

Minneapolis-St. Paul Summer Olympic Venue Strategy



We have many of the major venues we need to successfully host the Summer Olympic Games. They're in good locations adjacent to major transit corridors. With a little planning, we can get the rest built at a relatively low cost.

Our proposed strategy is:

1. Design the proposed on-campus U of M football stadium so that it can be converted into an Olympic Stadium.
2. Save the Metrodome. Find a way to preserve it for future Olympic use.
3. Build remaining venues after we win our bid. In 2005 dollars, the cost of these venues is estimated to be less than \$115 million. Revenue from the Games should cover this cost.
4. Maximize the use of existing and planned facilities.

Olympic Stadium

Background

The economic success of hosting the Games is largely tied to the cost of venues, of which the Olympic Stadium is the biggest and most expensive.

U.S. bids for the 2012 Games suggest a city could spend \$450 million on venues and still break-even or come out slightly ahead. With ever increasing television revenues, this number is likely to increase during future Olympic cycles.



Rendering of planned stadium for London 2012 Games.

With the expected cost of other Olympic venues estimated at a little over \$100 million, the best way to assure a surplus at the end of the Games is by making sure that one major stadium our community builds over the coming years is compatible with expansion into an Olympic Stadium.

Recommended for Study:

Of currently proposed major stadiums in the Twin Cities, an on-campus University of Minnesota football stadium designed for expansion is probably the best and most economical way of providing an Olympic Stadium.

With community encouragement, the University of Minnesota could build an on-campus stadium explicitly designed for expansion into an Olympic Stadium. This can be done through a set of bleachers on rails, a raised platform in the playing field or both.

Here's why this solution is preferable:

1. **Cost.** Expanding a football stadium should be less expensive than building an Olympic Stadium from scratch.
2. **Location.** The proposed location is within a potential host city — an Olympic requirement, and it's near other potential Olympic venues.
3. **Running track proximity.** Bierman Field could be used as a warm-up track. Other proposed locations for major stadia in our core cities would have trouble accomodating a practice track nearby.

Olympic Stadium Requirements

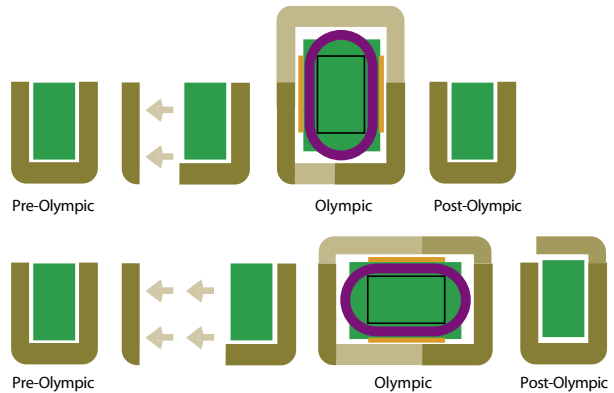
USOC minimum seating: 80,000

Width: 308 f plus margin for safety and cameras

Length: 583 feet plus margin for safety and cameras

Practice track within 800 meters fo stadium (ideally closer) with same directional alignment

4. **Transit options.** In addition to the dedicated U of M Transitway, this site could also be served by a potential LRT line along University Avenue and via the northern route of the proposed Red Rock Commuter Rail Line.
5. **Sitelines.** A football stadium with sliding bleachers offers superior sitelines to an expanded baseball stadium or football stadium featuring a raised track and field area.
6. **Public support.** There is far less controversy over funding a U of M stadium versus a professional sports stadium. Olympics are awarded in part based on public support.



Challenges

One set of bleachers would need to extend from around 150 feet to 400 feet from their original location, depending on field orientation. This could interfere with existing or planned construction, particularly structured parking.

More funding would be required for a football stadium designed for conversion to an Olympic Stadium.

Saving the Metrodome

Background

With all tenants of the Metrodome seeking new stadiums, it's possible that the Metrodome could be abandoned by the time the Olympics would come to Minnesota. We should strive to save it.

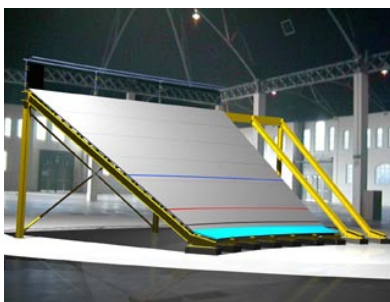


Potential Olympic Use

For the Olympics, the Metrodome could be used for a number of sports. Conceptually, we see it being divided to serve as an indoor velodrome, aquatic center and boxing arena. With track racing taking only six days, the infield of the velodrome could host an additional sport, perhaps Judo, for the remainder of the Games.

