Planning for Change: The Minnesota Vikings Effect

EDAM Winter Conference 2018
$5MILLION IN ECONOMIC IMPACT
Eagan will soon be home to the Minnesota Vikings! The team's headquarters and practice facility, located off of I-494 at the intersection of Dodd Road and Lone Oak Parkway, will include Twin Cities Orthopedics Performance Center, a world-class indoor training facility with a 100-yard synthetic surface field, large locker room, expanded weight room and media production studio. It will also feature an expandable outdoor stadium that will potentially seat 6,000 to 10,000 people. This 40-acre campus is being built in phases, but the first phase is expected to open in March of 2018. For more details, click here.
Minnesota Vikings, Mankato part ways after one final training camp beginning next week

Training camp will move to Eagan facility in 2018.

By Rochelle Olson Star Tribune | JULY 19, 2017 — 6:42AM

Gallery: Fans watched the Minnesota Vikings afternoon practice on Friday.
WHAT’D YOU JUST SAY?
Managing Change: Viking Lakes
Change Happens
Managing Change: Vision
Establish a Vision . . .
...but know when to tweak it
Managing Change: Flexibility
Maintain Flexibility

Planned Development Zoning

- Zoning agreement unique to the proposed development
- Allows greater flexibility to the benefit of both the development and City
Keep your eye on the goal
Managing Change: Innovation
Do something different
Try a new approach

ETDMP

Event Traffic Demand Management Plan
Make adjustments as needed

- Overflow parking
- Parking attendants
- Wayfinding signage
- Signal timing modifications
- Traffic control officers

<table>
<thead>
<tr>
<th>Event Attendance</th>
<th>Event Day/Time</th>
<th>Day</th>
<th>Weekday</th>
<th>Weekend or Holiday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Start - End</td>
<td>8AM - 4PM</td>
<td>4PM - 7PM</td>
<td>7 PM or After</td>
</tr>
<tr>
<td>0 to 500 (Tournament, Camp)</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>1.5 to 2,200 (Conference, Corporate Event, Taste of Eagan, Taste of Vikings)</td>
<td>Tier A1</td>
<td>Tier B3</td>
<td>Tier A1</td>
<td>None</td>
</tr>
<tr>
<td>2,200 to 4,000 (NFL Draft Party, Festival)</td>
<td>Tier A2</td>
<td>Tier B5</td>
<td>Tier A2</td>
<td>Tier A3</td>
</tr>
<tr>
<td>4,000 to 6,000 (Any Event)</td>
<td>Tier B4</td>
<td>Off-Site Parking Required (Tier B5)</td>
<td>Tier B4</td>
<td>Tier B4</td>
</tr>
</tbody>
</table>
Just say it (and tweet it and text it and...)

- Weekly telephone conferences
- Media events
- Eagan business and community newsletters
- Social media
Don’t forget to ask a friend for advice

by Allen Schmidt, Mankato.
Managing Change: Teamwork
Love your Team
Preparing for the Purple
How Eagan Plans to Welcome the Vikings
January 18, 2018
How many Vikings employees will be working from the new Viking Lakes headquarters in Eagan?

A. 150 Employees  
B. 200 Employees  
C. 250 Employees
Trivia Time!

How many practice fields will the new Vikings facility have?

A. 3 Fields
B. 4 Fields
C. 5 Fields

Presented by the Eagan Convention and Visitors Bureau • eaganmn.com
Trivia Time!

How many Minnesota-based companies are working on the Viking Lakes project?

A. 12 Companies  
B. 18 Companies  
C. 21 Companies

Presented by the Eagan Convention and Visitors Bureau • eaganmn.com
Trivia Time!

During the Viking Lakes groundbreaking ceremony, the golden shovel was presented to NFL Commissioner Roger Goodell how?

A. Awkwardly thrown to him by Teddy Bridgewater.

B. Delicately dropped from the sky from a parachute by way of a Block 50 F-16 fighter jet direct from the 148th Fighter Wing stationed in Duluth.

C. Parachuted down and handed to him by the Frog-X Parachute Team.

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Transitioning from Mankato to Eagan

• Surprise – You’ll be Hosting Training Camp in 2018!
Transitioning from Mankato to Eagan

- Honor Tradition of Mankato
- Establish New Experiences in Eagan

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Welcoming the Vikings to Eagan

- Established Welcome Committee
- Dakota County Chamber
- City of Eagan
- Eagan CVB

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Welcoming the Vikings to Eagan

- Welcome Employees & Players
- Educate Employees
- Tackle Training Camp Logistics
- Transportation/Shuttle Service
Educating Eagan’s Hospitality Community on Vikings Lakes Amenities
Vikings Amenities - Headquarters
Vikings Amenities – TCO Performance Center
Vikings Amenities – TCO Stadium
Vikings Amenities

Museum • Team Store • Nature

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Volunteer Recruitment

• “Skol Patrol” Volunteers
• Train, Schedule
Economic Impact for Eagan

• Promote Ultimate Vikings Experience Year-Round
• Create Hotel Packages
• Partner with Neighboring Communities
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Economic Impact for Eagan

- Fans Can Watch Players Work Out
- Headquarters Open for Events
- Sports Tournament Business Represents Huge Opportunity
Building Training Camp Awareness
Building Training Camp Awareness

• Work to Minimize “Moving Anxiety”
• Make Fans Feel Comfortable in New Surroundings
Associating Vikings Brand with Eagan

- Vikings Games at US Bank Stadium – home is in Eagan
Associating Vikings Brand with Eagan

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Thank You