

**REQUIRED COVERSHEET FOR SUBMISSION OF INFORMATION
FOR A STADIUM PROPOSAL**

Identify the Respondent by providing the names and addresses of each individual and/or entity participating in this submission:

If the one of the entities listed above is a governmental entity formed under a joint powers agreement or an entity or organization which includes more than one public or private entity, please identify all of the entities or organizations which are members or participants of the Respondent:

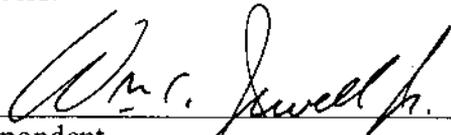
This submission includes a proposal for a:

- Baseball Stadium
- Football Stadium
- Combined Facilities

CERTIFICATION AND WAIVER

The Respondent acknowledges that the submissions and the information contained therein are not confidential and all of the information contained in the submissions or provided to the stadium screening committee may be given to the public, to members of the Pawlenty Administration and/or to other persons or entities as deemed appropriate by the Screening Committee or the Administration. Respondent affirmatively states that it has the legal right to submit the enclosed information to the Screening Committee without any restriction on the Screening Committee's future disclosure or use of the information. Respondent waives any copyright or any other claim of propriety, right of control, or limitation of use in relation to the information submitted. Respondent further agrees to hold the members of the Screening Committee, the State of Minnesota, its agents and employees, harmless from any and all claims or lawsuits that may arise from the Respondent's activities related to its submission, including any claim for negligence, breach of contract, or any other claims alleging wrongful acts or omissions by Respondent, or the Respondent's independent contractors, agents, employees or officers.

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Respondent

By WILLIAM C. JEWELL JR.

Its _____

Stadium Submittal: The Tourism Zone

The Riverfront Tourism Mega Plex

Overview:

The Mega Plex is a combination of stadiums, hotel, a large indoor atrium and if located at St. Anthony Falls with the Guthrie, all will be combined for a community area and development as a major tourism attraction. Completed it could host seven million people a year to Minnesota.



A state of the art Tourism Mega Plex where kids, families and community will have added space and entertainment to enhance the event or game experience, a spectacular array of riverfront stadiums and attractions will make the Mega Plex a World Class Tourism Destination and for the cost of stadiums alone bring in \$65 Billion over 25 years.

Site Summary:

- Riverfront at St. Anthony Falls or other location.
- 13 square city blocks on river or other chosen site.

Facility Design:

- Glass walled with exterior views of Falls, Stone Arch Bridge, skyline.
- Interior views of playing fields, theater stages and indoor atrium.
- Riverwalk Park with marina and landings for Paddleford Boat rides.

Traffic Accessibility:

- Located on Light Rail at 5th St. Metrodome station.
- Parking for 8,000 cars as per site design within 5 block area.

Environmental:

- University's Environmental Lab as teaching venue part of Mega Plex.

Related development: Mega Plex will be self contained yet offer housing and entertainment venue opportunities in the area, a true World Class destination "event."

Financial Summery

As a private individual can only propose that the MSFC, Metropolitan Sports facility Commission, with an “oversight” committee, or negotiating team, serve as the development structure for all of the development and building process, probably in conjunction with HOK Sports, the premier developer and contractor.

Sources of Financing:

- Contributions from ownership of the Minnesota Twins.
- Contribution from ownership of the Minnesota Vikings.
- Contribution from ownership of the Minnesota Timberwolves.
- Limited sales tax of ½ % for five years, 5 cents a day.

Proposed Uses of Financing:

Combined together for the development and construction of a combination stadium, entertainment and tourism venue. With Guthrie participation, and use of site, their building obligations should be covered as part of the overall development. Sales tax with no bonding expense cuts overall cost in half.

The overall structure of financing and proposed use of finances would be the responsibility of the MSFC and an oversight committee or the entity chosen to oversee the development of the project.

Financial Overview:

A combined development of two stadiums in themself's has great economies in that all site preparation and construction that normally is done for one can extend to a second at relatively minimal cost when compared to two separate venues, Hok Sports. Works on an added arena for Timerwolves.

Separate stadiums in themselves would range in the area of \$1.2 Billion with entertainment and other joint facilities costing extra. Combined in a one time, single development, the whole Tourism Mega Plex can be constructed for that same efficient cost and generate tourism dollars as well.

Important, a combined management and security structure of a combined Mega Plex offers significant overhead cost savings with shared expenses which might range to billings and system integration to include corporate box and club seating, signage revenues, and many other Mega Plex operations.



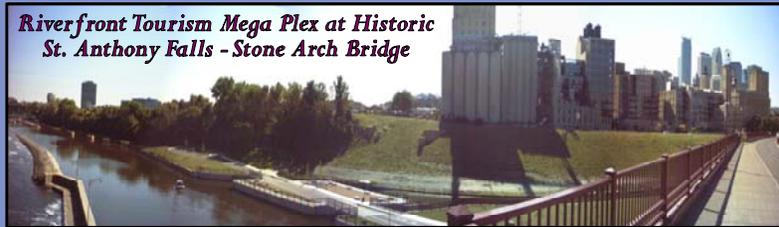
RIVERFRONT TOURISM MEGA PLEX
Tourism - Community - Arts - Environment - Sports



The Riverfront Tourism Mega Plex at St. Anthony Falls.

*Guideline to Development - As an individual this culmination of efforts suggests
The State of Minnesota take a leading role as planner and developer in a
combined "interactive" Mega Plex on the Riverfront at St. Anthony Falls.*

*Riverfront Tourism Mega Plex at Historic
St. Anthony Falls - Stone Arch Bridge*



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Riverfront Tourism Mega Plex

The Riverfront Tourism Mega Plex is about tourism, kids, families, community space and who we are as citizens of Minnesota. There are also major economic benefits from a one time combined development with multiple use of facilities and logistically shared security and management.



The Mega Plex is an interactive combination of stadiums, hotel, indoor atrium and the Guthrie along with tourism attractions to increase stays from a weekend to a week that will take a \$1.2 Billion expenditure and actually make money with a revenue income of \$65 Billion over 25 years.

