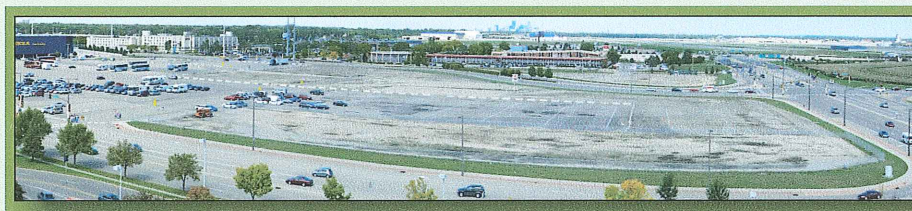


A Proposal for a New Vikings Stadium & a Global Solution for MN...

Mall of America Phase II & Stadium



Located at the Ikea Site North of Mall of America



**For Downtown Minneapolis & St. Paul
"Next Generation" Street-wide Skyway Boulevards**



A "Global Solution" for a "Balanced Approach" for 5,000 new Tourism Jobs, \$2 Billion in "new" Revenue yr. from "Out-of-State" and a great new Image for Minnesota...



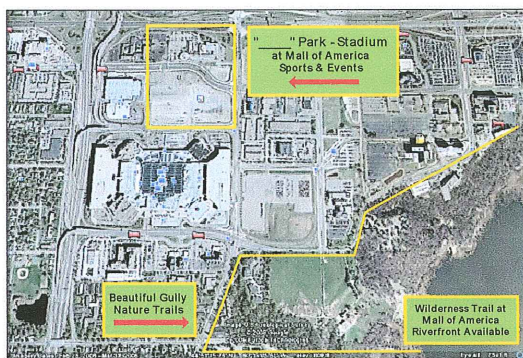
www.vikingbuzz.com



website Updated Twice a Month



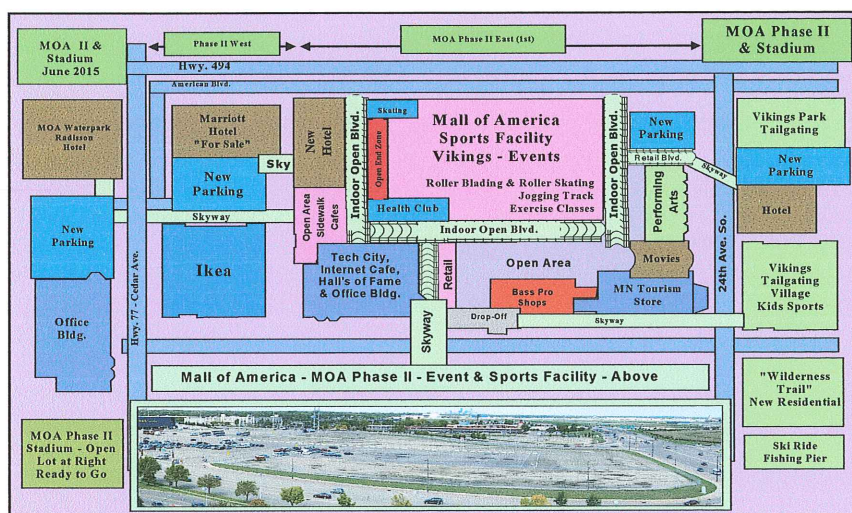
William C. Jewell Jr., 4575 W. 80th St. Cir., Bloomington, MN 55437, wmjewell6@yahoo.com



A Vision for Minnesota...

A Mall of America Phase II & Stadium...

A "People's Stadium," here's the Plan & the "Facts & Figures" of what a MOA Phase II & Stadium will do for Minnesota.



5 Million new Tourists a year for MN.

5,000 new Tourism Jobs, core city/student.

5,000 Construction Jobs, twice other Sites.

\$2 Billion year in new Tourism Revenue.

\$150 Million in new State Tax Revenue.

New Out-of-State Money into Minnesota.



Tourism: 1.4 Billion people will visit 25 yrs., "Top 3" Best Known Tourism Destination; MOA II & Stadium's Worldwide Fame gets \$4 Billion in Free Tourism Advertising 25 yrs.



Stadium: World's Most Famous Mall & Stadium; "Superdome Effect," Superbowl, Final Fours, will attract World Class Events, "If it matters, it's at Mall of America Stadium."



Jobs: 5,000 full time; 5,000 part time; 5,000 construction, jobs for core city kids, college students, long term unemployed; MOA II works. MN construction industry worst in U.S.



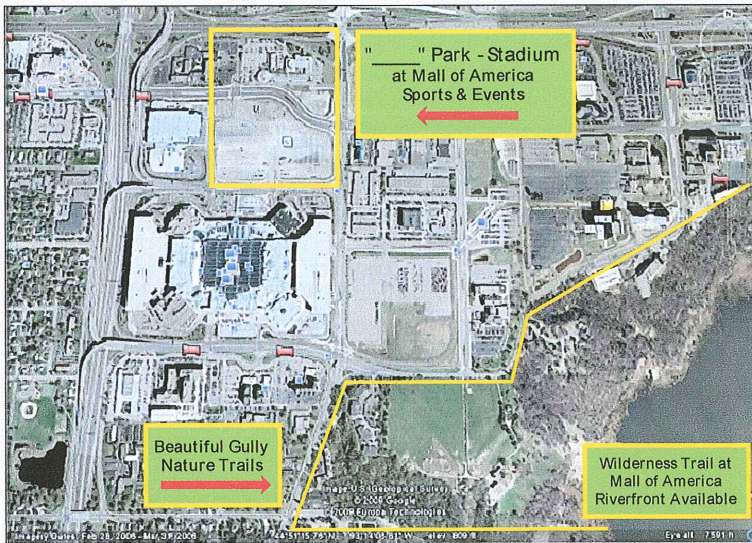
Revenue: \$2+ Billion yr. in "New Money" from "Out-side the State," US, Canada & Worldwide Tourism money flowing in; Stadium DT - Arden Hills, just Minnesota Money.



