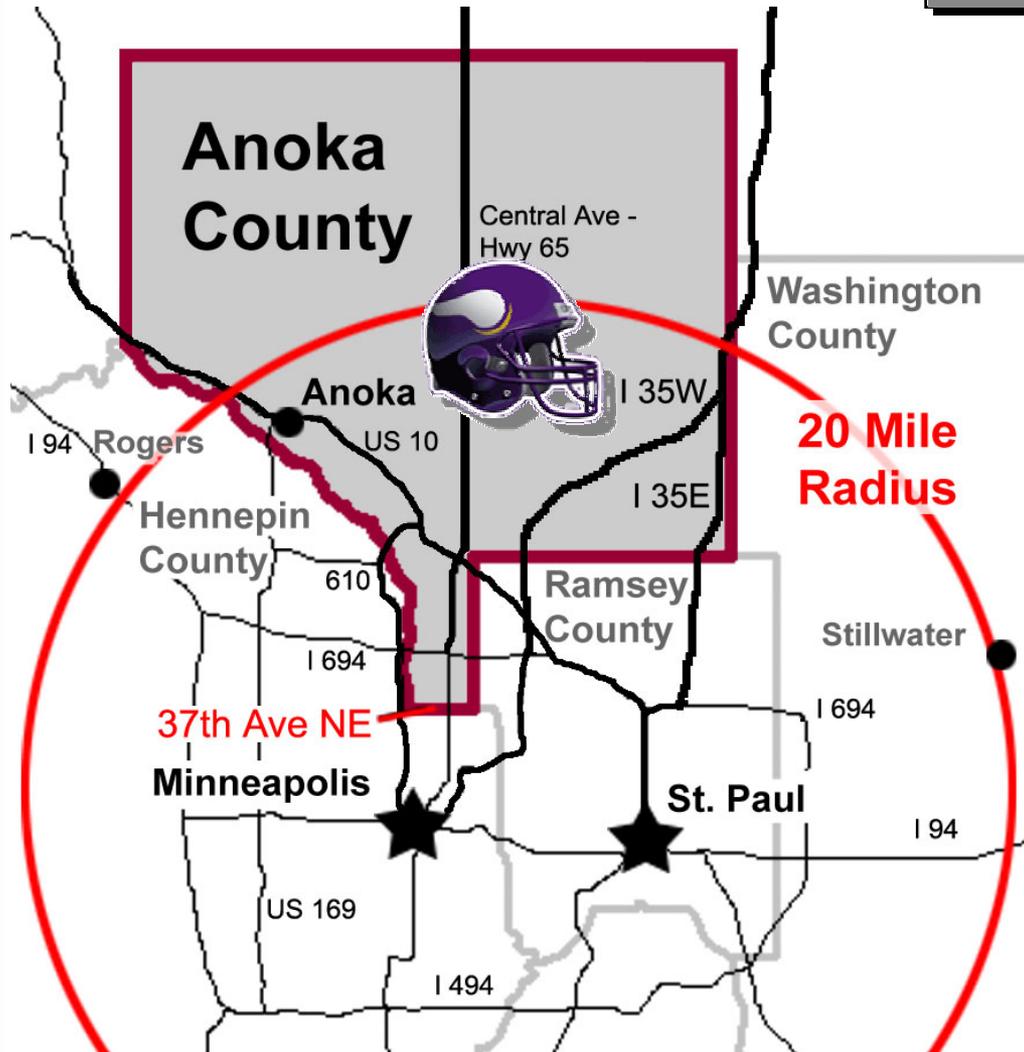
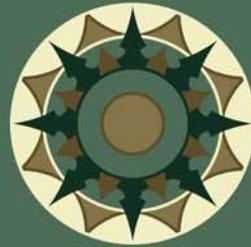


# MINNESOTA VIKINGS



**A Great Place  
to Live, Work  
and Play!**





# THE PRESERVE

*at Rice Creek*



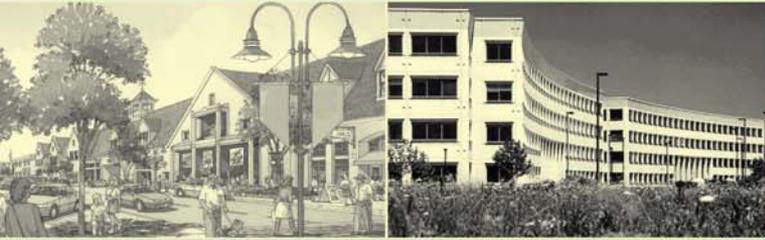
PROJECT OVERVIEW



## OUR VISION

Anoka County and the City of Blaine are developing a master planned community that promotes environmental stewardship, fosters a strong civic character and that is centered around mixed-use development anchored by a new stadium for the Minnesota Vikings.



