

THE SPACES

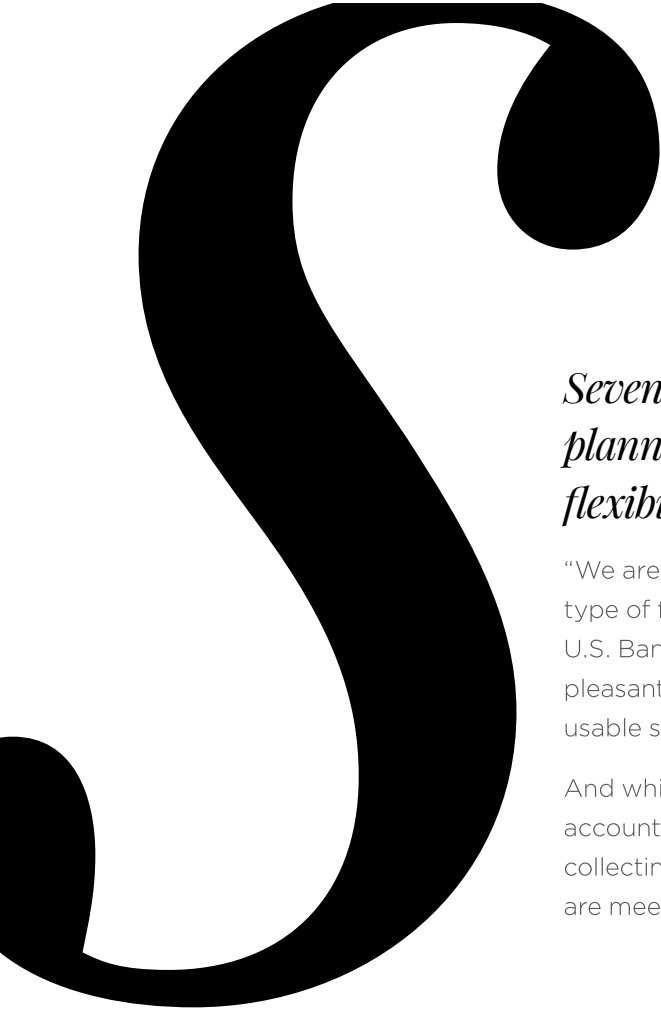




WELCOME TO EVENT PARADISE

U.S. Bank Stadium is touted as a multipurpose facility—that's because in addition to sporting events, it has the versatile spaces to host everything from trade shows to monthly meetings.

By Morgan Halaska



Seven to 70,000 people is a range meeting and event planners love to hear. What that range means is flexibility, which leads to possibility.

“We are truly unique in that the facility was designed to host almost any type of function,” says Jerry Goldman, assistant general manager, U.S. Bank Stadium. “I think event planners and attendees will be pleasantly surprised by the diversity and the versatility of all the different usable spaces in the stadium.”

And while U.S. Bank Stadium is the official home of the Vikings, games only account for approximately 10 days a year. But the stadium won't be collecting dust in the offseason. It's going to be energized with people who are meeting, celebrating, dancing, doing business and networking.

The Clubs

Each of the six clubs have a distinct design and features that make for a perfect fit—depending on what a group is looking for. “As I talk to any client that's interested in coming into the building, it's always apparent which club is going to work best for them just by finding out their capacity, finding out the type of event they want, the type of feel they want,” says Danielle Ottman, sales manager, U.S. Bank Stadium.