Image: "Minnesota's Mojo," seen it??? Down since the 70's when we were "Innovative & Cool," now no "positives;" our MN "Brand;" needs work; "Mega Minnesota, Mega Fun..."



Legislature, build a stadium or create a Future for Minnesota, your choice! MOA "Top 3" Best Known Worldwide Tourism Destination; MOA doubled in size, a Mega Mall with a Mega Stadium; "World Class" Sports, Entertainment, Recreation & Shopping; the World will visit!



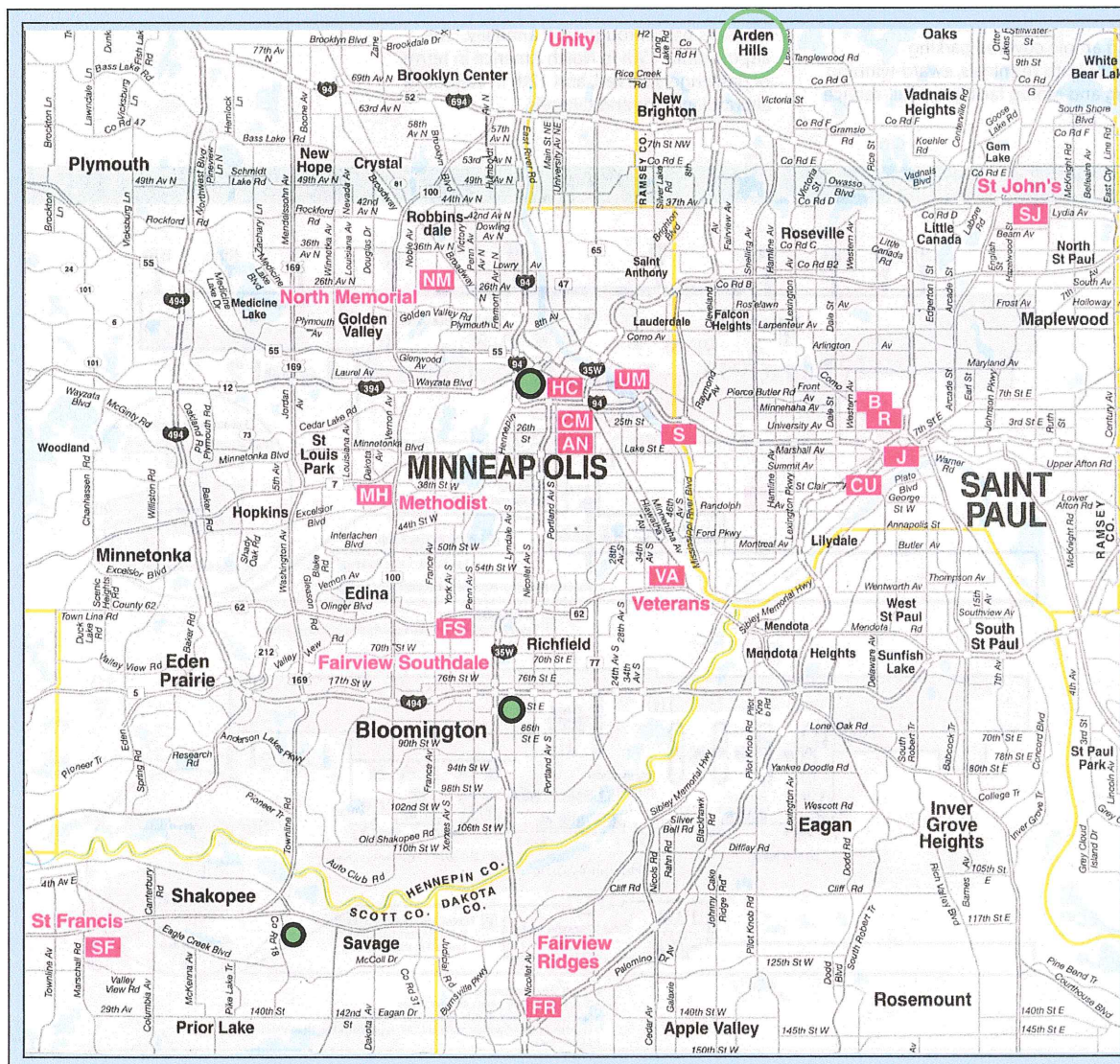
MOA Phase II & Stadium

Site & Location...

"Ikea Lot" North of Mall of America, directly across from the North Entrance of MOA...



MOA Site is the Most Centrally Located of all Sites by Population in the Metro Area when you Factor in Suburbs South of the Minnesota River. A Full 80% of the Metro Population Base is within 20 Miles of MOA.



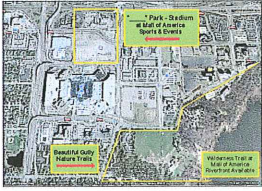
Mall of America is South of Hwy. 494 & East of Hwy. 77, Cedar Ave.

A Historical Site where Residents of MN have been traveling for 50 yrs. since the days of Metropolitan Stadium & Met Center.

Best Location for Driving with Free & Easy Parking, Fastest Travel "In & Out" of all the Stadium Sites.

And with so many things to do the hurry to leave is not there, the traffic flow is spaced out lowering the stress & hassles of events.

The Success of a New Minnesota Sports Facility for the People of Minnesota depends on "ease of use" brought about by "location & parking" and the 10 Days of Vikings use has extra "things to do" built in.