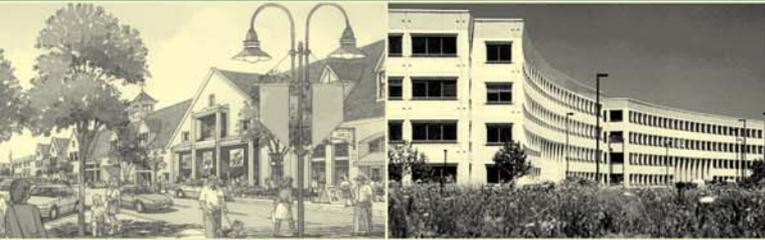


## OUR APPROACH

The Preserve at Rice Creek requires a bold master plan, a commitment to the future, and a partnership between public and private interests. To realize this vision the elected officials of Anoka County and the City of Blaine have established a development plan for the project centered on 10 guiding principles:

## GUIDING PRINCIPLES

- Promote A Vision for the Future
- Create a Public-Private Partnership
- Build Community Support
- Optimize Connectivity
- Embrace Mixed-Use
- Promote an Environmental Stewardship
- Create a Pedestrian Environment
- Leverage Infrastructure
- Realize Fiscal Results
- Quality of Life



## STADIUMS OF THE FUTURE

No longer a stand alone building

Creates a platform to complete a city or fill gaps in a city

Supports construction of new infrastructure

Contains all elements needed to sustain city life

Includes residential, commercial and retail

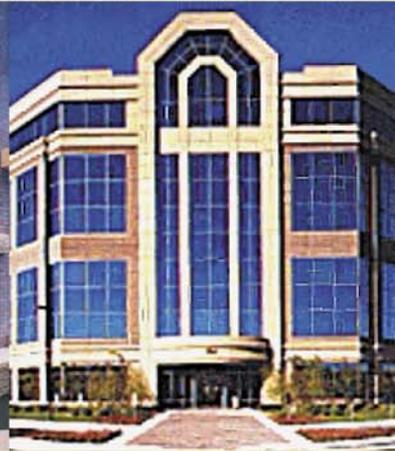


# THE PRESERVE AT RICE CREEK



## OUR TEAM

Anoka County and the City of Blaine have engaged a joint venture of Hammes Company/Kraus Anderson as primary developer of The Preserve at Rice Creek.



*Leaders in Real Estate Development and Construction.  
Sports & Recreation/Commercial/Healthcare*

Hammes Company



PROJECT OVERVIEW



PROJECT SITE

# THE PRESERVE AT RICE CREEK



## SITE

Master Planned Community of 740 Acres

Wetland Restoration of 250 Acres



PROJECT SITE

# THE PRESERVE AT RICE CREEK



## SITE LOCATION

Drive time from Minneapolis/St. Paul is 15 minutes

2 miles north of I-35W/Highway 10 interchange

Interstate frontage (I-35W) over 1.5 miles

New interchanges (I-35W) at Lexington Avenue and 95th Avenue



PROJECT SITE

# THE PRESERVE AT RICE CREEK



## POPULATION GROWTH

Areas of most significant and dense growth are best served by Anoka County Site.

Counties	%
Anoka	31%
Chisago	60%
Sherburne	78%
Stearns	32%
Washington	60%
St. Croix, WI	55%

