Elliot Park Neighborhood, Inc. - Minnesota Vikings Joint Tailgating Proposal
Approved by the Elliot Park Neighborhood, Inc. Board of Directors – September 8, 2014

BACKGROUND
In March 2012, the State of Minnesota, the City of Minneapolis, the Minnesota Vikings and the Metropolitan Sports Facilities Commission signed the Overview of Stadium Development and Operating Terms - Minneapolis Downtown East Site (Term Sheet), which served as the foundation for the final stadium legislation (Chapter 299 - H.F. No 2958) that passed the Minnesota State Legislature on May 10, 2012.

The Term Sheet including the following reference to tailgating (page 10):
As part of the definitive documents, the City and the Team will work together to expand the current tailgating boundaries on surface parking lots generally East and South of the Stadium understanding that certain areas will not be practical for tailgating. Once tailgating areas have been specifically identified and agreed upon, the City will amend City Ordinance Title 13.319.310 to include such areas. In addition, the City and Team will explore tailgating areas along current and future LRT lines. It is expected that any costs (e.g. cleaning) associated with tailgating on surface parking lots will be paid for by the owners of such lots.

In September 2012, the City of Minneapolis convened the City Stadium Implementation Committee for the purpose of reviewing the design and development of the new stadium. At the final meeting of this committee in July 2013, the Vikings presented both a tailgating fan survey and a study of downtown surface parking lots and requested that the current tailgating zone be expanded as defined within the Term Sheet. Following discussion, the committee unanimously approved the following motion: That the Stadium Implementation Committee urge the City of Minneapolis to work with the Minnesota Vikings on an expanded tailgating resolution that is fair to Minneapolis, its neighborhoods, the Vikings and their fans.

Subsequently, in October and November of 2013, the City of Minneapolis and Elliot Park Neighborhood, Inc. (EPNI) convened their own Tailgating Committees. The Vikings have met with both committees on multiple occasions since their formation, and the parties together jointly agree upon and propose the following:

CURRENT TAILGATING BOUNDARY
Mississippi River on the north, 6th Street S. on the South, 11th Avenue S. on the east and 4th Avenue S. on the west. MCO 319.310(c).

ELLIOT PARK NEIGHBORHOOD BOUNDARY
5th Street S. on the north, I-94 on the south, I-35W on the east and 5th Avenue S. on the west.

ELLIOT PARK NEIGHBORHOOD DESCRIPTION
This neighborhood was first settled just four years after the founding of Minneapolis. The park that is the neighborhood’s namesake was created on land donated by physician Dr. Joseph Elliot. Many mansions were built in the neighborhood in the late 1800s and early 1900s and those large homes were eventually converted into apartments to accommodate economic changes and a large influx of new residents. The neighborhood is currently home to a large number of institutions and nonprofit organizations: Hennepin County Medical Center (HCMC); Augustana Care Center; Augustana Apartments
of Minneapolis; Benedictine Heath Center of Minneapolis; North Central University; Minneapolis Adult & Teen Challenge; Minnesota Aids Project; House of Charity Food Centre & Residence; Catholic Charities Opportunity Center; Park Elder; Andrew Residence; and six churches. Additionally, a variety of nonprofit entities own and operate a substantial number of affordable housing units in the community with Aeon owning and managing the most (nearly 1,000 units).

**CONSIDERATIONS**

1. **Tailgating is Time-Honored Fan Tradition:** Based on fan surveys, the Vikings estimate between 8,000 and 10,000 fans tailgate for each Vikings game. These fans strongly indicate they want traditional tailgating to continue in close proximity to the new stadium.

2. **Delayed Need:** The Vikings will play football in TCF Bank Stadium at the University of Minnesota in 2014 and 2015, during which time it is assumed that most tailgating will occur near that facility and not in Downtown East/Elliot Park. Given the strong fan interest and the fact that sales are ongoing for the new stadium, the Vikings believe this issue needs to be resolved as soon as possible.

3. **Neighborhood as a Parking Lot:** Neighborhood streets become a virtual parking lot for fans on game day with accompanying noise, activity and issues like accumulating garbage.

4. **Unregulated Tailgating:** There is already some unsanctioned and unlawful drinking by football fans who park their cars in the Elliot Park neighborhood lots. The Vikings believe by offering coordinated and regulated tailgating opportunities in Elliot Park, this can be resolved.

5. **Negative Impact:** Alcohol consumption and public outdoor drinking parties in the neighborhood are not considered a positive contribution to the creation of a quality neighborhood environment.

6. **Desire for a Quality Neighborhood:** Elliot Park and the Vikings want a quality peaceful environment for the people who live in, work in and visit the neighborhood.

7. **Surface Parking Lots Detriment to Neighborhood Vitality:** The excess of surface parking lots in the Elliot Park neighborhood has long been considered a detrimental contributor to the cycle of disinvestment in the community. Elliot Park and the Vikings have a shared goal of achieving the development of increased housing and commercial spaces on these lots. Neither party wishes to impede or prevent positive development on the over-abundance of surface parking lots in the neighborhood.

8. **Impact on Real Estate Value and Development:** While EPNI believes that designating a surface parking lot as a legal tailgating lot may marginally increase the real estate value of that lot, both parties agree other real estate and market variables will likely have significantly more impact on whether a lot will be developed.