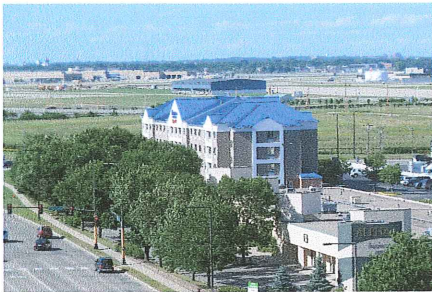


MOA Phase II & Stadium

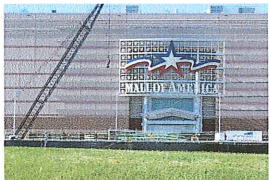
Location & Advantage...



The MOA North Side Lot east of Ikea is ready to go with infrastructure in place with only the raising of the Ramada and the relocation of American Boulevard on a preparation list.



Adjacent to MSP Airport with Light Rail access to terminals and Downtown Minneapolis Hotels as well as Hotels on the Bloomington & Eden Prairie 494 Strip and on the Metro's Hwy 494 & 694 Highway Loop it's an ideal Location, Tourism & Resident Friendly.



Mall of America is the World's Most Famous Mall and with the addition of the long awaited Phase II and a new Stadium not only will the annual 40 Million Visitors be present a new Group of Tourists 5 to 10 Million strong will show up to see "what's happening" at Minnesota's Mall of America...



Mall of America Phase II & Stadium - Opening Day, September 2015

The most Construction Ready and only 5 land Owners and nice level land ready to go it's a put shovels in the ground and people to work project that will be Minnesota's Largest Construction Project ever and with a Great PR Team the World will be watching every step.



Mall of America Phase II & Stadium will have 1.4 Billion People visit the next 25 yrs.

MOA, "Top 3" World's Greatest Tourism Attraction; how can we not build on that Recognition & the 40 million "Customer Base;" our \$2.1 Billion MOA II "Investment" pays \$2 Billion the first year paying for everything...



"Things to Do," "Top 3" Worldwide Tourism Attraction, Mall of America as a place to be in conjunction with a Stadium Event even Walt Disney can't match this...



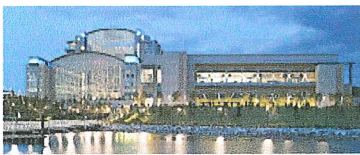
MOA Phase II & Stadium

Sports, Entertainment & Recreational Advantage...

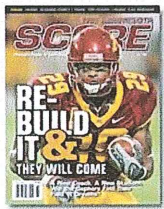
No other Site Offers the Worldwide & World Class Opportunities that a MOA can Provide...



Minnesota's Mall of America II & Stadium - Sports, Entertainment & Recreational Use...



"World's Most Famous Stadium," Superbowl, NCCA Basketball Final's & Regional's every year, and Big Ten Championships Games after 2015 & much more for Minnesota; "World's Biggest Events at Mall of America..."



"Gopher "Rival Games," Wisconsin, Iowa, & Nebraska, end of season games at Mall of America Stadium, "Travel Big," 100,000 attendance for National TV time & Gopher Recruiting of Top Talent plus Big Ten Championship Games...

• NFL Football • Gopher Football, Iowa, Wisc., Neb. MOA \$ • "Snow Bowl" College Football

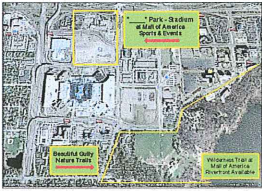
- | | | |
|-----------------------------|--|--------------------------------------|
| • H. S. Playoffs: | • Gopher Spring Baseball, Big Ten Track & Field | • Soccer, Roller Blading Hockey. |
| <u>Recreational use:</u> | • Roller Blading on open concourse facing Blvd. | • Food Facilities serving Blvd. |
| • Classes in Suites | • Roller Skating on field, Kids/Families, exercise | • Tourism Facility, pays for itself. |
| • Gully Twister Ride | • Ski lift down beautiful Gully opposite s/e MOA | • Fishing Dock, Carp, MN River. |
| <u>Phase II Facilities:</u> | • Lifetime Fitness Health Club, part of Stadium | • Jog on Stadium Track, wow. |
| • New Office Bldg. | • MN Hall's of Fame; Sports, People, Companies | • Tech City, Internet Cafe-Coffee. |
| <u>ECO Friendly:</u> | • MOA, Phase II & Stadium, no heating system | • Costs low, more "People" use. |
| <u>MOA II New:</u> | • Skyways to Hotels & Parking, West, South... | • Dinner Theaters, Music Venues |
| • Self Financing | • Only Location that completely pays for itself. | • Naming Rights, \$1 Billion!!! |
| <u>MOA Reminder:</u> | • 97% Residents/Tourism use; 3% by Vikings. | • 40 Million yr. visit, customers. |
| • More Tax Rev. | • 5+ Million new Tourists yr. visiting MN year. | • Germany, Great Britain, Japan |



"Top 3" World's Best Known places to Visit, Mall of America; A State Resource MN can use...



**5 Million People Yr. will use MOA II Recreational & Fitness Facilities;
location, location, location; jog the stadium track,
World's Largest Fitness Classes on Field; Open the Roof, WOW!!!**

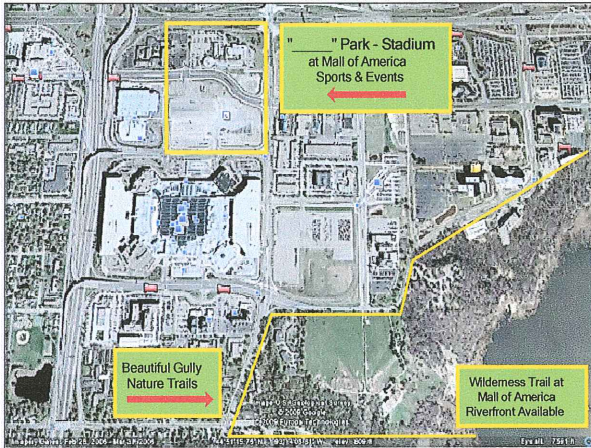


MOA Phase II & Stadium

The Stadium and the Plan...