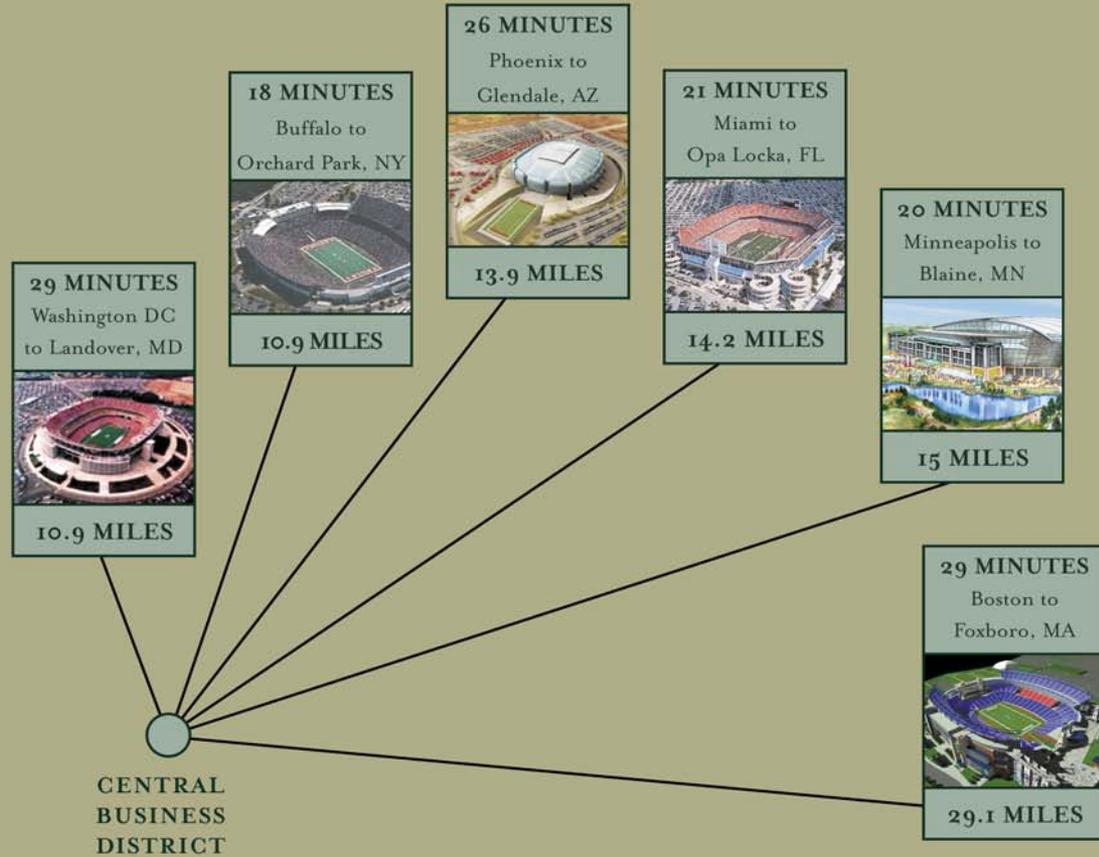


PROJECT SITE



## TRAVEL DISTANCE COMPARISON

Travel times & distances to the Anoka County site compare favorably to several other NFL cities.



# THE PRESERVE AT RICE CREEK



## LOCATIONAL ADVANTAGE

National Sports Center and the TPC of the Twin Cities draw over 3 million visitors annually

Shared Infrastructure with the National Sports Center and the TPC of the Twin Cities

