadequate in terms of the ability to access the proposed stadium without creating gridlock. For example, the study assumes nearly 50% of all game-day patrons would arrive by public transportation. That assumption is inconsistent with actual experience for NFL games and other national entertainment events, and the public transportation on which the assumption relies does not exist (and there are no plans to provide it). Any attempt to further alleviate the infrastructure and traffic problems would be cost-prohibitive.
2. Parking: The study concludes that the site would permit access to and from only 2,000 structured parking spaces, plus approximately 700 on-site surface spaces. This total of 2,700 on-site spaces is clearly inadequate for professional football and major event attendance, and won't accommodate activities such as tailgating that are important to the game-day experience. Parking inventory identified and controlled by the University southwest and south of the site would lack reliable and sustainable supply. Competing University uses would constrain parking availability, and future University development could severely reduce or eliminate the current supply.
3. Scheduling and Associated Costs: The study reveals substantial impacts on scheduling and costs due to necessary remediation. Known soil and groundwater contamination on the site presents cost-related issues affecting construction scheduling. The uncertainties presented by the EIS process and environmental remediation could, by the estimate of your advisors, add up to three years to the project schedule. This would result in increased project costs in the tens of millions of dollars.

- 4. Conflicts with University Needs: The design and size of the proposed stadium are conducive to substantial non-football use, including the potential for seven days per week use. It's clear from our analysis that such use would provide substantial financial support for the stadium, but it's also clear from discussions with the University that such use is difficult to reconcile with the University's academic mission. It is also clear that the traffic and parking concerns posed by such use present an insurmountable obstacle.

- 5. Community Impact: We note the increased volume and frequency of objections from within the University and neighboring community, some of which are summarized in today's issue of The Minnesota Daily. There is obviously significant opposition from neighborhood groups, university faculty, and university graduate and other student groups.

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We regret that this particular site isn't feasible, but we are pleased with our good working relationship with the University, and we hope to continue our efforts to develop a joint-use facility. Many of us have spent countless hours over the past few years in the service of this development. It is a great disappointment to our entire organization that this site will not support a development that we believe will work. It is important to note that this process was intended to identify these types of difficulties. We want to be responsible to the legislature, our fans and the community. We do not feel it is responsible to pursue this type of development on the proposed site, but we do look forward to continuing our efforts together in the future.

Sincerely,

Michael F. Kelly

Michael F. Kelly
Executive Vice President

cc: William R. Busch
Kenneth A. Larson