► **Hyundai Club**

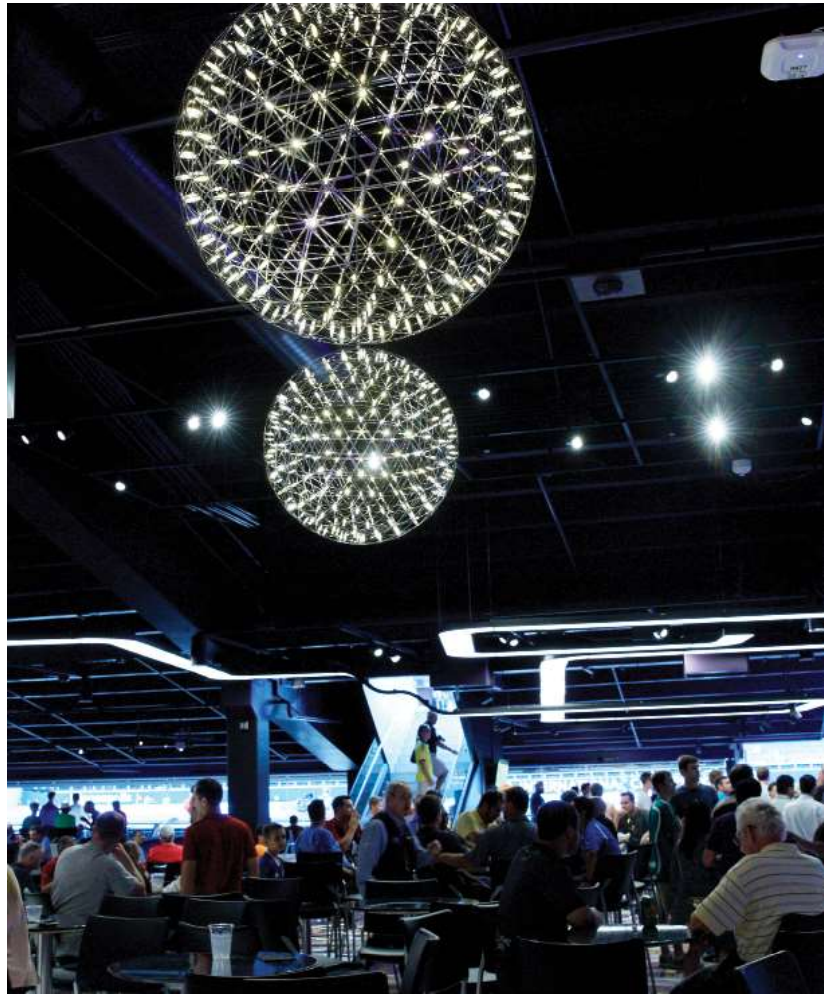
Capacity: 1,400 gameday; 370 banquet-style; 350 theater-style
20,000 square feet

Running between the two 30-yard lines on the north side's lower club level, The Hyundai Club is the stadium's largest club. Two walls of windows overlook the field (windows can be closed or open) on one side and Minneapolis' Mill District on the other, creating an open environment. Guests can have a seat at the padded purple booths that wrap around the space's pillars or on barstools at high top tables. Two bars are situated near the field, while a third portable bar can also be used. The LED lighting, which highlights the wavy ceiling design, can be changed to any desired color.

On top of the HD TVs throughout, the Hyundai Club features a 12-foot-by-7-foot-screen video wall as well as a built-in projector and a drop-down screen. With its own street level entrance and additional prefunction space, this club is ideally suited for large events. “We're doing a lot of galas in here, a lot of big meetings and other receptions and events,” says Ottman.