Existing Infrastructure supports master plan development

Site located within MUSA



PROJECT SITE

# THE PRESERVE AT RICE CREEK



## ACCESS

Easy access from I-35W at 95th Avenue and Lexington Avenue

Convenient from highway 10 via Central Avenue

Gameday traffic analysis projects clearing site in one hour or less

Access enhanced by express bus service



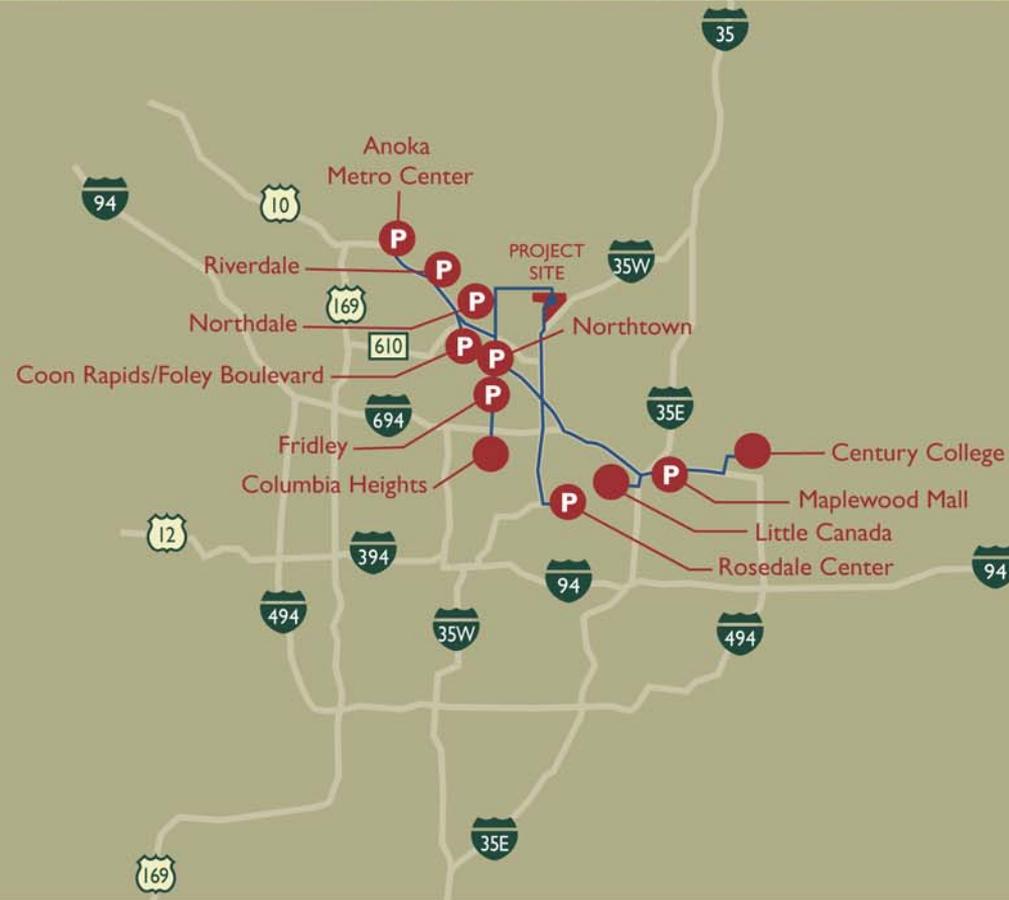
PROJECT SITE



## MASS TRANSIT

Metro Transit/Anoka County  
Traveler Bus Service (Park and Ride)

Utilize existing Park-N-Ride  
facilities and Transit Gates to  
connect to Metro Transit System