9. **Expanded Tailgating Options:** Tailgating as currently experienced in surface parking lots is expected to evolve as the urban footprint of the new stadium and surrounding area is redefined. The addition of the Central Corridor light rail line, a three-acre plaza, a nearly four-acre park and the potential of a new venue space in the repurposed Armory will present unique pre-game...
opportunities for fans. It is the goal of the Vikings to leverage those changes and offer multiple
game day activities, including traditional tailgating, near the new stadium.

a. **Light Rail Impact:** Fans have indicated their desire to be in proximity to the stadium for
tailgating activities. However, efforts could be made to designate parking lots that are a
short ride from the stadium and along the light rail line for tailgating purposes. The
Vikings have considered this as a potential option, but the team’s fans continue to
desire opportunities for traditional tailgating near the stadium and have not generally
shown interest in this.

b. **The Park at the Stadium:** In addition to expanded light rail connection to St. Paul, the
creation of the new park as part of the Ryan development will provide additional game
day gathering spaces and alternatives to traditional tailgating.

c. **Street Closures:** The City of Minneapolis is also considering shutting down various city
streets and allowing this space to be used for tailgating opportunities.

10. **Family-Friendly Tailgating:** The Vikings are designating a family-friendly stadium seating area
within the new stadium and together with EPNI are willing to promote a family-friendly
tailgating zone should the City designate such an area.

**PROPOSAL**
EPNI and the Vikings propose the following:

1) **Tailgating Lot Designations:** That the City of Minneapolis separate tailgating lots into two
categories: 1) family-friendly tailgating lots with no alcohol consumption permitted and 2) general tailgating lots that allow alcoholic beverages with existing City requirements.

a. **Elliot Park Family-Friendly Tailgating Area - No Alcohol Allowed:** That family-friendly
tailgating lots be permitted in Elliot Park in the following boundary:
   - North: 6th Street S.
   - West: Portland Avenue between 6th Street S. and 8th Street S. and 5th Avenue S. between 8th Street and I-35W
   - South: I-94
   - East: I-35W
   - These boundaries refer only to tailgating within the Elliot Park Neighborhood and the description is not meant to eliminate tailgating opportunities in other neighborhoods.

b. **Elliot Park General Tailgating Lots-Alcohol Allowed:** That general tailgating lots be permitted in Elliot Park in the following boundary:
   - North: 6th Street S.
   - West: 5th Avenue S.
   - South: 8th Street S.
   - East: Portland Avenue
   - These boundaries refer only to tailgating within the Elliot Park Neighborhood and the description is not meant to eliminate tailgating opportunities in other neighborhoods.

2) **Balanced Tailgating Approach:** EPNI acknowledges that it does not have authority to recommend expanding the tailgating zone in any part of Minneapolis outside of Elliot Park; however, the neighborhood appreciates the Vikings balanced approach to expand the tailgating
zone in all four directions around the stadium and not single out one neighborhood to absorb the expansion.

3) **Parking Lot Standards**: That EPNI and the Vikings support stronger visual and landscaping rules, requirements and standards being proposed by the City of Minneapolis for all surface parking lots and support the City’s aggressive enforcement of these standards, rules and requirements.

4) **Terms**: That all parties, including EPNI, the Vikings and the City of Minneapolis, make the following terms part of the tailgating rules and requirements:

   a. **Hours**: Tailgating hours will be defined to begin not more than five (5) hours prior to a game’s start time and conclude no later than two (2) hours upon completion of a game.
   b. **Enforcement & Monitoring**: EPNI and the Vikings will work with the City of Minneapolis to develop a plan to enforce and monitor tailgating lots.
   c. **One-Year Contracts**: No tailgating contracts longer than one year will be allowed between the Vikings and lot owners.
   d. **Neighborhood Clean-Up**: Lot owners will be responsible for clean-up following the game.
   e. **Parking Lot Requirements**: Per existing tailgating rules and regulations.
   f. **Parking Lot Maintenance**: Per existing tailgating rules and regulations.
   g. **Amplified Sound**: Per existing tailgating rules and regulations.
   h. **Food Preparation**: Per existing tailgating rules and regulations.
   i. **Signage**: Per existing tailgating rules and regulations.
   j. **Peddlers, Solicitors and Transient Merchants**: Per existing tailgating rules and regulations.
   k. **Short-Term Food Permits**: Per existing tailgating rules and regulations.
   l. **Alcohol**: Per existing tailgating rules and regulations.
   m. **Business Requirements**: Per existing tailgating rules and regulations.
1. Ryan Development  
2. MSFA/Vikings Development  
3. MSFA/Vikings Development  
4. Old Spaghetti Factory  
5. Premier Parking  
6. Sawatdee  
7. Mill City Museum  
8. Interstate Lot  
9. Thrivent East Lot  
10. Timeshare Systems Lot  
11. Dome Site Development  
12. First Covenant Church Lot  
13. Smith Lot  
14. Grumpy's  
15. 8th & Park  
16. Transpark Lot  
17. MN Tech Center  
18. MS Society  
19. Kraus/Anderson Lot  
20. Transpark Lot  
21. North Central University Lot  
22. Thrivent smith Lot  
23. B Lot  
24. Wells Fargo Bank  
25. Douglas Corp. Lot  
26. Smith Brothers Lot  
27. Bethlehem Baptist Church Lot  
28. Cenveo Logistics/Doc Mgmt Ctr  
29. Mikulay Lot  
30. City of Mpls CPED/Standard  
31. River Parkway Place  
32. Ritz Lot  
33. Downtown Auto Park  
34. Benson Lot  
35. Kensington Lot  
36. 1501 S. 6th St Lot  
37. Riverside Mall  
38. SB Properties/Jewel of India  
39. Total Parking Inc.  
40. Red Cross  
41. Benson Lot  
42. Benson Lot  
43. Benson Lot  
44. Butler Park Lot  
45. Cedar Riverside Lot  
46. Ford Center  
47. Rapid Park  

New
Licensed Class A
Unlicensed