Velodrome

The Metrodome is the right length for an Olympic-class velodrome. Because of its location, protection from the elements, transit connection, existing seating and amenities, a velodrome in the Metrodome would not only make our bid more competitive, but it would probably cost much less than updating the velodrome site at the National Sports Center in Blaine.



Using Corian surface technology instead of wood, a velodrome could be built that could be broken down and removed if desired, preserving the flexibility of use for which the Metrodome is famous. This technology is being pioneered by Ryder Engineering in Australia, who developed the velodrome for the Sydney Games. Impervious to moisture, it's an ideal surface for a velodrome housed adjacent to an aquatic center.

Metrodome Seating Requirements*

Aquatics: 12,000

Track Cycling: 5,000

Boxing: 6,000

Judo: 6,000

**Based on 2012 IOC requirements*

Aquatic Center

Because of the bedrock that lies a few feet below the floor of the Metrodome, the pools would be above ground, utilizing stainless steel sides and synthetic liners. This provides the opportunity to make the pools temporary.

Boxing Arena

The length of space required for aquatics still leaves room for Olympic Boxing.

Long-term Use

Being able to remove the velodrome and swimming pools on an as-needed or seasonal basis allows the Metrodome to continue to be used to host football games and other events, if desired.

For aquatics, the pools can provide an additional metro-area competitive swimming venue. The only current metro area Olympic-sized pool is the overbooked U of M Aquatic Center.

An indoor velodrome would allow track racing throughout the year. Additionally, combined with the adjacent pool and concourse that could serve as a running track, the Metrodome could allow all season triathlon training.

The infield of the velodrome is as big as the floor of the Target Center. The Metrodome could still host many events even when set up for cycling and swimming.

Challenges

For aquatics, the air handling system of the Metrodome may need to be upgraded to deal with added moisture. Ideally, seating should be steeper for aquatic viewing than for baseball. Further study is needed regarding sightlines and optimal seating for a velodrome. The roof will likely need to be replaced by the time we would host the Olympics—a significant investment.

New and Temporary Venues

Background

With the exception of the Olympic Stadium, we should be able to build required new and temporary venues for around \$115 million. We've listed the cost of comparable facilities built for the Sydney Games.

With the exception of Beach Volleyball, the Sydney venues are permanent. The IOC encourages temporary venues when there is no demonstrated community need

for venues. The IOC estimates that this can lower the cost of venues by one-third to one-half.

With the current weak value of the dollar, a comparison to Sydney is a conservative way of roughly estimating costs. By way of comparison, the Beach Volleyball venue for the NYC 2012 bid is projected to cost \$11.9 million versus \$13.5 million for the comparable Sydney facility.

Venue	Venue Cost of Comparable Sydney Venue (U.S. \$)
Beach Volleyball	\$13.5 Million
BMX Racing	New—\$3.1 – \$5.6 million based on 2012 bids
Field Hockey	\$12.3 million
Olympic Stadium	\$546 million
Shooting	\$29.9 million
Tennis	\$33 million
Water Polo	\$19.9 million
Whitewater Park	\$5 million

Beach Volleyball

Harriet Island is the perfect place for this temporary venue. Its riverfront location reinforces our community's location on the Mississippi while providing picturesque images of downtown St. Paul.

Costs should be about the same or a little less than for Sydney: \$13.55 million.



BMX Racing

This is a new Olympic discipline of the cycling sport. It will be introduced in Beijing. If seating requirements remain the same, 6,000 outdoor seats should be sufficient. Midway Stadium, with temporary modifications to the field, should meet the requirements for this venue. Cost should be minimal.

Field Hockey

This sport has somewhat unusual requirements: two adjacent outdoor stadiums with artificial turf. Since Sydney, the IOC has reduced the seating requirements for the largest stadium from 15,000 to 8,000 in an effort to make the Games more within reach of smaller or developing countries. The smaller stadium requires seating for 5,000. We could use Griffin Stadium behind

Central High School in St. Paul for the smaller stadium and temporarily modify one of the baseball diamonds in the adjoining Dunning Field for the larger stadium.