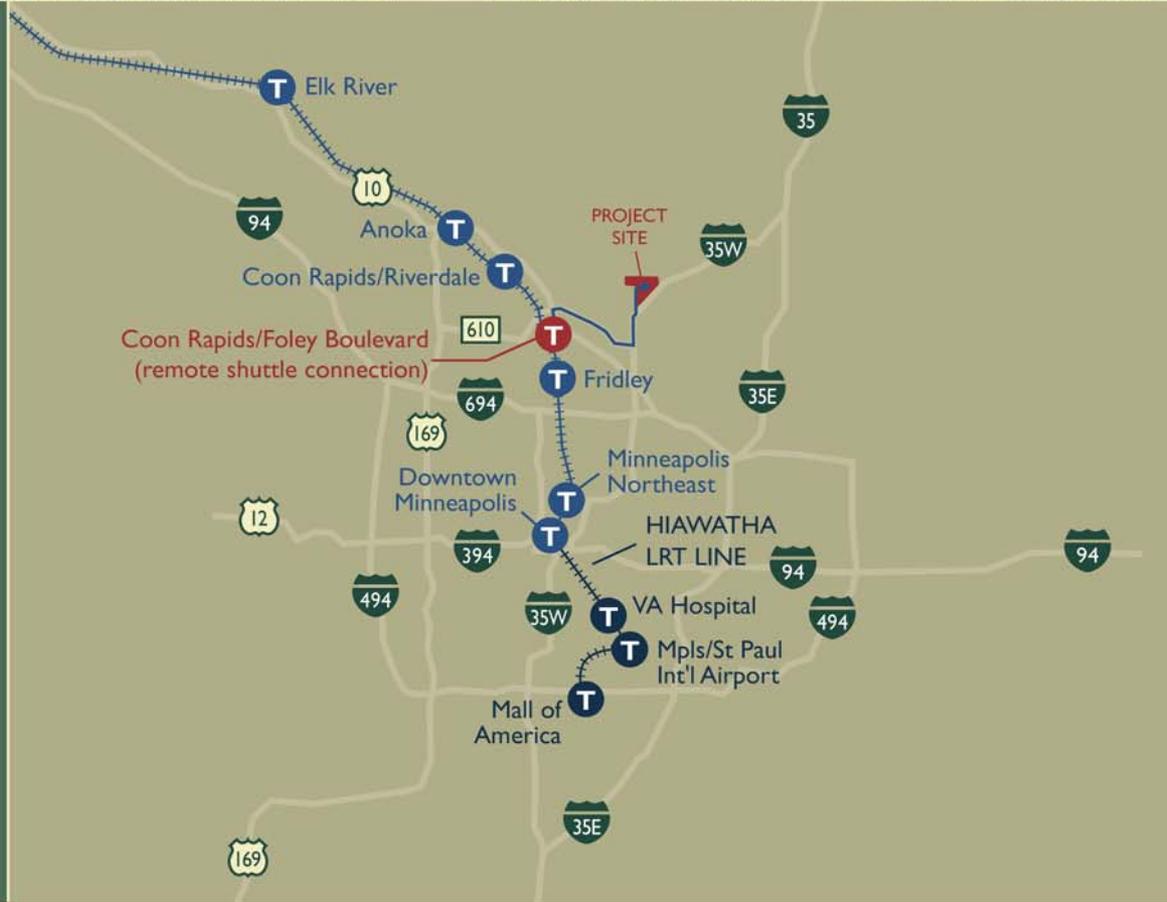




## MASS TRANSIT

Northstar Commuter Rail

Provide shuttle service from  
Coon Rapids/Foley Boulevard  
Station.



