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# MSCA Connection



**FEATURE**

Compiled by: **Stephanie Cadmus, Mod & Co.,** and **Andy McDermott, Shea, Inc.**

## TAKE ME OUT TO TARGET FIELD

The newsletter committee is dedicated to bringing you news and information that is fresh and relevant, and we admit that we paused before bringing you this special feature on Target Field, fearing that perhaps it was too much of a “fluff” piece.



But, as we considered the strong sense of community pride, the strengthened image of our region, the potential economic benefits of the development, the sheer magnitude and beauty of the ballpark itself...we determined that the enthusiasm surrounding the new Twins ballpark IS fresh and relevant.

Those of us who have already been are still giddy with excitement. For those that haven't been, grab your friends and family and experience it for yourself. There is truly something for everyone. In no particular order, here is just a sampling of all there is to see and do at the new Target Field:

**Features Worth Finding**

Target Plaza, designed by Populous and Oslund and Assoc., is a walking bridge and public space connecting Target Field to the heart of downtown Minneapolis, beginning at the corner of First Avenue and Sixth Street, and features:

- Nine 40-foot baseball bat-inspired topiaries
- An oversized bronze baseball glove—a symbol of the annual Gold Glove award
- Twins Hall of Fame pennants
- A Minnesota baseball history monument



Attendance at the opener on April 12, 2010  
**39,715**

**STATS**

**Ballpark size:**  
**1,000,000 sf**

**Total ballpark budget:**  
**\$425,491,694**

Target Field is the second ballpark to achieve LEED Silver certification. (Nationals Park in Washington, DC was the first, but Twins earned 36 points to the National's 34.)

**SNAPSHOT**

## DIFFLEY MARKETPLACE



**Location:** SE corner of Diffley Road and Lexington Avenue

**Month/Year Opened:** November 2008

**Owner:** Reliance Development Company

**Managing Agent:** Mid-America Real Estate-Minnesota, LLC

**Center Manager:** Mark Norman

**Leasing Agent:** Stefanie Meyer/Johnny Reimann, Mid-America Real Estate-Minnesota, LLC (952) 563-6600

**Architect:** Rylaur, LLC, Planmark (Cub), Landform (Civil)

**Construction Contractor:** Copeland Building Corporation

**GLA:** 62,000 sf

**Current Occupancy:** 87%

**# of Stores:** 8

**Anchor Tenant:** Cub Foods

**Market Area Served:** SE Eagan and SW Inver Grove Heights

**Additional Facts/Narrative:** Diffley Marketplace is a neighborhood shopping center anchored by Cub Foods. Adjacent to the multi-tenant buildings are two pad sites ideal for a bank, sit down restaurant, daycare or automotive user to service the surrounding neighborhoods. The center is across the street from Eagan High School and Northview Elementary.

## Take Me Out to Target Field - continued

### SEATING

Total: 42,000  
Lower Deck Seats: 23,450  
Upper Deck Seats: 12,482 (smallest in MLB)  
Private Suites: 60  
Group Party Suites: 12  
Club Level Seats: 4,000  
Disabled Seating: 820 (the Metrodome had 190)  
Seats with Obstructed Views: 0 (the Metrodome had 1,392)  
Home Plate to First Row Spectator: 50 feet  
1st/3rd Base to First Row Spectator: 40 feet

**Gate Numbers:** The gates at the ballpark are numbered after the retired numbers worn by Twins players except for **Gate #42**, retired throughout Major League Baseball for Jackie Robinson. The center field gate is **Gate #3**, for Harmon Killebrew; the left field gate is **Gate #6** honoring Tony Oliva; the home plate **Gate #14** is for Kent Hrbek; the right field gate serves as **Gate #29** in tribute to Rod Carew; and the plaza gate known as **Gate #34** honors Kirby Puckett.

**Wind Veil:** Designed by artist Ned Kahn, covers the expanse known as the "B" Parking Garage. Made of 9,000+ baseball card shaped metal flaps designed to move with the wind, this mesmerizing kinetic art also features a multitude of LED lights.



**Legend Statues—Bronze statues of legendary Twins players:** Kirby Puckett, Rod Carew and Harmon Killebrew. Each weighs over 750 pounds.

**Met Stadium Flag Pole:** The original flag pole from Metropolitan Stadium has been placed just inside Gate 34 from Target Plaza.