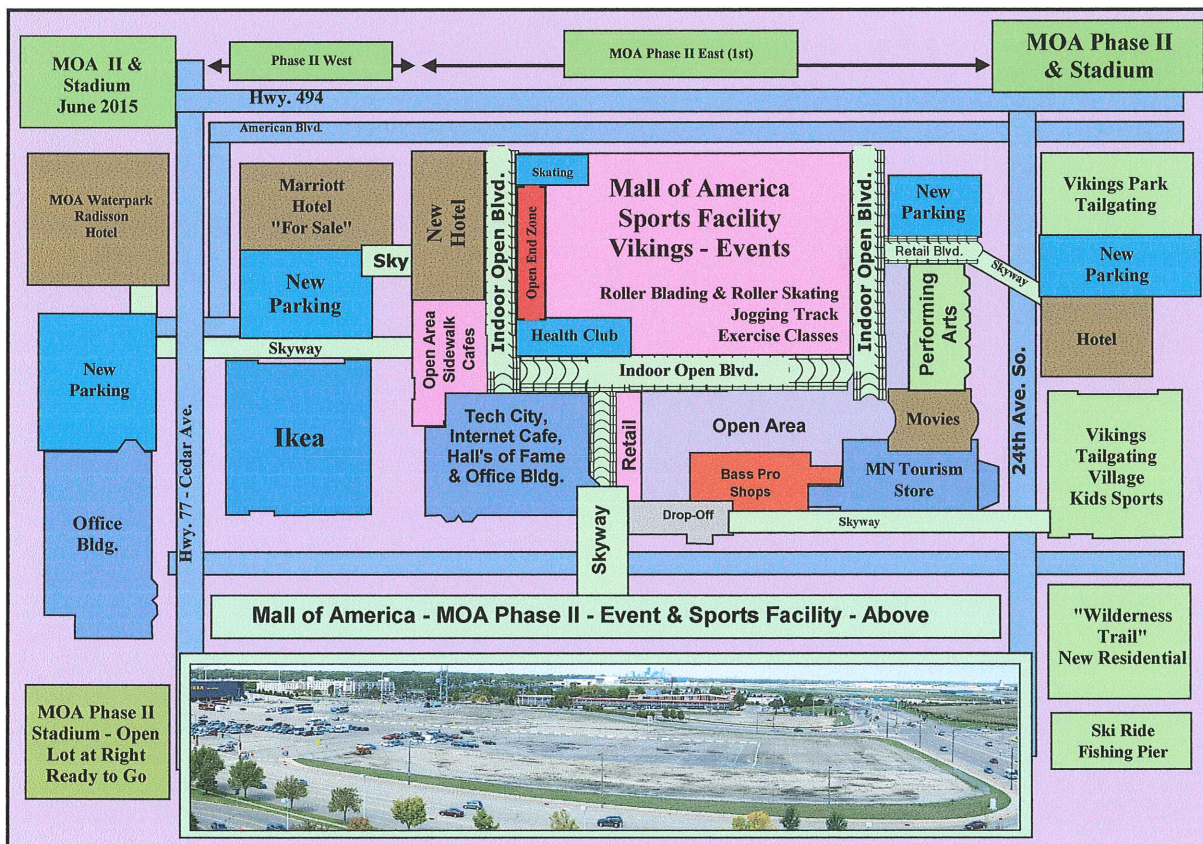
The Stadium will be patterned after Lucas Oil Stadium in Indianapolis & Inter-developed as Part of a Mall of America Phase II.



As Minnesota's Largest Construction Project Ever at \$2.1 Billion & with 5 Million New Tourists a year it will generate \$50 to \$100 Billion in Revenue from out-of-state over 25 yrs.

5,000 new Tourism Jobs plus 5,000 new Construction Jobs will be the result with what will be an Inage Generator for MN.

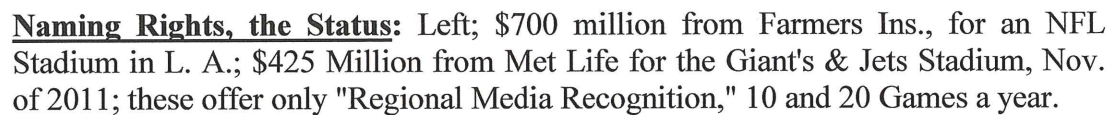
MOA Phase II & Stadium... This is the General Layout with Developers & Architects to work out the many Details. As one of the Most Prestigious Projects ever to be Developed it offers a Design Opportunity for Development Companies.



This is not a very Popular Development Project with many in Government at various levels so a "Stadium & Tourism Super Panel" will have to work on this "Very Complex Project" but the Rewards and the Legacy of those who are able to accomplish this monumental task will be in Minnesota History Books forever...



MOA Stadium Naming Rights, Building & Interior	- \$1 Billion...
Hotel, Rental Car, Liquor and other Revenues.	- \$250 Million
Sports Clothing, Merchandise & Memorabilia.	- \$150 Million
Fiscal Disparities Pool of MN Hospitality Venues.	- \$200 Million
Vikings Ownership Group with upscale Stadium.	- \$300 Million
NFL Funded Stadium Development Program.	- <u>\$200 Million</u>
<u>Mall of America Phase II & Stadium - Total Funding</u>	- \$2.1 Billion



Naming Rights, the "current approach," "Five corporations to buy Naming Rights; One for the Building itself & Four "Cornerstones;" MOA II & Stadium, 25 Revenue Zones & "Extensive" Electronic Signing Capabilities geared to events as they are hosted.