# THE PRESERVE AT RICE CREEK



## PARKING PLAN

22,900 on-site parking stalls

5,818 off-site parking stalls

Ample surface parking for tailgating



PROJECT SITE



MASTER PLAN

# THE PRESERVE AT RICE CREEK



## MASTER PLAN

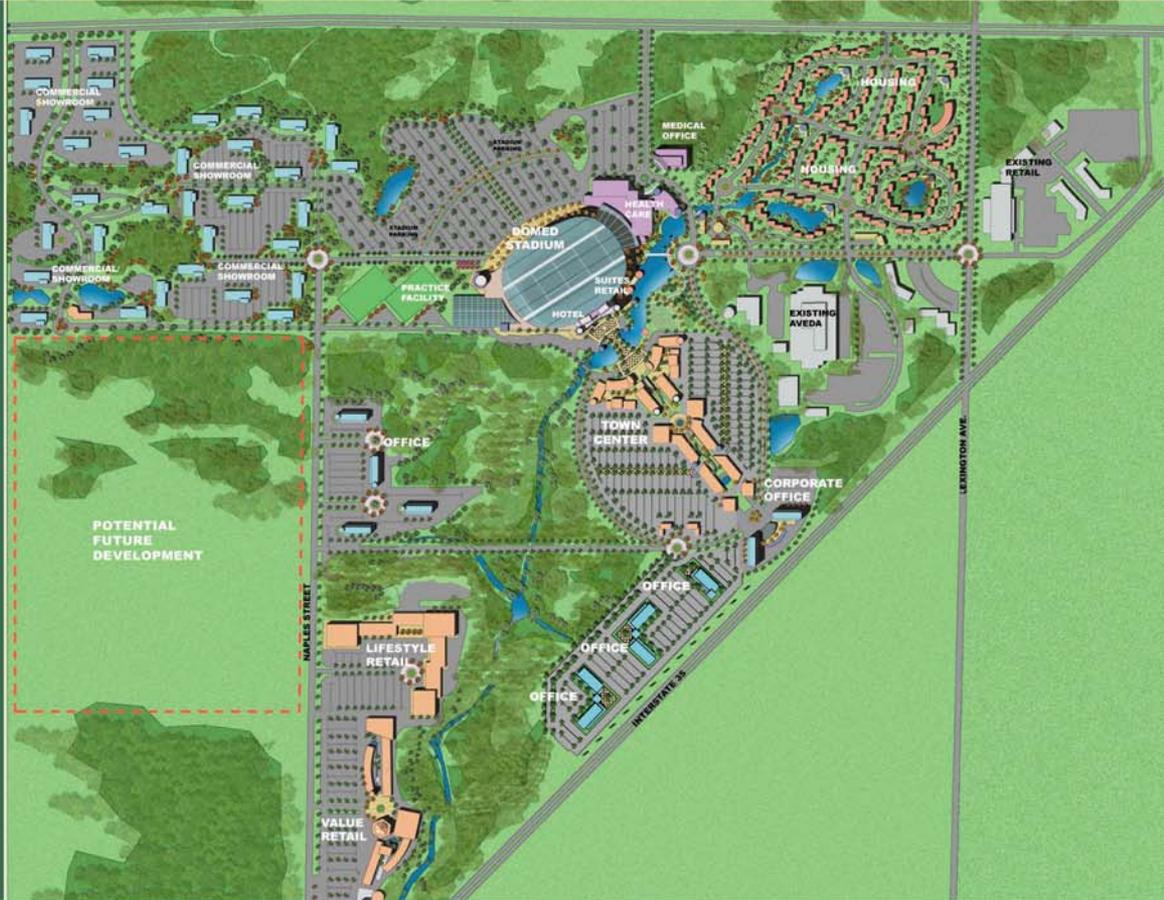
Minnesota Sports & Entertainment Center

The Shops at the Preserve

The Corporate Center at the Preserve

Residences at the Preserve

Rice Creek Conservancy





## MASTER PLAN

Minnesota Sports & Entertainment  
Center

The Shops at the Preserve

The Corporate Center at the  
Preserve

Residences at the Preserve

Rice Creek Conservancy

# THE PRESERVE AT RICE CREEK



## MINNESOTA SPORTS AND ENTERTAINMENT CENTER



MASTER PLAN

# THE PRESERVE AT RICE CREEK



## THE SHOPS AT THE PRESERVE



# THE PRESERVE AT RICE CREEK



## THE CORPORATE CENTER AT THE PRESERVE



# THE PRESERVE AT RICE CREEK



## THE RESIDENCES AT THE PRESERVE



MASTER PLAN

# THE PRESERVE AT RICE CREEK



## RICE CREEK CONSERVANCY





STADIUM DEVELOPMENT PLAN



## MINNESOTA SPORTS AND ENTERTAINMENT CENTER

Vikings Stadium

Vikings Training Facility

Vikings Corporate Headquarters

Health/Wellness/Fitness Center

Valhalla (Themed Vikings Destination  
Attraction)

Themed Retail Dining and Entertainment

Hotel and Conferencing Facilities





## VIKINGS STADIUM

Stadium capacity of 70,000 seats

Fixed-dome roof structure

Approximately 1.8 million gross square feet

Emphasis on shared stadium infrastructure

Operating cost efficiencies with multiple uses





## TRAINING FACILITIES & CORPORATE HEADQUARTERS

Corporate office of Minnesota Vikings

Permanent training facility of  
Minnesota Vikings

Immediate local tax base





## VALHALLA

Regional family entertainment destination

Major corporate sponsorship opportunities

Optimize gameday experience

Anchor attraction

Promotes year-round tourism





## HEALTHCARE/WELLNESS

Regional Center for Health, Wellness  
and Fitness

Anchor to lifestyle environment

Joint sponsorship opportunity with  
the Minnesota Vikings





## THEMED RETAIL

Destination-based retail

Integrate retail with gameday experience

Enhances corporate sponsorships

Extended visitation and spending  
(NSC & TPC of the Twin Cities)





## HOTEL & CONFERENCING FACILITIES

Business class hotel with 200-250 rooms

Hotel functions for business, group and leisure markets





## PREMIUM SEATING/ CONFERCING FACILITIES

Optimum premium seating  
configuration

Premium seating supports  
multiple uses (e.g. hotel/conferencing)

Programmed for hospitality functions





## CASE STUDY—LAMBEAU

How to create a year-round destination anchored by the stadium

*“The Lambeau Field Atrium is truly going to fulfill its promise as a year-round destination for visitors from outside the county.”*

*—Green Bay Press Gazette,  
Jan. 11, 2004*



A circular graphic with a sunburst pattern, featuring a central circle surrounded by concentric rings and a ring of pointed rays. The text "FINANCE PLAN" is centered within the graphic.

FINANCE PLAN

# THE PRESERVE AT RICE CREEK



## TOTAL PROJECT COSTS

Total estimated project cost is  
\$1.5 billion

Build-out schedule over 15 years





## STADIUM COST MODEL

Total project cost includes stadium

Stadium costs between \$475-\$650 million

Ford Field in Minnesota (2005) costs \$635 million

Stadium includes other program elements (eg. Practice Facility)





## STADIUM DISTRICT

The fundamental premise upon which the master plan has been conceived is the commitment by local officials to realize financial, economic, and fiscal impacts from within the Stadium District.