PHOTOS: RACHEL MADEAU; (OPPOSITE) MINNESOTA VIKINGS; TATE CARLSON



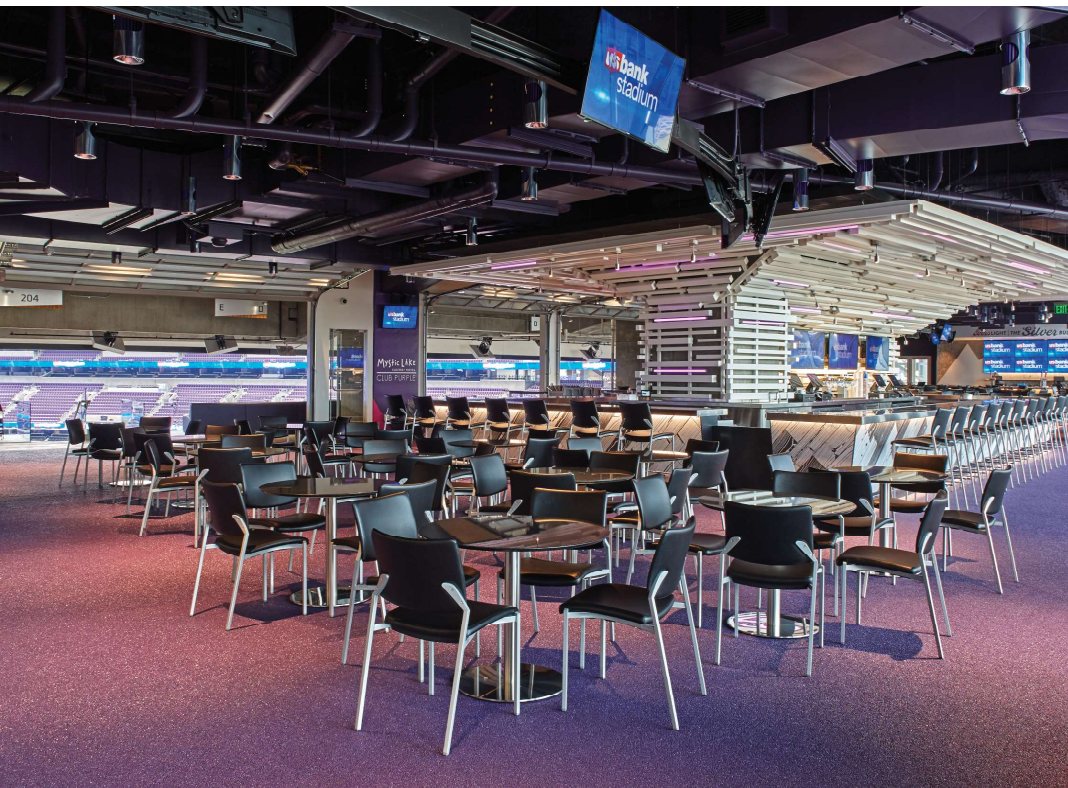
Delta Sky360 Club

Capacity: 1,100 gameday; 320 banquet-style; 350 theater-style
16,500 square feet

If you've experienced the adrenaline-pumping welcome into the Vikings Preview Center, you've already got a sense of what game-day might be like from Delta Sky360 Club's vantage point on the south side of the stadium. Completely even with the playing field, guests can walk right out onto the gridiron (but not during games) or be close enough to high five players as they run from the locker room to the field. The Delta Sky360 Club takes the sports bar concept to an entirely new level, quite literally, and that's not to mention it being in the same vicinity as the locker room and interview room, which features glass windows that can be opaque or transparent and can fit 85 people theater-style. Located directly underneath the stadium bowl, the club's industrial vibe features panels of LED lighting that roller coasters through the ceiling and a mix of seating including comfortable sofa seating and high top tables.

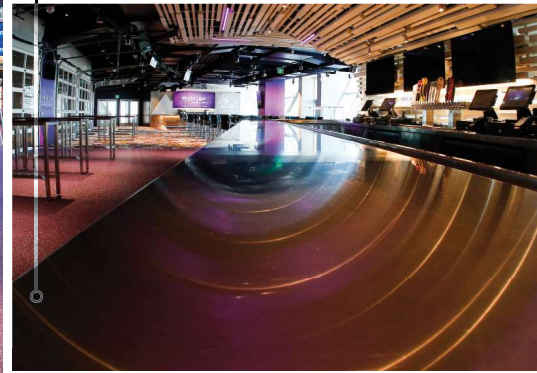
In addition to the interview room, there's a selection of multi-functional breakout space—like the visitor's locker room, media dining room and Vikings family room—on the same level. "The Delta Sky360 Club has been extremely popular for people who want to have a general session and luncheon in the Delta Club and then break out to smaller meeting rooms to follow for the afternoon," says Ottman, who's been able to mix and match spaces to each group's needs. "I have a group that's coming [into the Delta Sky360 Club] with about 800 people." However, Ottman points out that's a tight fit for a presentation in this space. "So what we're doing is we're utilizing stadium seating. ... There's a staircase leading directly into the stadium seating which falls at about the 50-yard line. And so we can have the meeting attendees sit in the seats, the presenter can be on the field speaking to that group and then when the presentation is over, they can go directly down the stairs to the Delta Club for a reception to follow," explains Ottman.