Mall of America II & Stadium, “Worldwide - One of a Kind,” “Top 3” Best Known Tourism Destinations...
“Tourism & Stadium Task Force,” “Should” contact potential MOA Naming Rights Customers & Agents?



Premium Zones - Opening Bids:

Zone 1: Building - \$500 Million.
Zones 2-3-4: Sidelines & Single End
Zone - \$100 Million ea.; \$300 Million.
Zones 5-6-7: Triple End Zone, Related
Products - \$150 Million Total.
Zone 8-9: Atriums \$100 Million each.

Select Zones - Opening Bids:

Zones 10-11-12-13, MN Halls of Fame
& Atrium - \$25 & \$50 Million.
Zones 14-25: Terms: Varied-Time.

"Naming Rights Buyers," **Mall of America II & Stadium** **"Great Brand, Worldwide Recognition;"** and to get the real information on the Value of these Rights a High Level Government Official will have to talk to agents...

How to Pay for a Stadium and the Stadium Process it self is a Complex Issue, First you have to determine what kind of Stadium you want to build and a "Cost Benefit Analyses" can be the Start, the Revenue Projections from that then work with Fiscal & Financing Strategies and various "entities" in the Mix, the Vikings, for a "Deal."

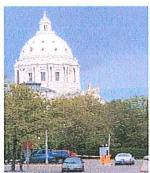


MOA Phase II & Stadium

A "Global Solution" & Important Information...



A "Global Solution," for Minnesota, the Big Picture where all Sports Facilities, Convention Center, are Financially Managed in one Group with "MOA Revenue Zone" sharing Revenue with Minneapolis & St. Paul for DT Tourism & Skyways, Bloomington & Viking's to match Arden Hills.



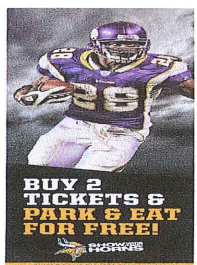
Governor Dayton?, the "Big Picture?" Stadium & Tourism Task Force needed with "Revenue Projections," Stadium issues are so complex that only an "Impartial Panel" can gather the needed information for a viable answer & Governor Dayton; only a Mall of America Phase II & Stadium brings in the Tourism, Jobs, Revenues & a Great New Image and a New Era of Prosperity for Minnesota; Minnesota Legislature, MOA Stadium, Wow, this a Once in a Lifetime Opportunity.



Bloomington's Closes; MOA Traffic & Tourism Down, Mall of America has gone from 63 Million to 40 Million visitors from 2000 to 2010 but the real problem is that Weekday-Daytime Visits are down 50%, this due to the loss of International & National Tourism. Mall of America needs a solution to it's lost Tourism & 20 years old, an image boost, so a MOA II & Stadium?



New Jersey's Xanadu Mall Opens in 2013; "American Dream," to compete with MOA as the World's Largest Mall; NFL, Sports, Entertainment & Shopping, our answer, MOA II & Stadium. Newspapers have boycotted printing story to sell land, MN Tourism & Jobs will be lost.



NFL Ticket Sales down 15%; Viking Season Tickets sold for \$290; Half Price, \$10 Tickets & Free Tickets at MOA on Dec. 14th; NFL, Ticket Sales down 15%, fan interest down, Sports Bars empty; Big Screen TV's, in 3 yrs. 80" for \$1,200; only a MOA Stadium will sell tickets & draw fans.

NFL Fantasy Football another nail in the ticket buying coffin, 34 million strong, the interest goes to Stats away from Game Interest to a Gaming type Mentality; of the NFL's weekly 80 Million viewers 34 million focus on the 'Sport' of Fantasy Football, not the games.



"Golden Age of Sports," is it over? Vikings tickets sales & attendance way down; Metal Detectors, why? Sports Bar's don't draw; only winning teams sell tickets, a down economy & focus of our lives are changing, Professional Sports are now just an interest not a passion...



Walt Disney had vision & could see what he didn't live to see; in Minnesota we have MOA, the "Greatest" Best Know Worldwide Tourism attraction you could ever dream of and an opportunity for a new "Phase II & Stadium" how can we not use our MOA resource for Jobs, Revenue & Image?

Disney World, Orlando Florida, where do you put a new \$100 Million for Hotel,? Cheap polluted land 20 miles from the Magic Kingdom; Downtown with Bars and Bad Parking; or for success, next to a World Famous Destination with 40 Million yearly visitors, easy access & parking; & plenty of family things to do?



Mall of America Phase II& Stadium;" Facts:

- Transportation & Infrastructure, best site, easy parking, most fun & lower Dev. Cost.
- Great location, free & easy Parking. • Customer Base of 40 Million visitors a year & 5 Million new Tourists.
- People's Stadium, Resident use 365 days yr. for Sports & Recreation & Vikings 10 days. • Tourism & Jobs, 5,000 Million new Tourists yr., 5,000 Tourism & 5,000 Construction Jobs & \$2 Billion Revenue.