Camden Yards took stadiums to a new level with street side game day activities that made stand alone venues like the Metrodome less appealing. Ford Field added office and retail as part of a six story warehouse and now the Riverfront Tourism Mega Plex open all year will set a new standard.

Things for people to see and do might be the overall theme for the Mega Plex. Starting with the Minnesota Twins, Gophers, Vikings, the arts with the Guthrie, combined with a Riverfront Hotel, large indoor atrium, like the Opryland Hotel in Nashville, plus evening Water & Ice Palace shows.



Location, people want an area of ambience as part of the game experience, traveling from Willmar or Iowa the spectacular setting of St. Anthony Falls, the Stone Arch Bridge and a fantastic view of downtown Minneapolis are important and there waiting for the people of MN & our tourism friends.

Guthrie plays and sports games experiences will be enhanced by the Riverfront Tourism Mega Plex with community space provided by the Atrium, Riverfront Boardwalk, Marina, Water Palace and parks on the east side of The Stone Arch Bridge. For kids, families and residents, spending fun and quality time together while attending a play or game increases the experience of each.



Economics of the Super Mega Plex are the bases for its creation, at least 1 Million new Tourists a year at \$370 per trip will expand our \$9.8 Billion a year tourism base. Minnesota is one of seven destination states with year around attractions and the \$1.2 Billion Tourism Infrastructure investment of a one time half percent sales tax for five years, or a one cent gas tax, will gain \$65 Billion.

Jobs, 10,000 will be created by the new Mega Plex with opportunities in the core cities due to the influx of tourism 365 days a year. State tax revenues of \$6.5 Billion and City income of \$650 Million over 25 years from parking fees and taxes all viable with participation in the Mega Plex.

Minneapolis, for \$650 Million, could review city policies. The only land suitable in the core city is at St. Anthony Falls where the Guthrie has the prime lot. The Mega Plex will serve as a catalyst to bring suburbia, with light rail, back into the city for evening games and community “mix.”

Mall of America in Bloomington, make no mistake about it, a Mega Plex there is easier and relativity hassle free with some fantastic mall and riverfront land available with FAA adjustments. City of Minneapolis, unlike Detroit, needs to attract and maintain that middle age suburban “mix.”



Illustrations needed for Riverfront Stadium Images, Water Palace on Falls Spillway, Indoor Waterpark.

Amenities at the Mega Plex increasing the play and game experience will include a large indoor atrium with café's, possible indoor boat rides with water from upstream and a waterfall at exit, coffee' shops, dinning at restaurants, access to rooftop Stadium and Gopher Alumni Clubs, and an out state tourism outfitting shop for resorts and parks to provide mini-vacations of 2 to 7 days.

New Mega Plex sites are Eden Prairie's Golden Triangle and St. Paul's Harriet Island & Marina.

The Riverfront Tourism Mega Plex has for anchor tenants the Twins, Vikings, Gophers, Guthrie, Timberwolves, Hotel, and Atrium Group. The overall design should center on tourism with a Twins Riverfront stadium, as per 1999 plans, the Vikings and Gophers Riverfront stadium just south with corporate boxes and game field views could, as rewards, have visiting student's use then for classes.



Mega Plex diagram, a basic suggestion that Development Group and Architects with HOK Sports input can use as starting point. Design should include as much “Interactive” aspects as possible, views inside to stadium fields, Guthrie Theater & shops; a theme of relationships between events, ambience and activities, indoors and out, a “flow” that forms a comfortable people environment.

- Open 365 days a year Mega Plex for tourism and community will draw 7 Million people/yr.

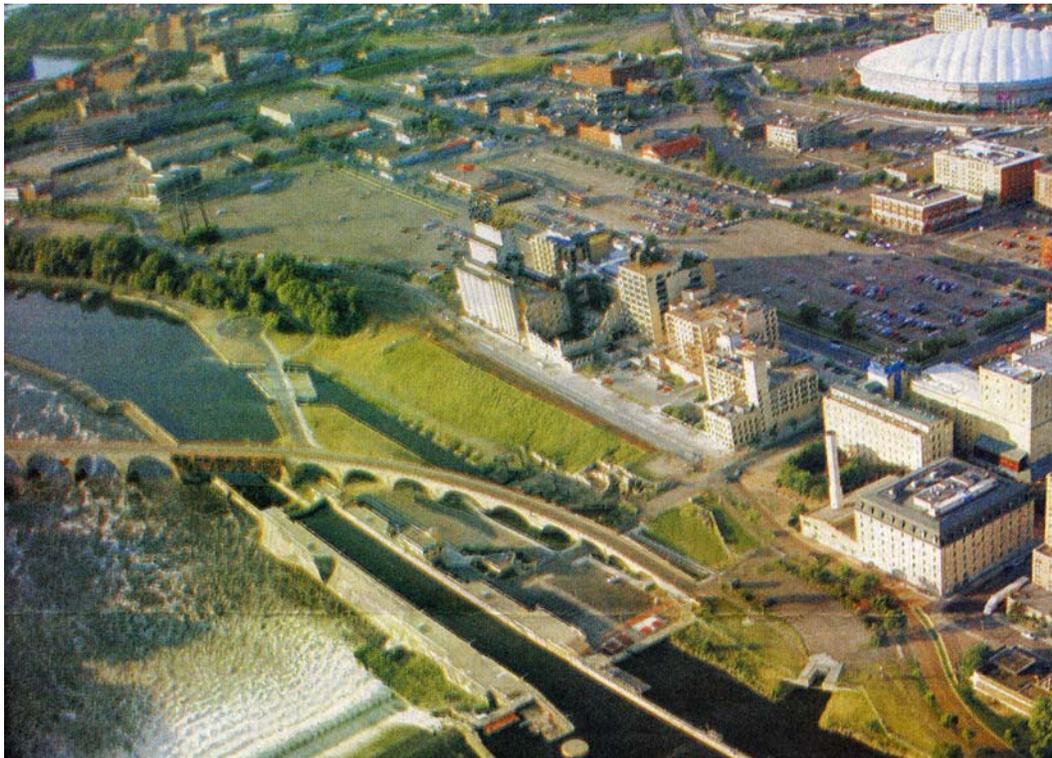
Riverfront Tourism Mega Plex, Basic Venues, Amenities

Tourism attractions beyond basic Mega Plex development over time will include a Minnesota Water & Ice Palace built on spillway next to St. Anthony Falls, an attached activities park, environmental lab; a tour of the Xcel Generating Plant, conversion of the Metrodome into The World's Largest Indoor Water Park, a ¾ mile river boardwalk, marina and landings for Paddleford Riverboat rides.