FUN FACT:

Cambria quartz surfaces were installed throughout the six clubs and 131 suites, accounting for 18,000 square feet of surfaces ranging from countertops, bars and banquets. There are 12 custom designs ranging in colors from deep purple and gold to marbling applications. cambriausa.com



Mystic Lake's Club Purple

Capacity: 750 gameday; 310 seated; 110 theater-style
Club: 10,500 square feet; patio: 7,000 square feet

Contemporary and midpriced, Mystic Lake's Club Purple—which sits on the upper suite level of the facility's west side—is proving to be one of the more popular event spaces in U.S. Bank Stadium. It's no coincidence either that it's the only club with an outdoor patio (complete with a fire pit); the glass' reflection of the downtown skyline will have attendees pulling out their cameras to capture the city's newest unique view. On the opposite side, a full wall of windows boast an aerial view of the field, and the garage-door-style windows can be opened or closed depending on the objective of the event. Mystic Lake's Club Purple extends beyond into the stadium bowl, with purple L-shaped couches that seat between six and 10 people and can be used as a prefunction space. "I love that you can watch an event from the comfort of a couch or move outside onto an enormous patio overlooking Medtronic Plaza and The Commons," says Goldman.

Eight-foot-by-4.5-foot-screen video walls and a track of TVs every 10 feet fill in the gaps of the club around the large center bar.



Buffalo Wild Wings Club

Capacity: 650 gameday; 140 banquet-style; 100 theater-style
9,500 square feet

As the sister club to the FMP Club for its similarity in size and shape, the Buffalo Wild Wings Club is the smallest club of the six. The difference in square footage is due to its large center bar. Like the FMP Club, Buffalo Wild Wings Club features three floor-to-ceiling video walls, but unlike its sister club, there is a view overlooking the north main concourse and Minneapolis' Mill District neighborhood. The space can be booked for 50 people or more, but also used in conjunction with another club. "I have [a group] that's doing a large dinner in the Hyundai Club but they're having a silent auction beforehand with a reception [in the Buffalo Wild Wings Club]," notes Ottman.

PHOTOS: MINNESOTA VIKINGS: TATE CARLSON;
STEVEN BERGERSON PHOTOGRAPHY



USBS
BY THE NUMBERS

241,000 SQUARE FEET OF EVENT SPACE (FIELD AND MAIN CONCOURSE)

7-70,000 PEOPLE CAN BE ACCOMMODATED FOR MEETINGS/ EVENTS

33 ESCALATORS

11 ELEVATORS

6 CLUBS THAT TOTAL **80,000** SQUARE FEET

5 DISTINCT ENTRIES

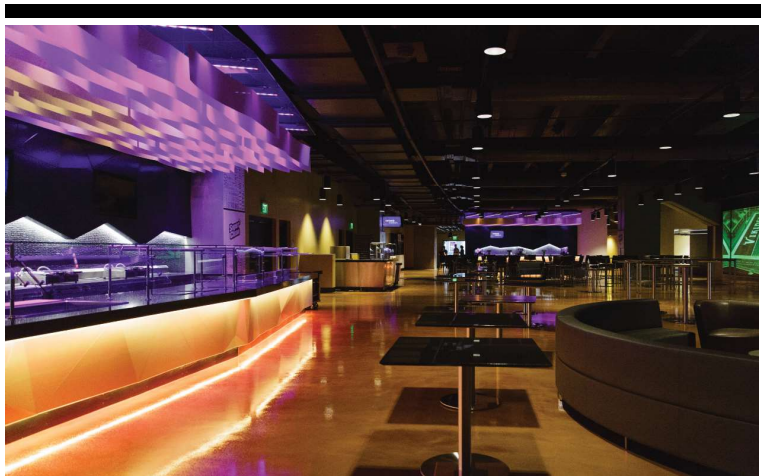
▲ **Medtronic Club**

Capacity: 850 gameday; 150 banquet-style (on first floor); 70 theater-style
 11,500 square feet

While the Medtronic Club is located directly above the Delta Sky360 Club on the lower club level—separated by one escalator—it couldn't be more different in terms of ambiance. "It doesn't scream football," sums up Ottman. The two-story club is distinctly upscale executive, with its neutral color palate and natural elements like its Cambria quartz surfaces, wood beams that line the ceiling and stone pillars—two of which have fireplaces. "It's a really nice mingling space. And having the second floor [with a built-in bar] is very nice as well if people want some kind of prefunction area," says Ottman.

