A Great Place to Live, Work and Play!
PROJECT OVERVIEW
OUR VISION

Anoka County and the City of Blaine are developing a master planned community that promotes environmental stewardship, fosters a strong civic character and that is centered around mixed-use development anchored by a new stadium for the Minnesota Vikings.
OUR APPROACH

The Preserve at Rice Creek requires a bold master plan, a commitment to the future, and a partnership between public and private interests. To realize this vision the elected officials of Anoka County and the City of Blaine have established a development plan for the project centered on 10 guiding principles:

GUIDING PRINCIPLES

- Promote A Vision for the Future
- Create a Public-Private Partnership
- Build Community Support
- Optimize Connectivity
- Embrace Mixed-Use
- Promote an Environmental Stewardship
- Create a Pedestrian Environment
- Leverage Infrastructure
- Realize Fiscal Results
- Quality of Life

PROJECT OVERVIEW
STADIUMS OF THE FUTURE

No longer a stand alone building

Creates a platform to complete a city or fill gaps in a city

Supports construction of new infrastructure

Contains all elements needed to sustain city life

Includes residential, commercial and retail
OUR TEAM

Anoka County and the City of Blaine have engaged a joint venture of Hammes Company/Kraus Anderson as primary developer of The Preserve at Rice Creek.

Leaders in Real Estate Development and Construction.
Sports & Recreation/Commercial/Healthcare

Hammes Company

PROJECT OVERVIEW
SITE

Master Planned Community of 740 Acres

Wetland Restoration of 250 Acres
SITE LOCATION

Drive time from Minneapolis/St. Paul is 15 minutes

2 miles north of I-35W/Highway 10 interchange

Interstate frontage (I-35W) over 1.5 miles

New interchanges (I-35W) at Lexington Avenue and 95th Avenue
POPULATION GROWTH

Areas of most significant and dense growth are best served by Anoka County Site.

Counties   %
Anoka      31%
Chisago    60%
Sherburne  78%
Stearns    32%
Washington 60%
St. Croix, WI 55%
TRAVEL DISTANCE COMPARISON

Travel times & distances to the Anoka County site compare favorably to several other NFL cities.
LOCATIONAL ADVANTAGE

National Sports Center and the TPC of the Twin Cities draw over 3 million visitors annually.

Shared Infrastructure with the National Sports Center and the TPC of the Twin Cities.

Existing Infrastructure supports master plan development.

Site located within MUSA.
ACCESS

Easy access from I-35W at 95th Avenue and Lexington Avenue

Convenient from highway 10 via Central Avenue

Gameday traffic analysis projects clearing site in one hour or less

Access enhanced by express bus service
MASS TRANSIT

Metro Transit/Anoka County Traveler Bus Service (Park and Ride)

Utilize existing Park-N-Ride facilities and Transit Gates to connect to Metro Transit System
MASS TRANSIT

Northstar Commuter Rail

Provide shuttle service from Coon Rapids/Foley Boulevard Station.
THE PRESERVE AT RICE CREEK

PARKING PLAN

22,900 on-site parking stalls
5,818 off-site parking stalls
Ample surface parking for tailgating

PROJECT SITE
MASTER PLAN

Minnesota Sports & Entertainment Center
The Shops at the Preserve
The Corporate Center at the Preserve
Residences at the Preserve
Rice Creek Conservancy
MASTER PLAN

Minnesota Sports & Entertainment Center

The Shops at the Preserve

The Corporate Center at the Preserve

Residences at the Preserve

Rice Creek Conservancy
THE PRESERVE AT RICE CREEK

MINNESOTA SPORTS AND ENTERTAINMENT CENTER

MASTER PLAN
THE SHOPS AT THE PRESERVE

MASTER PLAN
THE CORPORATE CENTER AT THE PRESERVE

MASTER PLAN
THE PRESERVE AT RICE CREEK

RICE CREEK CONSERVANCY

MASTER PLAN
STADIUM DEVELOPMENT PLAN
MINNESOTA SPORTS AND ENTERTAINMENT CENTER

Vikings Stadium
Vikings Training Facility
Vikings Corporate Headquarters
Health/Wellness/Fitness Center
Valhalla (Themed Vikings Destination Attraction)
Themed Retail Dining and Entertainment
Hotel and Conferencing Facilities