A spectacular development for tourism, kids, families and “all” the residents of Minnesota, to include:

- Riverfront hotel and large indoor atrium with dining and entertainment.
- Guthrie Theater with restaurants and space to increase the ambiance.
- Twins Stadium with movable roof at St. Anthony Falls, corporate boxes/club seats.
- Gophers/Vikings Stadium on riverfront/campus next to Twins, University center.
- Balcony and view of fields through corporate boxes during non-game hours.

- Atrium amenities to include varied retail, café's, coffee shops and entertainment.
- Atrium extras to include possible boat ride, out state tourism outfitting and more.
- Promenade over Washington Ave. to form an attachment to light rail station, the Guthrie, Guthrie service buildings, Metrodome and other entertainment venues.
- Stadium Clubs, Gopher Alumni Club, restaurants, and other related venues can be positioned between the stadiums for dual use with each team provided a percent of the revenues during their events, a percent during other times, and available to the public during hours of Mega Plex operations. Revenue streams determined by project guidelines.



StarTribune, Riverfront

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As an attraction for tourism and community area for kids, families and residents, the construction of two stadiums with infrastructure will amount to \$1.2 Billion dollars. The economies of a one time, one project development will, in effect, give us other attractions for free, tourism bonus \$65 Billion.

Cost savings of 25% from logistically shared management and security along with dual use amenities of restaurants and stadium clubs and other facilities will provide for a very efficient Riverfront Tourism Mega Plex. A one time combined devolvement saves money and gets it done faster.

Revenues for the City of Minneapolis will be derived from parking except for game and Guthrie events along with, if necessary, a percent of user fees depending on the final revenue program. Jobs for Minneapolis proper should be in the range of 8,000 plus a residual corporate influx.

Revenues for the state will include sales taxes for tourism and related incomes from hotels, restaurants, retail, visiting players, plus present and new attractions as outlined. The basic direct tax benefit is 10% from of all revenues forecasted at \$65 Billion which nets the state \$6.5 Billion.

Minnesota Twins

Minnesota Twins with a Riverfront view, pictured, Campbell's Field of the Camden Riversharks, will draw 35% more than any other venue except a Mall of America Mega Plex. Naming rights provide extra \$7 Million a year, add a right handed power hitter? Baseball is for Kids, 30% of fans are under 17 and Mega Plex provides community space for kids, families and "all" Minnesota residents



Campbell's Field, Home of the Camden Riversharks, digitalballparks.com/Cambells3.html

Comparisons, the Target/Incinerator Plant with average team will draw 1.2 Million a year, with low revenues possibility of team relocation, no World Series wins. The Mega Plex, 2.2 Million with wins accomplished by higher salary base, stadium naming rights, assure team stay's, World Series wins.

Ballpark Village using Twins and Vikings Stadiums with just a movable roof to attract investor's warrant's no response. City picked Incinerator Site because sewer pipes were in place, Twins relocate?

- Twins ticket revenues at Mega Plex; \$44 Million Yr., \$1.1 Billion 25/yrs.
- Twins ticket revenues at Target/Incinerator; \$24 Million Yr., \$480 Million 25/yrs.
- Twins Mega Plex Tourism Ratio: 20% Target/Incinerator Plant: 5%.

Guthrie Theater

Guthrie with critical mass of Mega Plex will draw 30% more in ticket sales plus parking revenues during play and other events. Contributions from sports teams and the state to generate a debt free theatre building with cooperation of site location should be part of Mega Plex funding and development. Economics, Guthrie \$250 Million 25/yrs, Mega Plex \$65 Billion, 10,000 new jobs.

With an indoor layout/venue Guthrie derives little benefit from a view of the river compared to the Twins, Gophers and Vikings. The resident use for Guthrie patron's is 300,000 per year compared to sports use of 3.2 Million and a total Mega Plex visitor count of 7 Million people a year.

- Guthrie Theater with Mega Plex; \$10 Million Yr., \$250 Million 25/yrs., Bldg. Debt. \$0.
- Guthrie Theater, singular; \$8 Million Yr., \$200 Million 25/yrs.; Bldg. Debt. \$3 Million Yr.
- Guthrie Mega Plex Tourism Ratio, 6%; singular theater, 3%.

Gophers Football

Gophers Football, World Class Mega Plex with 70,000 seat movable dome next to Campus University Office/Computer Center with a Gopher Alumni Club will help recruit marquee players with added media exposure, more wins. Game revenues from corporate boxes/club seats, parking, food and retail sales, banner/signage, naming rights, greater capacity, 50% more than other venues.

Oak Street location involves extra \$80 Million for parking garage's, infrastructure development and much effort, also a loss of Mega Plex shared overhead expenses, stadium incomes, Gopher Alumni Club/Income. Oak St. site great for Gopher Baseball/Band Building with some Mega Plex funding.

Gopher Athletic Goals, campus experience for students suggested as motivation for Oak St. Site yet Sid Hartman's comments that Gopher could take over Metrodome for revenues; opens up questions? Costly Metrodome overhead at \$6 Million yr., tickets sales \$3.5 Million, Gophers or state to pay?

- Gophers tickets at Mega Plex; \$6.8 Million Yr., \$168 Million 25/yrs.*
- Gophers tickets at Oak St.; \$3.5 Million Yr., \$90 Million 25/yrs.
- Gophers Mega Plex Tourism Ratio, 20%; Oak St. 12% capacity limits for Wisc./Iowa.

*Mega Plex revenue 50% more, cost effective venue, more media, better players, more team wins.