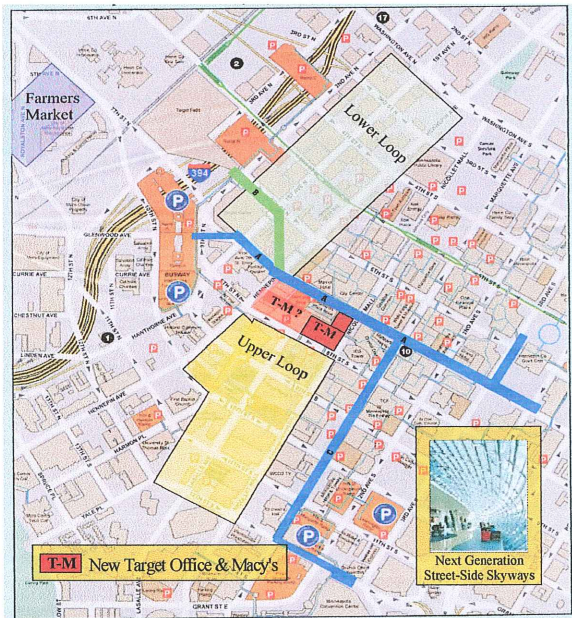
Minneapolis & St. Paul, "Out-side-the-Box Ideas" for Downtown Development & Rejuvenation...



Next Generation Street-wide Skyway Boulevards, World's First, "Controlled Safe Space" for both DT's for people to visit hassle & weather free...

Nicollet Mall summer like sidewalk cafe's & people; all year long in Downtown Mpls.

City of Minneapolis, St. Paul & State Planners, it's time to look at "What can be done..."



Turn dreary & cold 7th St. into a warm People's Boulevard...

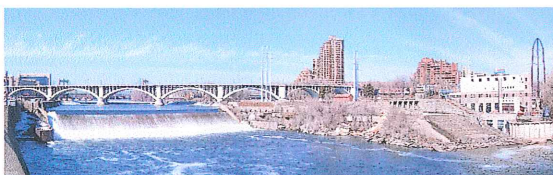


"Next Generation" Skyways, World's First, for people to feel "safe & comfortable" & want to visit DT Mpls. Skyway's, double level's, sidewalk cafe's, shopping, balcony people movers; Wow...



Minneapolis, "Controlled Safe Space" vs. Street Hassles; July, took skyway from 6th St. Ramp all the way to the new Crave & realized, above the street, people & weather, "Wow..., this is what DT needs."

3 Million Twins Fans streaming into Minneapolis each yr. "has not" dramatically reshaped Downtown, Lower Loop Bars, benefited, 15% of the population; new approach needed, 85% Suburban traffic & weekday visits



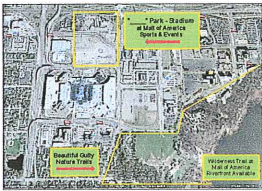
Fountains on the Mississippi at St. Anthony Falls Spillway viewed from Stone Arch Bridge, laser lights, great in summer & winter, frozen fountains away from people so let them freeze, how high will they go, 200'?



Metrodome, World's Largest Indoor Waterpark & Playground? 1.5 Million visitors yr. vs. Vike's 10 games, 50% tourism ratio, rooms rented, meals bought, Revenues. Governor, Big Picture Planning for the Future?



A "Global Solution," for Minnesota, the Big Picture, where all Sports Facilities & Convention Center, are Financially Managed in one Group with a "MOA Revenue Zone" sharing Revenue, Mpls. & St. Paul for DT Skyways, Bloomington for the effort & the Vikings with Arden Hills level Revenues.

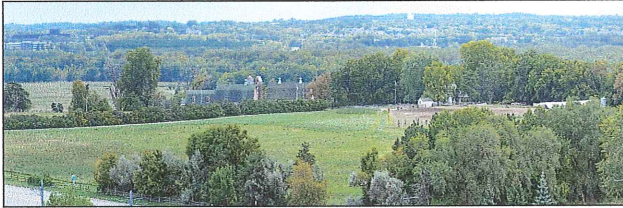


MOA Phase II & Stadium

A "Global Solution" & More Important Information...



"World's First Green Stadium," at Mall of America, No Heating System needed, Like MOA which is heated by Radiant light from sun roofs, lighting and people, MOA II & Stadium the same. ECO Friendly, saves \$3 Million yr. in Operating Costs, "Low Cost" use for H. S. Sports & more.



"Wilderness Trail" Self-contained City,
on the Beautiful Minnesota River Bluffs with light rail, available soon at... Minnesota's Mall of America...

"World's Most Famous Mall;" a Mall of America II – Stadium, will bring 5 Million new Tourists back to Minnesota each yr. and make Minnesota's Mall of America, the... "Gathering Place for the World...."

Governor Dayton, Stadium & Tourism Solution very complicated, Stadium & Tourism Task Force to help?

The objective is to get focus on just what will make Minnesota a Great State again & not on "Just" what Sam Garbarski, Mayor Rybak, Barb Johnson's "visions" are. "The Big Picture" & "What" really is best for "Minnesota," is a "Global Solution" for "all" of Minnesota's Problems:

What are the Problems and Issues Minnesota need's to address???

- A new Sports Facility for the Vikings and "Minnesota" Recreational Use.
- A way to get "Revenue Projections" and a way to pay for a new Stadium.
- A way of Providing Global Management for all the Metro Sports Venues.
- A way to bring more people into Downtown Minneapolis everyday visits.
- A way of providing "Comfortable and Safe" Space for Downtown Visits.
- An answer for Declining Tourism & Daytime Traffic at Mall of America.
- A way to Compete with New Jersey's Xanadu, the American Dream Mall.

Governor Mark Dayton, appoint a Stadium & Tourism Task Force?, to look for a "Global Solution" of the MN Problems with an "Open & Fair Process" including MOA which has big unseen problems...