As an alternative, we could take advantage of existing facilities at the National Sports Center in Blaine. This is further away from other venues than is ideal, but does offer some advantages, including significant available parking, a conference center and a potential PRT link to the nearby proposed Vikings stadium. The bleachers at the NSC stadium would have to be expanded from 5,000 to 8,000 and a second temporary set of bleachers would have to be added to a nearby field. Both fields would have to have an artificial surface added.

With the reduced requirements and existing infrastructure, we could likely meet the requirements for this sport for much less than the \$12.3 million spent by Sydney.

Shooting

The proposed site for Minnesota's bid for the 1996 Games was the Horse and Hunt Club, located in Prior Lake. With the rapid suburbanization of the area, it's possible that this site may no longer be available as a shooting venue in 2016 or later.

The shooting venue for the Sydney Olympics is considered the finest ever. We may not need to spend as much. Additionally, this venue could be built on a temporary basis for a lower cost.

The Sydney shooting venue cost \$29.9 million.

Tennis

The Twin Cities doesn't have a world-class tennis facility. We could build a permanent one at a site to be determined. This can be done on a relatively small site. The French Open is held on a mere 19 acres, but is considered crowded.



The Tennis and Learning Center at Fort Snelling

The Tennis and Learning Center at Fort Snelling could potentially be expanded on land across the street. With an existing world-class clubhouse and seven practice courts, a significant portion of the venue would be ready to go. While away from our desired venue zones, the Hiawatha LRT line makes a stop directly in front of this facility, allowing up to 8,800 people per hour to arrive by rail.

The mission of the Tennis and Learning Center parallels that of our larger effort to create an Olympic Generation and can serve as a model for similar programs focusing on other Olympic sports.

An alternative location could be a temporary venue at the State Fairgrounds. This would provide connections to the same PRT system that would serve most other venues as well as provide for a more compact and secure venue plan.

The cost of the Olympic Tennis Facility \$33 million.

Water Polo

This will likely be a temporary outdoor requires an Olympic-sized pool (or nearly so) with seating for 5,000. This could also be held Fairgrounds Mighty Midway. If an indoor is desired, one option to research is utilizing empty hangar at the Minneapolis-St. Paul Airport. With the proposed staged remodeling airport, maintenance hangers could potentially preserved for Olympic use before demolition.

The permanent facility built for the Sydney cost \$19.9 million.

Whitewater Park

The Mississippi Whitewater Park Corporation is working on bringing a whitewater park to the Mississippi River near downtown Minneapolis. This would be just south of the Stone Arch Bridge. With Federal contributions and land donated by the University, the final cost to local taxpayers is estimated to be \$3.7 million. Initial engineering studies have already been funded.

The Sydney facility cost \$5 million.

Venue Overview

Event	Duration	Venue	Capacity	Requirement
Archery	7	McMurray Field	4,000-plus	4,000
Athletics/Ceremonies	10	Olympic Stadium	80,000	60,000
Badminton	8	Coliseum	5,600	5,000
Basketball	16	Target Center	18,467	12,000
Boxing	16	Metrodome	6,000-plus	6,000
Canoe Kayak Flatwater	6	Area lake TBD	10,000-temp	10,000
Canoe Kayak Slalom	4	Mississippi	8,000	8,000
Cycling BMX		Midway Stadium	6,000-plus	6,000
Cycling Track	6	Metrdome	5,000-plus	5,000
Cycling Mountain Bike	2	Battle Creek	2,000-plus	2,000
Cycling Road	3	TBD	1,000-plus	1,000
Equestrian Jumping/Dressage	7	State Fair Grandstand	15,000-plus	12,000
Equestrian Cross Country	7	Horse and Hunt		0
Fencing	Preliminaries	Northrup Auditorium	4,800	2,000
	Finals	Nothrup Auditorium	4,800	4,000
Football (Soccer)	Prelims	Twins Stadium	45,000	20,000
	Prelims	FargoDome	20,000	20,000
	Prelims	U of M	80,000	20,000
	Prelims	Soldier Field	66,000	20,000
	Finals	Vikings Stadium	67,000	50,000
Gymnastic Artistic	6-8	Xcel Energy Center	18,600	12,000
Gymnastics Rythmic	2	Sports Pavilion	5,000	5,000
Gymnastics Trampoline	2	Sports Pavilion	5,000	5,000
Handball	Prelims	Mariucci	9,700	5,000
	Finals	Mariucci	9,700	8,000
Hockey	Field 1	Griffin Stadium	5,000	5,000
	Field 2	Dunning Field (temp)	8,000	8,000
Judo	7	Metrodome	15,000	6,000
Modern Pentathalon	Fence/Shoot	Horse and Hunt	3,000	3,000
	Swim	Metrodome	18,000	12,000
	Ride/Run	State Fairgrounds	15,000-plus	10,000