Minnesota Vikings

Minnesota Vikings with National Football League's \$52 Million will build a movable dome stadium on the Riverfront as part of a World Class Twins, Guthrie, Riverfront Tourism Mega Plex. The first time a complete "Interactive" combined development has been built for use 365 days a year.



Houston Stadium

Combined location with Mega Plex generates site management costs savings with all game associated revenues including corporate boxes/club seating, parking, food and retail sales, plus banner/sign sales, share of naming rights, to The Minnesota Vikings.

- Vikings tickets at Mega Plex; \$42 Million Yr., \$1.05 Billion 25/yr. Tourism Ratio, 20%

Superbowl and Final Four Events - Superbowl's and a range of 3 to 25 Finals Fours, will have special effects on tourism revenues, visitors, and media coverage for the State of Minnesota.

Detroit will host Super Bowl XL

SITE: Ford Field - Detroit, Michigan

DATE: February 5, 2006



Artist rendition of Ford Field.

The \$300 million Ford Field has an anticipated completion timeline of summer, 2002. Carved into the famous Hudson's warehouse, the new Ford Field will offer a spectacular view of downtown Detroit through its steel, glass and brick structure. The stadium is located in our city's "Foxtown" entertainment district adjacent to Comerica Park, the home of the Detroit Tigers. The 1.3 million square foot facility will have 65,000 seats and 113 luxury suites and promises the best site lines of any NFL stadium.

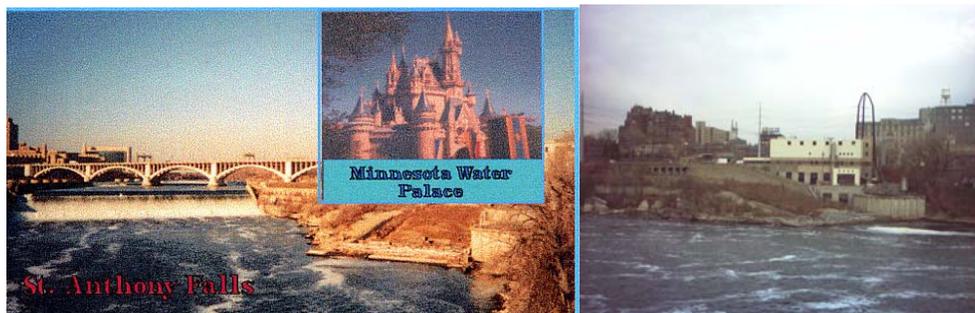
Metro Detroit is currently in the midst of a \$17 billion dollar revitalization. In just under two years the area has added two major museums, a new downtown baseball stadium, a 117-acre mega mall and two casinos. Super Bowl XL will be a big coming out party for a new and exciting Detroit.

San Diego put Superbowl XXXVII economic impact at \$367 Million, Final Four income could reach \$1 Billion over 25 years. In effect just these special events could cover the non-team development costs for whole Mega Plex.

- Riverfront Mega Plex Event Rev., \$400 Million to \$1.4 Billion 25/yrs. Tourism Ratio, 40%.

Riverfront Tourism Mega Plex Attractions

Minnesota Water & Ice Palace with Activities - Built on the St. Anthony Falls spillway it will provide a castle like appearance with a balcony next to the falls for close up viewing and in winter be designed for ice buildup for a ready made annual Ice Palace at little cost with, if design permits, inside viewing during ice phase. Like Disney World, laser and light shows are a daily attraction, \$3 admission is a low cost “Things to do” attraction run by Atrium Group or Minneapolis Park Board.



Activities would be part of the St. Anthony Falls Palace Park developed in the island like low area and banks in the general area. A professional kayak course with an area set up for beginner rentals; canoe rentals; fishing area for carp with barbless hooks, considered exotic in Europe and Japan, small fee; separate carp feeding area with some 70lb'ers; sliding and snow boarding in season, overall castle theme with activity areas designed like parts of a castle, a year around Renaissance Festival.



Environmental Lab as part of a University of Minnesota program located next to the Water Palace and a tour of the Xcel Electricity Generating Plant at the same location. Things to see and do.

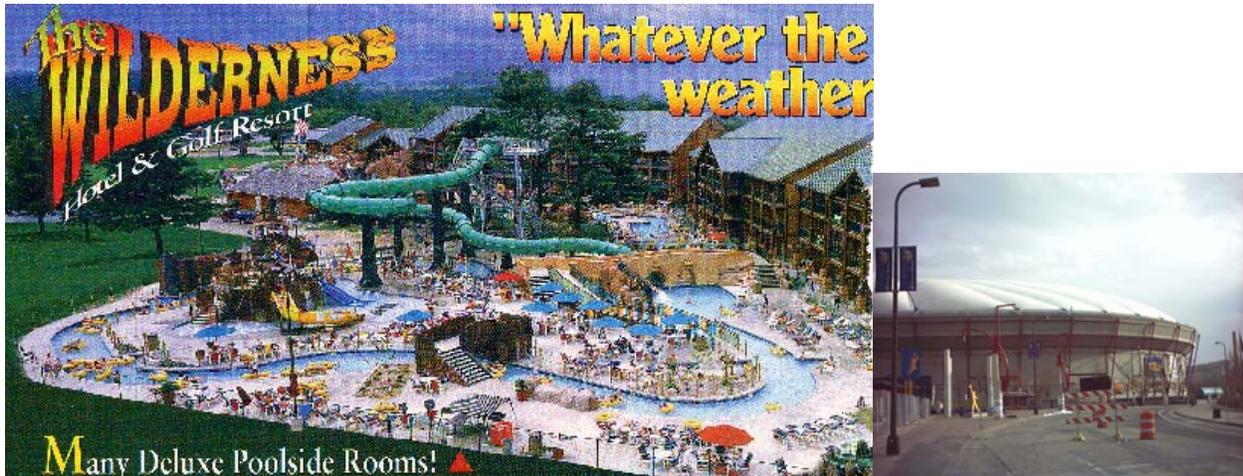
- Water/Ice Palace, activities rev., \$13 Million Yr., \$325 Million 25/yrs. Tourism Ratio, 40%.

Tourism and community value for kids, families and residents cannot even slightly be measured next to income, it's about community and activities for "all" the people of Minnesota and visitors. Not meant to be a money maker, free laser and light show attract 2,000 nightly, winter included.