STADIUM DEVELOPMENT PLAN
VIKINGS STADIUM

Stadium capacity of 70,000 seats

Fixed-dome roof structure

Approximately 1.8 million gross square feet

Emphasis on shared stadium infrastructure

Operating cost efficiencies with multiple uses

STADIUM DEVELOPMENT PLAN
TRAINING FACILITIES & CORPORATE HEADQUARTERS

Corporate office of Minnesota Vikings

Permanent training facility of Minnesota Vikings

Immediate local tax base
VALHALLA

Regional family entertainment destination

Major corporate sponsorship opportunities

Optimize gameday experience

Anchor attraction

Promotes year-round tourism
HEALTHCARE/WELLNESS

Regional Center for Health, Wellness and Fitness

Anchor to lifestyle environment

Joint sponsorship opportunity with the Minnesota Vikings
THEMED RETAIL

Destination-based retail

Integrate retail with gameday experience

Enhances corporate sponsorships

Extended visitation and spending (NSC & TPC of the Twin Cities)
THE PRESERVE AT RICE CREEK

HOTEL & CONFERENCING FACILITIES

Business class hotel with 200-250 rooms

Hotel functions for business, group and leisure markets

STADIUM DEVELOPMENT PLAN
PREMIUM SEATING/CONFERENCE FACILITIES

Optimum premium seating configuration

Premium seating supports multiple uses (e.g. hotel/conferencing)

Programmed for hospitality functions
CASE STUDY—LAMBEAU

How to create a year-round destination anchored by the stadium

“The Lambeau Field Atrium is truly going to fulfill its promise as a year-round destination for visitors from outside the county.”

—Green Bay Press Gazette, Jan. 11, 2004
FINANCE PLAN
TOTAL PROJECT COSTS

Total estimated project cost is $1.5 billion

Build-out schedule over 15 years
STADIUM COST MODEL

Total project cost includes stadium

Stadium costs between $475-$650 million

Ford Field in Minnesota (2005) costs $635 million

Stadium includes other program elements (eg. Practice Facility)
STADIUM DISTRICT

The fundamental premise upon which the master plan has been conceived is the commitment by local officials to realize financial, economic, and fiscal impacts from within the Stadium District.
PUBLIC-PRIVATE JOINT VENTURE

Local funding by Anoka County/City of Blaine is $240 Million

Relationship of private to public capital is 35:1
FISCAL IMPACT

Investment strategy intended to leverage private capital (3.5:1)

Stadium is catalyst to achieve measurable economic returns to the community

Local fiscal impact estimated at $52 million/annually

Regional economic impact estimated at $48 million/annually
PRIVATE EQUITY

The Finance Plan is based on private interests committing equity to the stadium in return for development rights to the site, including:

- Developer equity
- Conservancy easement
- Corporate sponsorship
- District utility plant
CASE STUDY–FORD FIELD

How to leverage the private capital investment to support stadium development

“Our investment in Ford Field has been the catalyst to the expansion of the theater district, stores and restaurants in the area.”


FINANCE PLAN
SHARED INFRASTRUCTURE

The National Sports Center and the TPG of the Twin Cities offer the most viable opportunity for shared infrastructure in Minnesota.
NATIONAL SPORTS CENTER

2.2 million annual visitors

Among the Nation’s leading amateur sports complexes

Less than one mile from the site

LOCAL GOVERNMENT & COMMUNITY SUPPORT
TOURNAMENT PLAYERS CLUB (TPC)

PGA Championship Golf Course

Host to the senior PGA 3M Championship

Top ten ranked course in the State
THE PRESERVE

at Rice Creek