**Celebration Sign:** This 46'-tall sign in center field features the original Twins logo from 1961 which is an outline of the state framing cartoon characters Paul and Minnie, representing the two cities, standing across the Mississippi River and shaking hands. It lights up when a Twins player hits a home run.

**5th Street Knotholes:** The 5th Street side of Target Field features multiple "knotholes" which allow fans to watch the action from outside the park without having to purchase a ticket.

### RESTROOMS

Total Restrooms: **34**  
(the Metrodome had 16 total)

Total Men's: **17** (8 at Metrodome)

Total Women's: **17** (8 at Metrodome)

### 2010 SPONSORS

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## FOOD AND MORE FOOD

**Hot Dogs:** Four kinds of Dogs will be offered at Target Field. Hormel is out and locally owned **Schweigert** is in! The **Original Twins Dog** goes back to the Twins' roots at the team's first ballpark, Metropolitan Stadium. On Mondays during games, the Original Twins Dog is a mere \$1. The Dome Dog is replaced by the **Twins Big Dog**, a ¼ pound all beef hotdog. The **Digger Dog** is an extra-long dog, and the **Dugout Dog** is a pork-beef dog in natural casing and is sold by retro-attired vendors in the stands.



**Local Flavors + Ball Park Tradition:** Three of the nine concession stands at Target Field pay tribute to Twins' Legends: pitcher Frank Viola (**Frankie V's Italian**), broadcaster Halsey Hall (**Halsey's Sausage Haus**) and pitcher Juan Berenguer (**Senor Smoke's**).

### Here are a few menu highlights:

- **Mill City Grill**—Features the signature Murray's Steak Sandwich and walleye fingers
- **Hennepin Grille**—Offers the Vincent Burger, along with other burgers, dogs, fries and chicken tenders
- **North Shore Creamery**—Land O' Lakes soft-serve ice cream, Twins helmet sundaes
- **Frankie V's Italian**—A variety of pizza, calzones, and an Italian chopped salad
- **Halsey's Sausage Haus**—Loon Cafe Chili, Lunds and Byerly's Wild Rice Soup, Italian and Polish sausage and jumbo hot dogs
- **Senor Smoke's**—From Juan's home country of Panama features empanadas and other regional favorites such as nachos, burritos and tacos

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### CB Richard Ellis

To be the trusted advisor to owners and occupiers of commercial property.

### Classic Asphalt & Sealcoating Co. Inc.

20 years of quality work.

### Larkin Hoffman Daly & Lindgren Ltd.

Larkin, Hoffman, Daly & Lindgren Ltd. is a full-service law firm solving problems and creating opportunities for businesses and individuals since 1958.

### Minnesota Real Estate Journal

For 25 years the Minnesota Real Estate Journal has been recognized as the only source for complete news and information on the Commercial Real Estate Industry.

### Ryan Companies US, Inc.

To be the developer and builder of choice for the customers we serve.

### U.S. Bank

U.S. Bank Commercial Real Estate Division offers the industry's best line-up of innovative products and services. We cater to all commercial real estate clients ranging from local developers to national investors. U.S. Bank Commercial Real Estate is strong, safe, and capable of delivering the financial solutions you deserve.

## SMALL TALK

### WEBSITES: SUMMER TRENDS

Here are some good references about projected trends for 2010.

- [www.stores.org](http://www.stores.org)
- [www.retailtouchpoints.com](http://www.retailtouchpoints.com)
- [www.analytics.pbbiblogs.com](http://www.analytics.pbbiblogs.com)
- [www.trendwatching.com](http://www.trendwatching.com)

## HOT SPOTS

by Mark Norman, Mid-America Real Estate-Minnesota, LLC

# A PERFECT MATCH: MOBILE APPS AND RETAIL

Many consumers turn to the internet to research, price and shop for various goods and services, making cell phones a logical progression, after a computer, for information gathering. Mobile applications are continually catching the attention of anyone with an iPhone, Blackberry or any other smartphone. It should be no surprise that these applications are now being adapted in an array of avenues for retail.