Event	Duration	Venue	Capacity	Requirement
Rowing	8	Area lake TBD	10,000	10,000
Sailing	14	Duluth Harbor		
Shooting	8	Horse and Hunt	3,000-Temp	3,000
Synchronized Swimming	5	Metrodome	15,000-plus	5,000
Diving	9	Metrodome	15,000-plus	5,000
Water Polo	15	Mighty Midway-Temp	5,000	5,000
Swimming	8	Metrodome	15,000-plus	12,000
Table Tennis	10	Sports Pavilion	5,000	5,000
Taekwondo	4	Coliseum	5,600	5,000
Tennis	10	New Cntr Court	10,000	10,000
	10	New Court 1	5,000	5,000
	10	New Court 2	3,000	3,000
Triathlon	3	Como Park	2,000	2,000
Volleyball Indoor	16	Williams Arena	14,000	12,000
Volleyball Beach	12	Harriet Island	12,000	12,000
Weightlifting	10	Roy Wilkins	5,000	5,000
Wrestling	4-8	Xcel Energy Center	18,600	6,000

Questions and Answers

What are the costs associated with converting a football stadium into an Olympic Stadium?

An accurate estimate can't be given without knowing the final design. The projected cost to convert the proposed NY Jets football stadium in Manhattan was \$142 million.

What would it cost to place a velodrome and aquatic center in the Metrodome? Don't those costs have to be figured in?

The NYC 2012 bid documentation lists a cost of \$15.7 for their basic aquatic center and \$32.9 million for upgrades and overlays. Their velodrome and badminton center is \$68.4 million. We can probably create an aquatic center and indoor velodrome home for a fraction of this total cost by using the existing (and paid for) Metrodome.

The existing seating, bathrooms, concessions and other features would cost tens of millions of dollars to add to a stand-alone aquatics center and velodrome.

When all costs are considered, the savings in traditional expansion costs are likely to be much larger than the cost of adding core functionality to the Metrodome; however, further study is required because of the cost of maintaining the Metrodome until it would be used as an Olympic venue.

If we save the Metrodome, how do we pay for operations?

It costs around \$6 million per year to operate the Metrodome. While some revenue can be brought in for swimming meets and track cycling competitions, it won't be enough to cover operations. We'll need some creativity to determine new ways to bring in revenue.

Shouldn't we be making use of the National Sports Center in Blaine?

The National Sports Center was primarily designed as a training venue. The facilities don't have the seating requirements required for most Olympic sports. Additionally, our bid is stronger with most venues clustered as close together as possible and near an Olympic Village. This would put the NSC at a disadvantage.

Having said that, the facilities could be modified to support Olympic Field Hockey. In conjunction with a potential new Vikings Stadium, the facility would give us the best practice/warm-up and competition venue

combination for the sport of soccer. This would be enhanced with a PRT connection between the NSC and Vikings Stadium, should it be built.

Television exposure associated with the Vikings Stadium would allow naming rights for a PRT system to cover a significant portion of the local cost of this system.

The Velodrome at the NSC is world class, but it would probably be cheaper and more competitive to build a new velodrome inside an abandoned Metrodome versus building an enclosure and seating around the old track at the NSC. If that were done, we would probably be the only city in the world with a practice velodrome as well as a competition velodrome.

How do you pay for all of this?

Recent Olympics in the United States have made money. The Los Angeles Games of 1984 made around \$400 million in today's dollars. The projections for the 2012 New York City bid set aside \$200 million for their "Olympic Legacy Foundation" and \$266 million on new venues. One could have a venue budget as high as \$466 million for new venues and still break even for a conceptual U.S 2012 Olympics. With ever increasing revenues from television rights and corporate sponsorships, the revenue available for a 2016 or 2020 effort is certain to be much higher. That should be enough to cover the cost of all needed venues.

If chartered with the Olympics in mind, a not-for-profit Twin Cities PRT development company could allocate surplus revenue from its system to pay for the cost of bidding.

In short, the cost to taxpayers and the general business community could be little or nothing.

Will we be left with a bunch of white elephants?

No. We'll only build as permanent venues those facilities which our community can use efficiently in the future.