A Mongolian grill-style cook top, a permanent feature to the space, can also be used during events, as well as a 16-foot-by-9-foot-screen video wall above the bar that's visible on both the first and second level. And even though there are no field views from the enclosed club, there are several staircases that lead out into the stadium bowl so guests can take a couple snapshots.

There are options upon options for clients finding the right combination of clubs. "What some people are doing is having their meeting in the Delta Sky360 Club and then coming up to the Medtronic Club afterwards for appetizers and drinks," says Ottman.



FMP Club

Capacity: 800 gameday; 320 banquet-style; 160 theater-style
 11,600 square feet

Located on the south side of the stadium on the upper club level, above the Delta Sky360 Club and Medtronic Club, the FMP Club can be used alone or in combination with these two clubs since all three are easily accessible to each other via escalators. "What we've been doing for some larger events is booking all three clubs and just moving back and forth between them," Ottman says. Rectangular in size, the club features three floor-to-ceiling video walls as well as windows that look out onto 6th Street and the concourse. There are no views of the field inside the club, but there are multiple entrances leading directly to seating areas in the stadium bowl.



Unique Spaces

The Field

“It’s not very often that people get the opportunity to stand on the field where a Super Bowl is going to take place,” says Ottman. And if the sun is shining, because of the transparent roof, you might even find yourself with sunglasses on while in the company of the Vikings’ Norseman logo in the center of the field.

The stadium floor can accommodate banquet tables for up to 5,600 people directly on the turf or on top of a metallic interlocking system that resembles concrete. Stages and dance floors can be set up for galas or concerts, and the field can also be arranged in either football (99,000 square feet) or baseball (126,000 square feet) configuration for a trade show. One side of the field can be set for dinner while activities can be arranged on the other side. Audio-visual services come with the territory, with the two giant Daktronics displays on each side of the end zones and 3,300 feet of LED ribbon boards, not to mention an audio system with concert-level sound quality.



Main Concourse

“I love the north concourse,” says Ottman. “It’s wide, it’s open, it’s airy. It’s got a full wall of windows.” This space has proven to be perfect for about 50 trade show booths, and groups can migrate to another club for a meal. The west concourse behind the glass is suitable for events as well, and the entire concourse can hold about 300 booths for a trade show. With bars and TVs throughout, the main concourse can also be dressed up with standing tables for prefunction space.