Yet, there is some fear of this innovative technology among retailers, as it can offer consumers easy access to information from direct competitors. But in reality, many of the mobile apps actually complement traditional "bricks-and-mortar" retail by driving more traffic and improving in-store experiences.<sup>1</sup>

Here are just a few such mobile applications that are of interest:



**ShopSavvy**—Consumers can scan a product barcode with their phone's built-in camera, and ShopSavvy provides comparison shopping for online stores and nearby retail locations.<sup>2</sup>

**FastMall**—Specific to the iPhone (and iPod), this app provides interactive maps of malls, including stores, elevators, and restaurants. Type the name of a store, and FastMall will give you directions; tell your phone where you parked, and it will remember it for you; or even give your phone a shake, and it will locate the nearest restroom.<sup>3</sup>

**Yowza**—Uses GPS to find the user's location, and sends coupons for nearby retailers. The user sets the range from within 1 mile to 50 miles from the current location.

The coupon is displayed on your phone for viewing and scanning at the store.<sup>4</sup>

Besides the numerous third party applications, some retailers are utilizing this technology on their own. In fact, Target is one of the first retailers to implement coupons accessible from your phone, either

via their mobile website or through texting, which are then scanned at checkout from your mobile phone. JCPenney is also expected to begin a nationwide mobile coupon program, and several grocery stores and fast-food chains already offer similar services.<sup>5</sup>

There is no doubt that retailers will continue to pursue mobile applications in the coming years as the devices have become powerful gateways to the consumer. The above examples are just the tip of the iceberg, and the true potential for mobile apps to drive retail sales is yet to be fully realized.

- 1 [http://adage.com/digital/article?article\\_id=142318](http://adage.com/digital/article?article_id=142318)
- 2 [www.biggu.com](http://www.biggu.com)
- 3 [www.fastmall.com](http://www.fastmall.com)
- 4 [www.getyowza.com/learn](http://www.getyowza.com/learn)
- 5 [www.startribune.com/business/87294762.html](http://www.startribune.com/business/87294762.html)

## SMALL TALK

### BOOKMARK: ICSC PREPARATION

With the ICSC Re-Con Convention coming up in May, it's a great time to get caught up on some publications on relevant topics to our industry.

**Sustainable Retail Development: New Success Strategies** (Hardcover), Jerry Yudelson; Springer; 1st edition; November 18, 2009 – With the next generation of shopping centers inevitably tied to ideas of sustainability, this essential strategy guide speaks to how principles of sustainability might work in not only development, but management, promotions, and marketing efforts.

**Enchanting a Disenchanted World: Continuity and Change in the Cathedrals of Consumption** (Paperback), George Ritzer; Pine Forge Press; 3rd edition; December 9, 2009 – More of a book on consumption patterns and retail theory, this read offers a larger perspective regarding the consumption patterns of the upcoming millennial generation.

Have a reading recommendation? Contact Christopher Max Naumann at [christopher@christophermax.org](mailto:christopher@christophermax.org) or Judy Lawrence at [jlawrence@karealty.com](mailto:jlawrence@karealty.com).

## EVENTS

- May 5 **Retail Focus**
- May 6 **Joint University of St. Thomas meeting**
- Jun 2 **Transportation**
- Jun 21 **Golf Tournament**
- July 14 **Economic Outlook**
- Aug 4 **Shopping Center Focus**

For program times and more info, please log on to [www.msca-online.com](http://www.msca-online.com)

## 2010 LEADERSHIP

### OFFICERS

#### President

**Stephen Egger**, Target Corporation

#### 1st Vice President

**Peter Berrie**, Faegre & Benson LLP

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**Eric Bjelland**, NorthMarq

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**Ronn Thomas**, NorthMarq

**Jeff Wurst**

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**Cindy MacDonald**, Kraus-Anderson Companies

### COMMITTEE CHAIRS

#### Program

**Barry Brottlund**, InSite Commercial Real Estate, Inc.

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#### Membership

**Brad Kaplan**, NorthMarq

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**JoAnn Maloney**, Fredrikson & Byron, P.A.

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**Tony Barranco**, Ryan Companies US, Inc.

#### Legislative

**Howard Paster**, Paster Enterprises

**Jack Amdal**, KKE Architects, Inc.

#### Retail Report

**Jane Goossens**, Kraus-Anderson Companies

**Jim Mayland**, Cassidy Turley

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**Tom Madsen**, Benson-Orth Associates, Inc.