World's Largest Indoor Waterpark

Updated Metrodome makes use of structure with a great new \$20 Million renovation instead of tearing it down to become a parking lot. Current World's Largest Indoor Waterpark part of Sheraton Complex in Japan, www.pc4.seagaia-meyazaki-b3-unet.ocn.ne.jp/, click > English > Sports & Recreation > Ocean Dome. Waterpark revenues of \$1.8 billion 25/yrs., big tourism draw.

Designed with maximum fun its claim to fame will be the open air "Ride the Ring," an Apple River like tube ride that allows a lap around the outside of the water park at roof level, even at 25 below. Great media and live web cams will make this a year around world wide attraction and media event.



- World's Largest Indoor Waterpark revenues; \$73 million Yr., \$1.8 Billion 25/yrs.
- Waterpark Mega Plex Tourism Ratio, 50%.

Riverfront Tourism Mega Plex Hotel

River and Atrium views with attractions and indoor space make this, and sure to be attached additional hotels, a 100% occupancy rate. Added income from restaurant, retail, entertainment venues, and if combined with Atrium as a Management Group will allow for maximum profits.

Radisson Hotel's as a local company first choice, Sheraton with hotel, convention center and World's Largest Waterpark in Japan have experience as lead tenant, developer and management.

National Conventions will head to Minneapolis because of Riverfront Mega Plex, Indoor Atrium, added 2,000 hotel rooms, Guthrie Theater, and the space of two Stadiums combined with Minneapolis Auditorium for Houseware's and other national shows, added state/city revenue & jobs.

- Riverfront Mega Plex Hotel revenues, \$40 Million Yr., \$750 Million to \$1 Billion 25/yrs.

- Hotel Mega Plex Tourism Ratio, 95% with one, 80% with two or three, 500/2,000 rooms.
- Added convention business \$20 Million Yr., \$500 Million 25/yrs.

Atrium Entertainment Group

Retail, restaurants, vendors, boat rides, promenade, entertainment venues, possible management of Water & Ice Palace Activities Group, Mega Plex attractions for tourism and community with configurations, responsibilities and revenues worked out as part of the development process. Atrium and Mega Plex marketing and revenues limited only by the imagination.

Atrium restaurants will vary from fine dining on second level balconies to causal riverfront and indoor terrace, to coffee shops, specialty café's, bakery, ice cream, wine and cheese, and perhaps an International Diner connected to the Internet. Stadium connected food/beverage vendors will vary; casual, pizza, stadium clubs, and permanent Gophers Alumni Club with reserved parking.

Entertainment will start with service in the atrium area and expand with a promenade over Washington Ave. connecting to warehouse like entertainment venues, the Metrodome, the seven corners area and light rail. Convenient light rail service available to the warehouse district.



Indoor atrium of Opryland Hotel, Nashville, TN, www.gaylordopryland.com

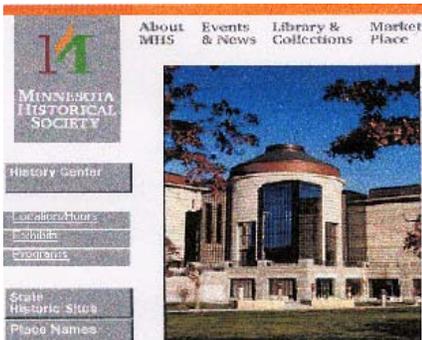
Boat rides like the Opryland Hotel's indoor area, oprylandhotel.com, with water taken from the high level above St. Anthony Falls and piped to or even an open canal through downtown, atrium and stadium area's to be released as a waterfall going back into the Mississippi. Possibility of some sort of long canal boat ride like San Antonio.

A Riverfront boardwalk from above the Mill City Museum south to the 10th Ave. Bridge will provide a landscaped area to enjoy along with a marina and boat landing for Paddleford Boat rides. The Stone Arch Bridge will provide a venue to watch the falls along with Water Palace laser and light shows, street vendor's, access to east side parks and a Palace Activities Park. Development on other side of river now has University Student Housing and open land, buildings for business.

- Atrium Retail Mega Plex Revenues, \$15/20 Million Yr., \$375/500 Million 25/yr.
- Atrium Mega Plex Tourism Ratio, 10% to start and 15% later.

St. Paul's National Inventor's Hall of Fame

A likely sponsorship from a large innovative Company, it will incorporate an update and additions to the Minnesota History Museum in St. Paul to open up a national tourism attraction built on the "Innovation" that has so transpired this state. The direction may start with Minnesota and expand to a national approach with added buildings. A must see.



- National Inventor's Hall of Fame Revenues, \$13 Million Yr., \$ 327 Million 25/yr.
- Hall of Fame Mega Plex Tourism Ratio, 75%.

Riverfront Tourism Mega Plex Initiative Funding

Riverfront Tourism Mega Plex basic funding should include a mix of sports teams, league, hotel and atrium group contributions, along with user fees funded, state issued bonds and balance for tourism infrastructure development funded by one time half percent sales tax for 5 years, **5 cents a day**, as done in Pennsylvania and Colorado, or just a penny a gallon on gas.

The Riverfront Tourism Mega Plex Initiative as part of an Tourism Initiative shall include funds for The Minnesota Zoo, \$45 Million; Out state Tourism Outfitting Center at Mega Plex, \$10 Million; University Baseball Stadium with band structure at Oak St., \$20 Million; The Guthrie Building Project, \$20 Million, note, \$15 Million each from Twins and Vikings additional; Mega Plex Gophers Alumni Club, \$8 Million; University Environment Teaching Lab at St. Anthony Falls, \$10 Million; 3M National Inventors Hall of Fame in St. Paul, \$30 Million; State Board of Innovation and Jobs Creation in St. Paul, \$2 Million Yr.; Minneapolis Library Planetarium, \$5 Million; State Fair upgrades, \$30 Million; and as to be named, Duluth and St. Paul Projects, \$20 Million each.