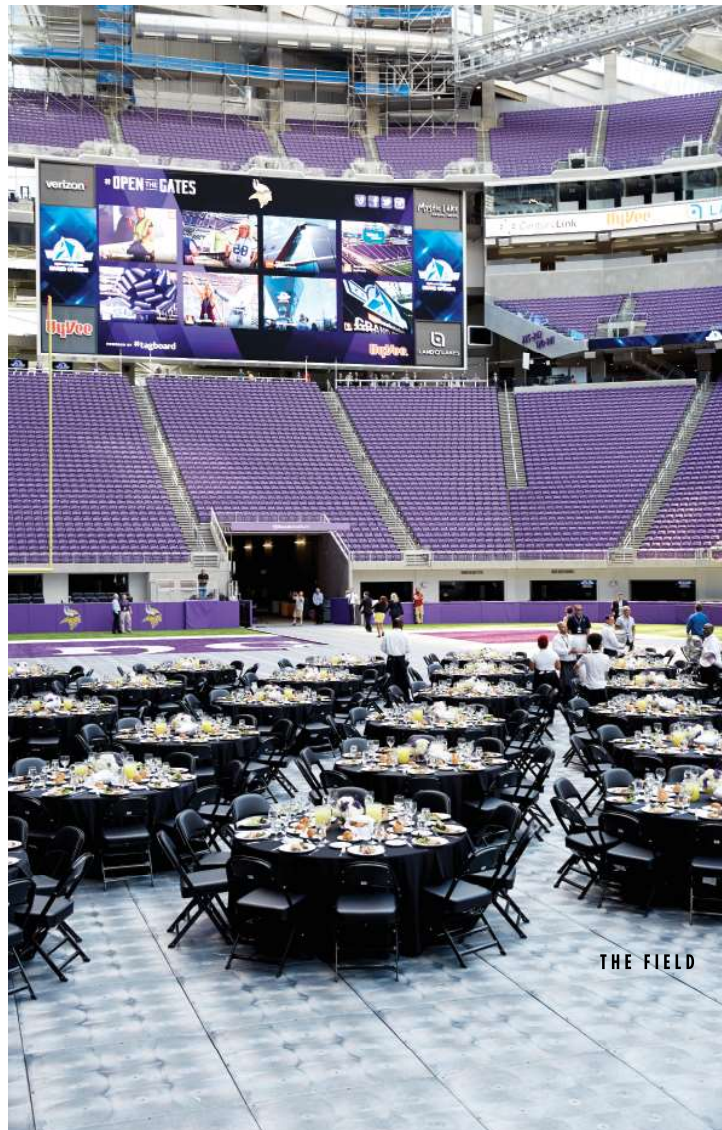
Medtronic Plaza

As epic as U.S. Bank Stadium is on the inside, the exterior is a sight to behold in and of itself. The Medtronic Plaza—on the stadium’s west side, where the five massive glass doors open—is not an area to breeze by, either. At the cusp of the plaza outside the Legacy Gate entrance is The Horn, the spiral sculpture resembling the Gjallarhorn. The Legacy Ship, on the corner of 6th Street and Chicago Avenue, boasts a custom-built 2,000-square-foot curved LED board as its sail and stands 160 feet long and 43 feet above street level. Constructed from more than 14,000 Legacy Bricks, the ship is a true testament to the loyalty of Vikings fans.

PHOTOS: MINNESOTA VIKINGS; TATE CARLSON; JOEL SCHNELL; STEVEN BERGERSON PHOTOGRAPHY

THE COMMONS

The 4.2-acre outdoor plaza, which extends across Chicago Avenue, is prime outdoor space in the heart of East Town. It can be used in conjunction with stadium space rentals or rented independently; booths, a small stage or food trucks can be set up when weather permits. Capacity is flexible depending on the event type.
commonsmpls.com



THE FIELD

MEDTRONIC PLAZA



Booking

The thing Ottman has found to be pleasantly surprising to clients looking to book a meeting or event is the price. “Everybody assumes we will be too expensive for them,” she says, explaining that careful planning went into the pricing structure. “Knowing how many corporations we have in the Twin Cities, we want them to have the ability to host multiple events per year.”

A standard rental is four hours. For two-hour meetings in the Monday-Friday 8 a.m. to 5 p.m. time frame, discounted rates at up to 60 percent of the normal price are available. In those cases, boxed lunches or continental breakfasts are available for as low as \$15 a head. “It’s been very popular for people having breakfast meetings or lunch meetings and tacking on tours with those,” adds Ottman, who notes that about 75 percent of groups who book a club will also schedule time for a tour. Tours run for about 60 minutes, can be customized to each group and offered at a reduced rate from public tour pricing.