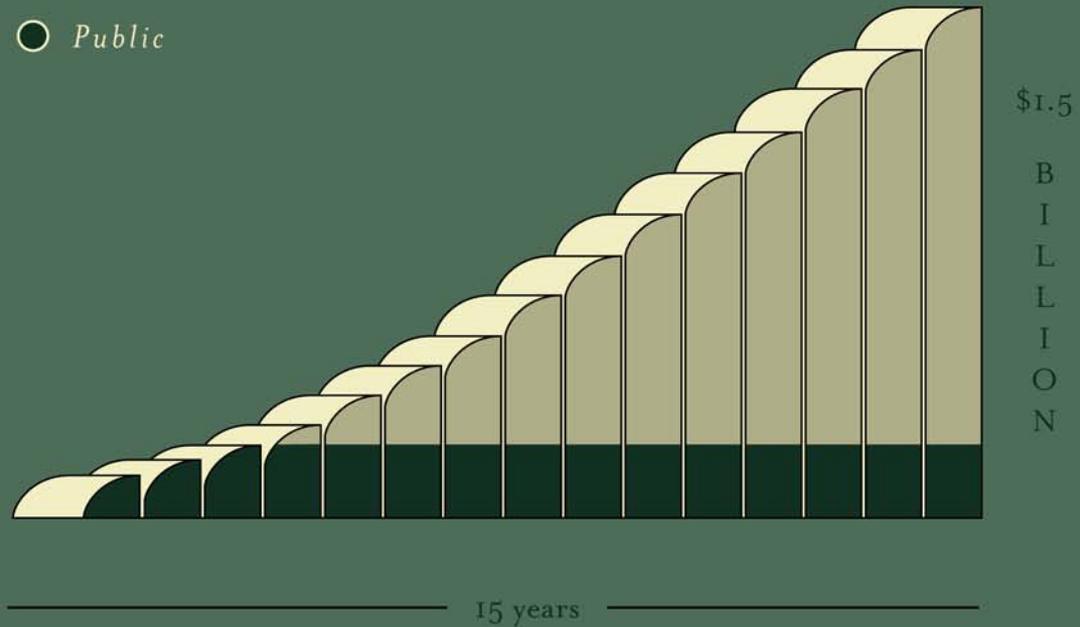
## PUBLIC-PRIVATE JOINT VENTURE

Local funding by Anoka County/City  
of Blaine is \$240 Million

Relationship of private to public  
capital is 35:1

○ *Private*

● *Public*





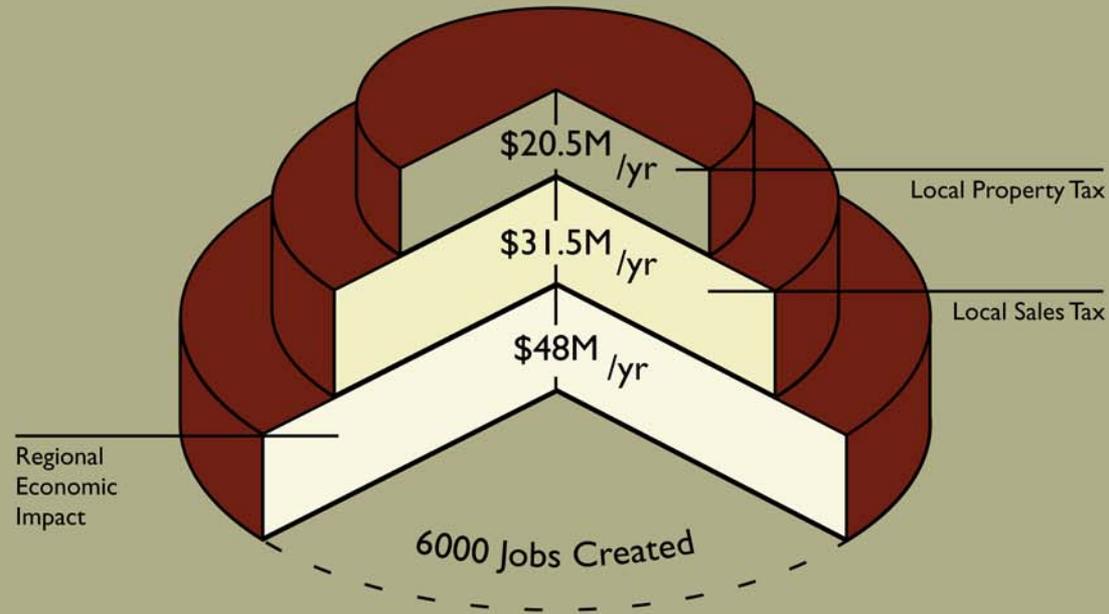
## FISCAL IMPACT

Investment strategy intended to leverage private capital (3.5:1)

Stadium is catalyst to achieve measurable economic returns to the community

Local fiscal impact estimated at \$52 million/annually

Regional economic impact estimated at \$48 million/annually





## PRIVATE EQUITY

The Finance Plan is based on private interests committing equity to the stadium in return for development rights to the site, including:

- Developer equity
- Conservancy easement
- Corporate sponsorship
- District utility plant