MOA Bloomingdale's to Close... Mall of America has gone from 63 Million to 40 Million visitors from 2000 to 2010 but the real problem is that Weekday-Daytime Visits are down 50%, this due to the loss of International & National Tourism. Mall of America needs a solution to it's lost Tourism & 20 years old, an image boost, so a MOA II & Stadium? Also--



New Jersey's Xanadu Mall Opens in 2013; "American Dream," will be competing with MOA as No. 1 U.S. Tourism attraction & World's Largest Mall, & Owned by MOA Owners and with an NFL's Giant's & Jet's Stadium, Indoor Skiing, Entertainment & Shopping, and only 5 Miles from NYC; Minnesota's only answer, a Mall of America Phase II & Stadium...

Minnesota is one Great State based on innovation, hard work and smart people bringing products & processes to the Country and the World; to become another Mississippi or a Las Vegas Sin City with Casino's is not a good idea & an insult to what the real Minnesota is all about. Legislator's, MN has a smart & clean image, don't ruin it...

A "Global Solution" which I'm Suggesting is the "Only One" that Provides a well thought out Solution for Minnesota's Problems as listed and create's a "Great New Image;" for Minnesota.

Governor Dayton, Minnesota's Future is up to you starting with a "Global Solution" on an approach for a Stadium, as per, "City has what Vikings want, except money," (And a Global Solution) Kevin Duchscher, Strib. 2-27-2011

Reminder "only" a Mall of America Phase II & Stadium creates new jobs beyond construction jobs, 5,000 Jobs. Metrodome employ's 22 Full Time People & any other stadium without MOA Tourism will be more of the same and In a letter to: Construction Companies, Unions, & Architectural Firms about what we can do for Minnesota:

Visualize...

- Mall of America Phase II & Stadium with new multiple Parking Ramps.
- MOA Phase II with 1 or 2 new Hotels and connected Skyways to all Hotels.
- "Wilderness Trail" Residential & Office Space on Minnesota River Farmland.
- "Next Generation" Street-wide Skyway Boulevards for DT Mpls. & DT St. Paul.
- New Target Macy's Building at 7th & Nicollet as part of new Skyway Boulevard's.

\$5 Billion Dollars of Total MN Development, all financed from a "MOA Revenue Zone" due to a Mall of America Phase II & Stadium & Revenue Sharing for Minneapolis, St. Paul, Bloomington & the Vikings...

- **Or...** A Downtown Vikings Stadium - with \$12 Million more a year in Operating Costs for Mpls.

Minnesota, do we want to build "just" another Stadium or do we want to build upon the World's Most Famous & Successful Mall. The most asked question at the Bloomington Convention & Visitors Bureau by large convention groups is, "What's new at Mall of America?" "They, want a reason to come back to Minnesota, let's give them one.



Under a "Global Solution" we build all these items above & below; "or" we can build "just" a Stadium. "Global Solution," all Sports Venue's Financially Managed in one Group. A Stadium in Mpls. will cost \$12 Million yr. to operate, Vikings pay no Metrodome rent; Mpls. \$12 Million yr. more you have to pay

Minnesotan's made 100 Million visits to Malls last year, but only 1 Million trips to DT Mpls. for shopping...

Malls are successful, Skyways are Successful, why not combine the two with the "World's First" "Next Generation" Street-wide Skyway Boulevards. Getting People Downtown, the following will bring visits & results:



- Add Downtown Space that is more Mall Like.
- "Next Generation" Street-wide Skyway Boulevards.
- "Mall Like Shopping Space" above the street hassles.
- "Safe Comfortable Space," weather free with Ramp Parking.

"Visits?," Mayor Rybak & Barb Johnson propose a Downtown Stadium as to bring visitors to Downtown, what will work, "Proven Mall Like Space?"

This 10 Page Proposal for a Vikings Stadium as part of a "Global Solution" is the work of...

**A Global Solution & Vision for MN's Future,
Mall of America Phase II & Stadium,
Downtown Tourism Development,
Sports Venue Management.**



MOA II - Stadium Benefits

Tourism Based Benefits

- * 5 Million Tourists Yr.
- * 5,000 Tourism Jobs
- * 5,000 Construction Jobs
- * \$2 Billion yr. E. Impact
- * \$200 Million State Tax
- * New Money Into State

MOA II Generated Events

- * NFL Superbowl
- * Big Ten Champ. Games
- * Gopher Rival Games
- * Final Four - Regional's
- * Global Viewed Events
- * \$2 Billion in 5 years

Minnesota Image Factors

- * MN Quality of Life Up
- * State Regains Cool Status
- * Recruits Talent to State
- * Gopher Football Talent
- * Stadium, new Superdome
- * Innovative Image Back

**A Big Picture Perspective
for a MN Owned Stadium,
and a Complete Package
for Solving MN Problems.
Stadium & Tourism Task
Force for Facts & Figures**

Funds to Develop

**Naming Rights from
Stadium, Phase II,
Plus Ad Signage***

**User Taxes & Fees,
Clothing, Hotel &
Car Rental, Player
Salaries & MOA II
for TIF. & Fiscal
Disparities Pool**

**Team Owners at
\$200 Million, NFL
at \$200 Million**

Side Revenue Notes:

- * No New Gambling
- * Social Costs Saved
- * Court & Law Saved
- * No Mystic Job Loss
- * Big Recreational Use

*** Electronic Signage
Managed for Events,
Building & Internal
Naming Rights plus
MOA's Traffic for
huge Revenues and
\$500 Million a yr.
in "Free" PR Media**

Revenue Sharing

**MOA Revenue Zone
MOA II & Stadium
Generated Funds**



**Mpls. Downtown
Development & Next
Generation Skyways**

**St. Paul Downtown
Development, New
Skyways, Ballpark**

**Bloomington Cedar
East, Wilderness
Trail Residential**

Sports Venue Mgmt.