Revenue Guidelines and Projections

Revenue Rules set up in advance as part of the development process call for each entity to benefit from their event with revenues from corporate boxes/club seats, parking; food, retail, event banner/signage sales, and beverage sales on premises, boundaries to be determined.

Other revenues from the hotel, indoor atrium, other restaurants and retail shall be based on the ownership group and split as per preset user ownership agreement. Non-event Parking revenue shall be given to the city of Minneapolis with limits and Mega Plex control for easy access, fee agreements settled before the development in return for cooperation of land use for the Riverfront Mega Plex.

Appointment of Mega Plex Development Manager, with MSFC?, could be part of Stadium process. Structure of agreements will be part of financial initiative and if evident, extra money is being spent for separate venues so teams may have slightly better revenue, that will be made public.

Minnesota Tourism Mega Plex Revenue Projections

Mega Plex Venue	Ave. Day	Ave. Ticket	Days/Year	Ticket/Yr.	Revenue Yr.	Rev. 25/yr.	Tourism Ratio
Twins Mega Plex	-	\$20	-	2.2 Million	\$44 Million	\$1.1 Billion	20%
Twins Target Site	-	\$20	-	1.2 Million	\$24 Million	\$480 Million	5%
Guthrie Theater Mega Plex	1,000	\$25	400 Per	400,000	\$10 Million Debt "0"	\$250 Million Debt "0"	6%
Guthrie Theater Singular w/Bldg.	800	\$25	400 Per	320,000	\$7.1 Million Bldg. Debt \$	\$178 Million Bldg. Debt \$	3%
Gophers Mega Plex	45,000	\$30	5	225,000	\$6.8 Million	\$168 Million	20%
Gophers Oak St.	35,000	\$25	5	175,000	\$4.4 Million	\$109 Million	12%
Vikings Stadium	70,000	\$60	10	700,000	\$42 Million	\$1.1 Billion	20%
Extra Mega Plex Rev.	Superbowl	\$400 Million	Final Four	\$40 Million Yr.	FF \$1 Billion	\$1.4 Billion	70%
Water Palace Act.	6,000	\$3/10>\$6	365	2,190,000	\$13 Million	\$329 Million	40%
Waterpark	8,000	\$25	365	2,920,000	\$73 Million	\$1.8 Billion	40%
Hotel	500/2,000	\$120	365	182M/730M	\$30/40 Million	\$1 Billion	85%
Atrium	-	\$10/\$20	365	4 Million	\$15/42 Million	\$500 Million	15%
Hall of Fame	3,000	\$12	365	1,092,000	\$13 Million	\$328 Million	80%
Minnesota Tax	-	-	-	-	\$250 Million	\$6.5 Billion	-
Minneapolis Rev.	-	-	-	-	\$25 Million	\$650 Million	-
St. Paul Rev.	-	-	-	-	\$5 million	\$125 Million	-
Total	40,000	\$15	365	13.8 Mill.	\$286 Million	\$7.7 Billion	30%

Tourism days a year; $3,341,000 \times .3 = 1,110,000 \times \$370 = \$410 \text{ Million} \times 25 \text{ yrs} = \10.25 Billion .

Shopping, attractions, tax; $\$2.5 \text{ Billion} + \$7.7 \text{ Billion} + \$10.2 \text{ Billion} + \$2 \text{ Billion} = \$20.4 \text{ Billion}$.

Business effect, inflation, revenue dev., conventions; $\$20 \text{ Billion} + \$20.4 \text{ Billion} + \$5 \text{ Billion}$.

Total Minnesota Tourism Mega Plex Revenues; $\$65.8 \text{ Billion} \text{ 25/yr.}$

Proposals, The People and Stadium Screening Committee

Riverfront Tourism Mega Plex, “Plan B,” as will be designated on my website at bludog.com and the predecessor The Minnesota Tourism Initiative will be referred to as “Plan A.” Plan A called for a two development approach with a separate site at the present Guthrie and Walker Art Center for a more relaxed “Arts” setting. Other Arts venues were to be a part and now with the Minneapolis City Council selling the land to the Guthrie a “Minnesota Center for the Arts” seems unobtainable.

Illustrations and drawing of the various aspects of the Riverfront Tourism Mega Plex are needed to depict the scope and relativity of the development. Here to date, the media, especially printed, have chosen to keep any mention, or mechanism for, this Mega Plex from getting to the people.

General comments to the Governor’s web site, www.governor.state.mn.us/, illustrations to www.bludog.com, e-mail or PO Box, 20323, Bloomington, MN 55420, will add to the public’s knowledge of choices available. Illustrations and drawings pertinent to any part of the Mega Plex especially Riverfront Stadium, Water & Ice Palace, and Metrodome as an Indoor Waterpark will help all to visualize what Minnesota can accomplish.



Illustrations to bludog.com, PO Box 20323, Bloomington, MN 55420, Riverfront Stadium “Looks,” Water & Ice Palace, castle designed activities.

Suggestions to Stadium Screening Committee, may include a chat room and “input” area for illustrations and other aspects as the residents of Minnesota may want. Previous Task Forces focused only on proposals put before them and did not engage in the broader aspect of creating or developing what is best for Minnesota, its people and communities. With a tourism money making approach, the people should be asked what they think, and what they feel is best for “all” the people of Minnesota.

Riverfront Tourism Mega Plex Discussions

As stated in the opening paragraph, the Mega Plex is about tourisms, kids, families and communities. All Mega Plex venue’s will generate revenues from tourism and improve the quality of life for the people of Minnesota, now... it’s time... comment wise... for “positive” approaches to our future.

Benefits from a one time, one project Mega Plex development are considerable. Not only the saved future construction and development costs of a single site but cost savings in dual usage and long term benefits from a shared Mega Plex management process, and... one legislative process.

Minneapolis as a core city should evaluate the benefits of a Mega Plex at St. Anthony Falls. The Guthrie land sale and use of that prime block backed vigorously by corporate CEO’s have created a road block that, as a moral issue, for the people of Minneapolis and Minnesota should be reviewed.

Minneapolis, community wise suburbia using light rail to travel back into town for evening games is a must for long term viability and community mix, yet many of us remember and know the ease that a Mall of America Mega Plex will bring to the table. Minneapolis, Bloomington, St. Paul, Eden Prairie?