If, for instance, clients are using multiple spaces, then a customized pricing structure will be applied by taking the base rental rates of each club and other expenses. “You don’t need to be all inclusive for all the spaces because you’ll utilize some of the same staff-

BOOKING BY THE NUMBERS

4 HOURS TIME ALLOTTED
IN STANDARD RENTAL FEES

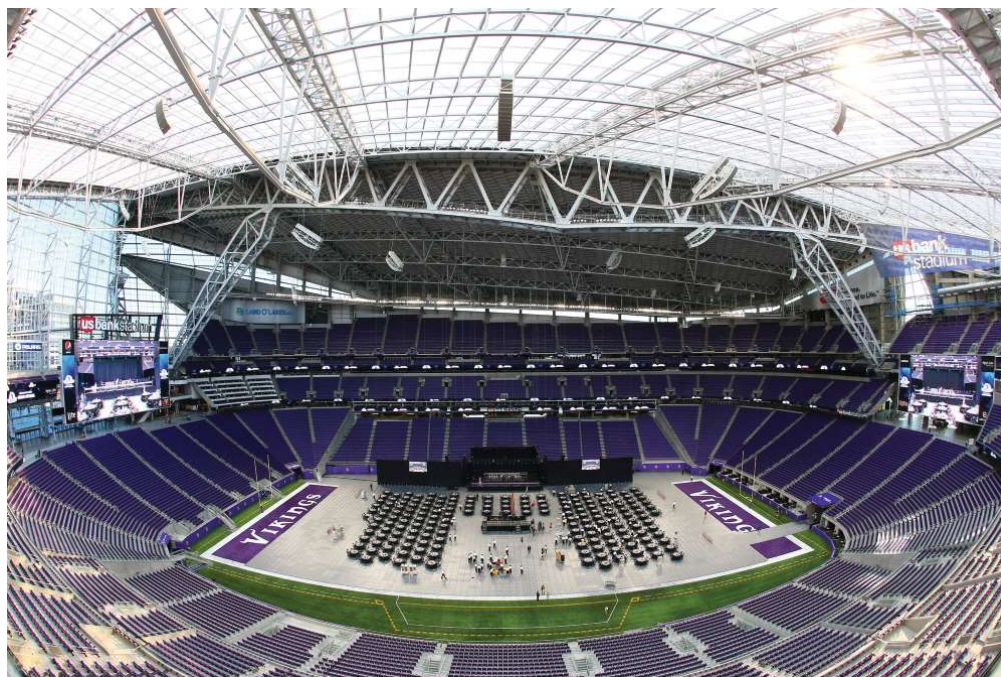
60% MAXIMUM DISCOUNTED RATE
FOR TWO-HOUR MEETINGS
(M-F, 8 A.M.-5 P.M.)

\$15 A HEAD FOR BOXED LUNCHES
OR CONTINENTAL BREAKFASTS
(M-F, 8 A.M.-5 P.M.)

75% OF GROUPS BOOK
A TOUR FOR \$10 A PERSON

60 MINUTES AVERAGE LENGTH
OF TOURS

15% DISCOUNT FOR 501(C)(3)
ORGANIZATIONS



“Everybody assumes we will be too expensive for them. Knowing how many corporations we have in the Twin Cities, we want them to have the ability to host multiple events per year.”

—DANIELLE OTTMAN,
sales manager

ing,” explains Ottman. “We’ll work with the customer to make sure they’re paying a fair price.” When it makes sense, all-inclusive rates are an option, covering operating expenses in the form of ushers, security and housekeeping. “We’re not going to nickel and dime people,” Ottman asserts. Indeed; 501(c)(3) organizations get a 15 percent discount on rental rates.

The Logistics

Once the contract is signed, the Event Operations Team at U.S. Bank Stadium is clients’ go-to resource for ensuring a seamless group function. The team works out all the logistics, from room layout, to getting people into the space quickly and safely, to setting up vendor load-in schedules. Staff is on hand

to make recommendations in terms of space usage and available amenities, bringing planners’ visions to life.

While the stadium isn’t a convention center or hotel, it does have a similar capacity in terms of space, furniture and décor for any function. Tables, chairs, podiums and basic linens are available for use in all clubs.

And with 2,000 TVs throughout the stadium, each club certainly has many of its own flat-screen HD TVs. “Each club is outfitted with A/V capabilities, whether that is a projector and screen, video walls, or floor-to-ceiling projection walls,” says Ottman. “Clients can run their PowerPoint on any of these options, while also utilizing in-club TVs to display logos or looped, short videos.” Built-in audio-visual options in clubs range from wireless microphones, local inputs, touch screens to control audio and video walls and/or projections screens. ▮