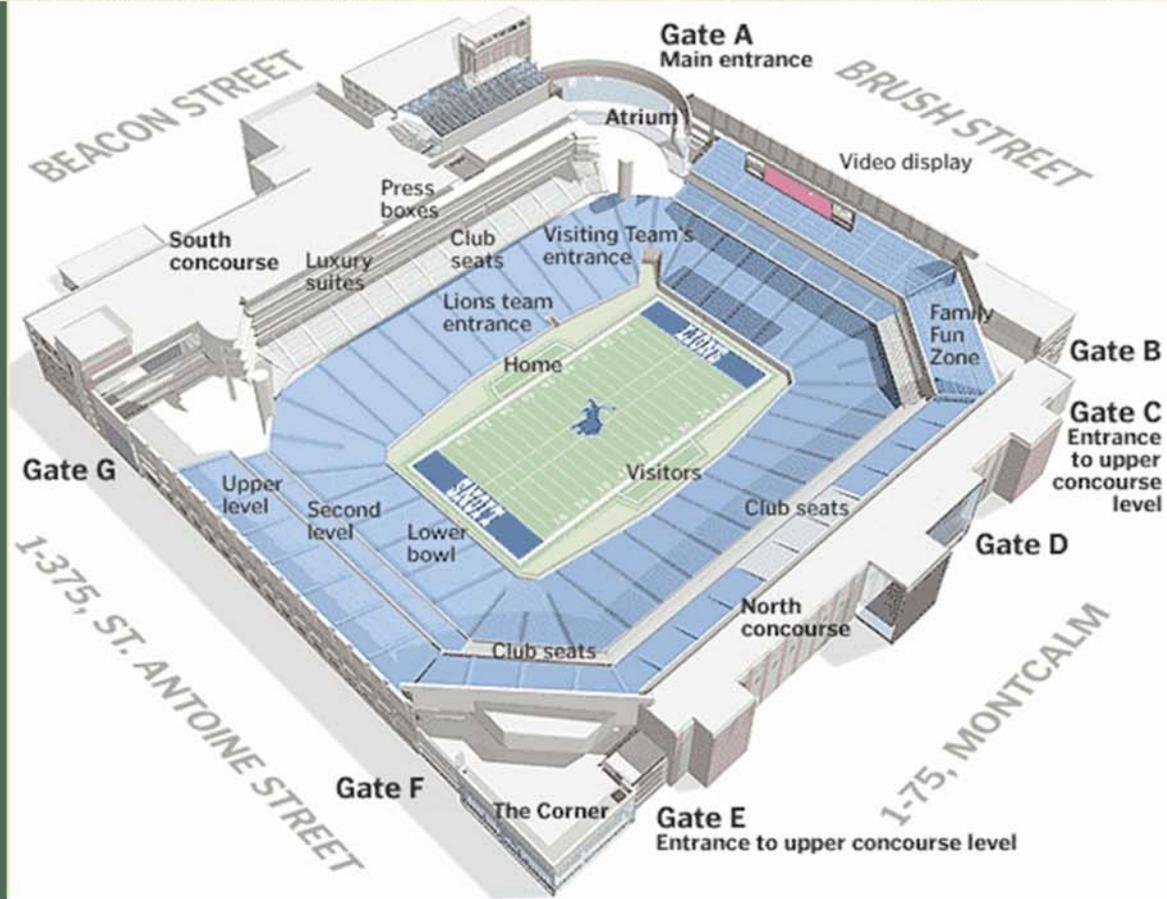


## CASE STUDY—FORD FIELD

How to leverage the private capital investment to support stadium development

*"Our investment in Ford Field has been the catalyst to the expansion of the theater district, stores and restaurants in the area."*

*- William Clay Ford Jr.,  
May 5, 2003*





LOCAL GOVERNMENT  
& COMMUNITY SUPPORT



## SHARED INFRASTRUCTURE

The National Sports Center and the TPC of the Twin Cities offer the most viable opportunity for shared infrastructure in Minnesota.





## NATIONAL SPORTS CENTER

2.2 million annual visitors

Among the Nation's leading amateur sports complexes

Less than one mile from the site



# THE PRESERVE AT RICE CREEK



## TOURNAMENT PLAYERS CLUB (TPC)

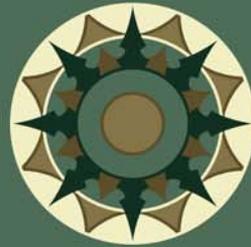
PGA Championship Golf Course

Host to the senior PGA 3M  
Championship

Top ten ranked course in the State



LOCAL GOVERNMENT & COMMUNITY SUPPORT



# THE PRESERVE

*at Rice Creek*