Babe Ruth meets social engineering, the Mega Plex with events provides a subject and means to relate.

StarTribune Article, Hartford's Hope by Mike Meyers spelled out the needs of a core city and the \$700 Million State investment to build a convention center, hotels, restaurants and entertainment, started with Riverfront Land donated by the now St. Paul-Travelers Insurance Company. City development goals center on tourism and jobs, the well written story could offer a city insight?



Startribune, Nov. 19, 2003, Hartford's Hope, Business, p 1

For St. Paul, my apologies, the customer base is closer to Minneapolis and with a single Mega Plex location, population expansion west & north, and marketing wise, for Minnesota a Mega Plex works.

Guideline to Development

The Riverfront Tourism Mega Plex is just that, as an individual this three year project is the culmination of what can be done if the State were to take a leading role as planner and developer. The committee could select a Project Director, some tenants are assumed, Twins, Vikings, and others to be selected, Gophers, Timberwolves, Radisson or Sheraton, etc. Architect and designer, HOK Sports offers cutting edge, cost effective designs and could serve as the Mega Plex builder.

A Project Director with funds from The Metropolitan Sports Facilities Commission could have HOK Sports do a basic Project Analyses for public and Legislative review, then we need to pass a bill for a cost effective one time development that "all" the people of Minnesota can use and be proud of.

The Twins, Vikings and Gophers have worked with various entities for funding and now with a comprehensive project suggestion in this Riverfront Tourism Mega Plex their joining with the effort with drawings and support which the media may print, or broadcast, will give the people of Minnesota an idea of what can be accomplished. Your thoughts to them, talk radio, calls, all will help.

We as the people of Minnesota

StarTribune Editorial, June 2, 2003, "Poor image, Minneapolis sells itself badly," is really about the state of Minnesota and the sometimes net-picking direction we have as of late have taken. From the editorial "...still living off the vapors of the 1970's, when Minneapolis was seen as an innovative place..." Are we as a people going to continue down that road or build a better future?

The Riverfront Tourism Mega Plex is a project unlike any undertaken in the country. We have seen the success of the Mall of America which will be negated by the DestinyUSA Mall in Syracuse, NY in a couple of years, and now with community infrastructure needs we have an opportunity to build something spectacular that with tourism revenues actually makes money.

Governor Pawlenty's national future. The local TPT station's Almanac Program suggested that the Governor might be on the short list as a 2004 replacement for Vice President Cheney. Recent national exposure on Senior's Drug issues and successful governing make this a possibility, as well as having 2008 in sight; a Riverfront Tourism Mega Plex and a President from Minnesota, not bad.

Riverfront Tourism Mega Plex, communicate your thoughts to Governor Pawlenty, 130 State Capitol, St. Paul, MN 55155; and to your legislature representatives, same zip code. The Mega Plex is about tourism, kids, families and community, and a simple one time half percent sales tax for five years, or even a penny on that gas tax would pay for it now, boom, we're done.

We super size our value meals for 30 cents every day, skip it once a week and that **5 cents a day** is all we need. With the blink of an eye we will have the only World Class Riverfront Tourism Mega Plex in the country, and the world, will again, travel to Minnesota. A positive approach for our future.

Eat your Wheaties, build your energy, write, call, e-mail, Governor Pawlenty, your legislature, we want prosperity and the best for our kids, families, and residents; and a community where we "all" can gather and relate as the people of Minnesota, that's a Tourism Mega Plex. Thank you.

Wm C. Jewell Jr., Bloomington, MN 55437, wmjewell@bludog.com

Links and background information: www.hoksports.com , Business 2.0, Home-Field Advantage, February, 2003, p.53, www.business2.com - www.gaylordopryland.com - www.kalahariresort.com Sheraton, www.pc4.seagaia-meyazaki-b3-unet.ocn.ne.jp/ >English>Sports/Recreation>Ocean Dome

Stadium Screening Committee, Dan McElroy, Chair, www.stadium.state.mn.us
Minnesota Legislature, www.house.leg.state.mn.us/ , www.senate.leg.state.mn.us/ ,
Governor Pawlenty, 130 State Capitol, St. Paul, MN 55155, www.governor.state.mn.us/

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Pioneer Press: Pawlenty calls for stadium rivalry by Patrick Sweeney, Nov. 5, 2003, p.1. Contraction confab by Gordon Wittenmyer, Nov. 22, 2001, pD1. (Living in Minneapolis have saved Strib. Art.)

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StarTribune, It's time to rebuild a Grand Minneapolis by Charles Neerland, Opinion, Nov. 25, 2001, p.A39

By Charles Neerland

The next mayor of Minneapolis has an opportunity to lead the City Council and the electorate-at-large in a discussion about what it means to be Minneapolitan. I am talking about a state of mind, an emotional identity quotient, certainly not geography. To be in St. Louis Park is to be in Minneapolis.

For too long we citizens have let other people, things or events define us. Weather. Northern European diffidence. Corporate headquarters. Mary Tyler Moore. Major league sports. Not bad things, mind you, but not essential or fundamental. It's as if we are saying, if the Vikings win, we have standing, we are worthy. If they lose, well, we're losers, too.

I submit that our feelings about ourselves are based in fact on unworthy or limited touchstones. Otherness defines us. We shouldn't accept that.

This urban congregation called Minneapolis needs to define itself in such a way that no professional sports team, corporation, institution or interest group may economically, financially or spiritually threaten our self-worth. Our value should be based on virtues over and above building skyscrapers or winning bowls and series. We are not put on this earth, in this city, to be mere fans.

Minneapolis should be such a compelling place that the idea of a team or a corporation wanting to leave our congregation or allow itself to be put out of existence would be akin to positing a square circle. Can't be done. Doesn't make sense.

The mayor-elect should say these words out loud: *safe, clean, beautiful, humane, hospitable, bold, urbane and highly educated*. He should do everything in his power to help us be those things, and all the other accoutrements of civic life and identity will follow. Teams and institutes

and architects and poets and geniuses and odd ducks will clamor to be identified with us, and we may just help them fit into our precious urban collective, our post-postmodern city, our sense of self and one another.