**Xcel Center
Target Center
Mpls. Conv. Center
St. Paul Saints
Gopher Baseball
MN State Fair
Target Field
Metrodome
MOA II Stadium**

**Minnesota's Stadium Decisions will shape our future for the next 25 years and
5,000 MOA Tourism Jobs will affect many lives; once in a lifetime Opportunity.
William C. Jewell Jr., 4575 W. 80th St. Cir., Bloomington, MN 55437**



MOA II & Stadium – A Stadium is a Business & these are the Revenue Numbers for each Stadium Site:

MOA is an “Easy in & Out” location which will give MN Residents a 25 good yrs. Vikings having trouble selling tickets, MOA, no Problem.

MOA II Sports Events	Tickets Yr.	Tourism Ratio	Tourism Impact Yr.	Tourism Impact 25 Yrs.
Vikings Football(10)	800,000+	20%	\$100 Million	\$2.5 Billion
Gopher Football (1-2)	100,000+	70%	\$20 Million	\$500 Million
Final Fours-Regional	200,000	80%	\$70 Million	\$1.75 Billion
Gopher Indoor Baseball	60,000	20%	\$6 Million	\$125 Million
MN H. S. Sports	60,000	10%	\$2.5 Million	\$62.5 Million
Big Ten Football Champ	100,000	80%	\$45 Million	\$1.2 Billion
Professional Soccer	50,000	20%	\$10 Million	\$250 Million
Big 10 Finals - Track	30,000	80%	\$10 Million	\$250 Million
Other Events	400,000	60%	\$80 Million	\$4 Billion
Ticket Sales \$1.5 Billion - Totals	2,000,000	60%	\$350 Million	\$9 Billion

MOA II Stadium	Tickets Yr.	Ticket Sales Yr	Meals & Refreshments Yr.	Recreational Sales 25 Yrs.
Recreational	500,000	\$2.5 Million	\$5 Million	\$185 Million
Roller Blading	500,000	\$1.5 Million	\$3 Million	\$115 Million
Roller Skating	2 Million	\$4 Million	\$6 Million	\$250 Million
Jogging Track	500,000	\$2.5 Million	\$6 Million	\$210 Million
Play Ground	500,000	\$2.5 Million	\$5 Million	\$185 Million
Games & Misc.	4 Million	\$13 Million	\$25 Million	100 Million Visits \$1 Billion
Recreational Total	10 Million Yr.	\$100 Million	\$200 Million	\$7.5 Billion
MOA II Tourism Visits	300,000	80%	\$1 Billion	\$1 Billion
2016 Superbowl	1 Million	90%	\$2 Billion	\$2 Billion
NCAA Final Fours (4)	15 Million Yr.	375 Million 25 Yrs.	\$100 Billion 25 Yrs.	\$100 Billion 25 Yrs.

These are real numbers and would like Governor Dayton’s Commissioners give theirs so “Facts & Figures” can be looked at for ‘all’ sites.

Stadium Revenue Comparison's			
Development Costs			
Arden Hills	Metrodome II	MOA II Stadium	Tourism Revenue w/ o Vikings, 25 Yr.
\$950 Million + \$273 Million	\$900 Million + \$120 Million	\$1.2 Billion + \$40 Million	\$100 Billion + \$7.5 Billion
Operating Costs Year			
Arden Hills	Metrodome II	MOA II Stadium	Tax Revenue Yr. - Players + Tourism
\$12 Million (\$7 Million)	\$12 Million (\$7 Million)	\$9 Million + \$25 Million	\$4 Million + \$300 Million
Total Jobs - Stadium & Tourism			
Arden Hills	Metrodome II	MOA II Stadium	Arden Hills
F.T. 22 + P.T. 500	F.T. 22 + P.T. 500	F.T. 6,000 + P.T. 10,000	\$4 Million + \$400,000

Stadium Revenue Comparison’s by locations & Multi-Use MOA Stadium vs. Single Use Downtown/A.H. Stadiums...

Facility	Overhead Per Year	Vikings Rent-Yr.	Event Rent Yr.	Overhead Balance-Yr	Facility Cost-Yr	Player Tax+ Tourism Yr.	Balance-Yr.
Single Use DT	\$12 Million	\$5 Million	0	(\$7 Million)	\$50 Million	\$4.1 Million	(\$41 Million)
Tourism Use MOA	\$9 Million	\$6 Million	\$3 Million	0	\$50 Million	\$350 Million	\$300 Million



www.vikingbuzz.com
William C. Jewell Jr.

January 12, 2012

Governor Mark Dayton
Office of the Governor
St. Paul, MN

Dear Governor Dayton:

Re: Proposal for a New Sports Facility for the State of Minnesota, Vikings Stadium.

Don't know where I heard it but 5:00 today is the Deadline for Proposals for a New Vikings Stadium and I hope a Private Citizen not in Elected Office or Rich has an opportunity to be heard.

My Proposal is about not just about a Vikings Stadium it's about a "People's Stadium" where they get the most use and benefit and a lot of that has to do with location, traffic and parking.

A "Global Solution," it is felt that this shouldn't be just a Vikings Stadium or a "Peoples Stadium" issue we should look deeper at issues like Downtown Tourism, Revenue for Sports Venues that should be under one management and so forth & due to the size of the issue feel a Governor Dayton Stadium & Tourism Task Force, or Super Panel, with some of your Commissioners & other experts offered a chance for input and then decisions made from there.

Would be glad to meet with you or any of your people at any time, with 10 years into this "Hobby" there is much knowledge that you can't even start to be into a 10 page Proposal.

Thank you for your time.

Yours truly,

William C. Jewell Jr.
wmjewell6@yahoo.com
612-267-7454

#93p52