Minneapolis, like all great cities, is connected now to the universe. We see everywhere. We have access to information and culture everywhere. We are also seen by everyone else, and while the sight is not repelling it certainly can't be too appealing. We really don't have a soul, a goodness. We need one. The rest of the world needs to say, "Ah, Minneapolis, a great city."

I don't worry about this city becoming a cold Omaha. I worry about not being on the radar screen at all.

It's time, Mr. Mayor, to rebuild a grand city, one to which others aspire to belong.

Now, of course, talk is cheap. On the other hand, talk is the coin of the political realm. Putting concrete expression to these lofty virtues — that is, practicing safety, beauty, humanity, hospitality, boldness, urbanity and scholarship — will be hard. Once we get into the habit of thinking about ourselves in these terms, however, we will begin to feel very good about being Minneapolitans. The Athenians felt proud of Athens not because of its buildings or even its forms of governance but because it — the city — represented human and civic virtues. The *civitas* of ancient Rome was its lasting glory. Even the Apostle Paul cherished his Roman citizenship. Why should we settle for less?

— Charles Neerland, of Minneapolis, is a public affairs consultant.

StarTribune Editorial

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Poor image

Minneapolis sells itself badly

Minneapolis has an image problem.

People who visit tend to be surprised and delighted. Some even entertain the idea of living here. But those who have never been here — and that's the great majority — tend to picture Minneapolis as a boring place with a declining economy. That's because the city does a poor job of marketing itself nationwide. In any case, the negative, misleading perception about Minneapolis seems fine with natives, who aren't all that keen on newcomers anyway.

These are among the provocative results of an important new study commissioned by the Greater Minneapolis Convention and Visitors Association. These findings should not be shrugged off. A changing economy has heightened competition among metropolitan regions for keeping and attracting the best new jobs and prosperity. *Quality of place* has never mattered so much.

That's why perceptions of a city are so important. And that's why the visitors association was wise to seek a candid, objective assessment of Minneapolis' national image from consultants heretofore unfamiliar with this place, New York-based FutureBrand.

The study's aim is twofold: to help the city attract conventions and tourists, and to help local corporations recruit talent nationwide. Some findings may surprise locals still living off the vapors of the 1970s, when Minneapolis was seen as an innovative place, despite its winters.

Climate remains a problem, of course. But Minneapolis is also seen as place with nothing to do, "flat, dull and primitive," "only a mall," "not diverse," "cowboys and

dogsleds" and "friendly but not sincere."

This last point was emphasized by new arrivals who regard Minneapolis as a clannish place, disinterested in outsiders and outside ideas. People who decide to stay are those who have made good friends and found a sense of community, but that's not easy. Joanna Seddon, who supervised the study, said she was intrigued and dismayed by a local culture that seems simultaneously modest and smugly off-putting. "Minnesota nice can be misleading," she said.

Transportation was another big liability. While the city is easy to reach by air, its poor local transit system seems to frustrate and disappoint many newcomers.

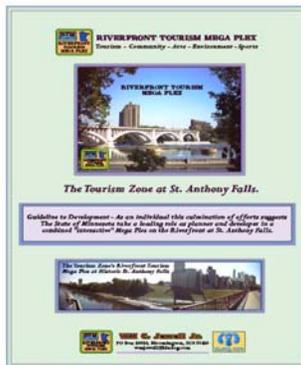
Even so, people are often astonished by the city's assets once they find them: the arts, sports, outdoor recreation, green parks, lakes and a safe, vibrant downtown with good restaurants and nightlife, and tolerant social attitudes. People who know Minneapolis tend to love it, and rank it behind only San Francisco and Seattle as places they'd like to visit or live.

So, what best to advertise? The study found three things most appealing to visitors and potential residents: shopping; the outdoor pleasures of lakes and parks, and a safe, lively and hip downtown that so many cities lack. The study suggests that Minneapolis expand its definition of downtown to include the near Northeast side and the University and Uptown districts.

The report also urges Minneapolis to understand that its rivals are not Des Moines and Milwaukee but Chicago, Atlanta, Denver, Seattle and Austin, Texas. "This place is a hidden treasure," said Seddon, "that shouldn't stay hidden."

The Complete Riverfront Tourism Mega Plex will be available on the Stadium Screening Committee's website at www.stadium.state.mn.us on January 15 and soon at an updated bludog.com with commentary on a new blog page. For now research has prompted this page 20 suggestion:

Target Center with a \$35 Million update will leave it short of a world class venue compared to the spectacular Xcel Energy Center, and like the idea of updating the Metrodome it doesn't have the basic design qualities to make it a worth while investment, a new Mega Plex center will cost \$45 Million



Riverfront Tourism Mega Plex Cover



Minnesota Wild's Home, The Xcel Energy Center in St. Paul, Minnesota

A new Timberwolves venue added to the Riverfront Tourism Mega Plex has significant cost savings with management and security shared by four teams and it would cost only half the amount of an eventual Target Center replacement of \$90 Million and save the \$35 Million update as well.

The Xcel Center, home of the successful Minnesota Wild, in St. Paul, has provided such a State of the Art level of design that it is the measure by which new arena's are designed, having two will improve the odds for Minnesota Final Four Tournaments over the next 25 years.

The Tourism Zone and Minnesota's Future

Like the Xcel Center we have a chance to create the same spectacular excitement for a combined "Interactive" venue for the Arts with the Guthrie and Sports with the Twins, Vikings, Gophers and Timberwolves, all at the Riverfront Tourism Mega Plex with these benefits:

- * Community Space for Kids, Families and "all" Minnesota Residents.
- * Tourism revenue increase of \$65 Billion over the next 25 years.
- * State tax revenues of \$6.5 Billion and cities, \$650 Million over 25 yrs.
- * An "Interactive" venue with things to see and do while it promotes community values.

A single development that defines the new Minnesota with an image where the world can see that we as a people can join together and create something of value not only for our kids and families but a spectacular place for the people of the world to visit. All it will take is cooperation and leadership, political and corporate, to build this world class Tourism Zone.

Wm C. Jewell Jr.