**Jase Slumph**, LS Black Constructors, Inc.

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**Ned Rukavina**, NorthMarq

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**Stefanie Meyer**, Mid-America Real Estate - Minnesota LLC

**Jesseka Doherty**, Mid-America Real Estate - Minnesota LLC

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## MN MARKETPLACE

- **Über Baby's** new flagship location opened April 9 in St. Louis Park at the Shops at West End offering tons of hip lines for little fashionistas, including Appaman, TOMS Shoes and Misha Lulu. Expectant mothers can also score chic maternity wear in the store-within-a-store, Expecting Über Baby.

- French-themed accessories store **C'est Chic** opened in the Minneapolis warehouse district the first week of April carrying handbags, scarves, hats and jewelry from hard-to-find French labels. The store is located at 212 Third Avenue N., Suite 109.

- **Soma Intimates**, Chico's answer to Victoria's Secret opened its first Twin Cities location on April 14 at Rosedale Center. The store offers bras, shape wear, lounge apparel and more, with modest, but not matronly styling.

- **Ringo** at the Shops at West End opened April 12. The new restaurant concept is summed up with its tagline, "World Flavors, Local Comfort." One third of the menu will include classic dishes from around the world, including paella from Spain and Osso Bucco from Italy. Another third of the menu will feature "local comforts" such as fresh walleye fillet, caramel apple pork chop and meatloaf sliders. The final third is what Ringo calls the "destination menu," and it features the cuisine of a different part of the world every month. Ringo Restaurants, Inc. worked with Shea, Inc. of Minneapolis to design the roughly 8,000 sf space which also focuses on local comfort with an international flair.

- **Ulta** will open a new store at St. Cloud Rivertown Village at Hwy 15 and Division Street. The lease for the 21,329 sf space was signed in April, with an opening expected in early fall of this year.

## COMMITTEE CHAT

Many people often confuse the role and responsibilities of the Technology Committee.

Let me clarify for you—we are not a bunch of "computer geeks." Maybe we need to change the name of our committee. In fact, most of our meeting time is focused on marketing and customer service. Our focus is to improve our website's format and function to better market our association and serve the needs of our dedicated members that visit and use our website. [www.msca-online.com](http://www.msca-online.com) (Approximately 90% of our members register online for our monthly programs).

Our primary responsibilities are to manage and administer the MSCA website and to enhance the website to better inform, educate and serve our membership. We spend the majority of our quarterly meetings viewing the MSCA website, discussing enhancements to the site, reviewing common concerns and procedures and researching other sites for new and improved ideas.

The committee is also responsible to generate revenues from banner advertisements and online resumes and assess capitalized equipment and software requirements of the association (kind of geeky stuff). Most recently, we have begun to research the various social media opportunities for our association. The "technical" part of the work is administered by the MSCA staff and Dan Thompson, NorthLANs Alliance, a consultant.

We currently are looking for several more MSCA members to serve on the Technology Committee. If you're interested in joining the Technology Committee, please contact either of the Co-Chairs: Tom Madsen or Jase Slumph. Our next meeting is **Wednesday, May 12** at 8:30 am in the MSCA offices.

## TECHNOLOGY

# WATCH

## MEMBER PROFILES

### Jase Stumph

LS Black Constructors, Inc.



**Primary Career Focus:** Construction project management and business development; working towards development projects in the future.  
**Education:** BS Aviation Management, Mini Masters of Project Management at St Thomas, pursuing the Certificate in Construction Management at the U of M  
**Family:** Wife, Lauri and daughters, Kylie and Kelsea  
**Hobbies:** Travel, building stained glass windows, home-brewing beer, kayaking  
**Dream Job:** US Ambassador  
**Secret Talent:** I speak Serbo-Croatian after living in Bosnia for 2½ years  
**Favorite Food:** Pizza—especially from Punch & Pizza Luce  
**Favorite Book:** Any book by Vince Flynn (Local Author)  
**Favorite Quote:** "Never argue with an idiot, they bring you down to their level and then they beat you with experience!"  
**Mentors:** Rick Schroeder, Bill Wren, Charles Smoot  
**Favorite Place Traveled:** Former Yugoslavia, especially Slovenia & Croatia  
**MSCA Involvement:** Co-Chair on the Technology Committee

### Julie Stanke

Suntide Commercial Realty, Inc.



**Primary Career Focus:** Building business and managing properties for clients  
**Education:** University of Wisconsin River Falls—College of Education  
**Family:** Husband, Jeff; daughter, Kalee (16½); and the "Pack"—Shadow, Miley and Jonah  
**Hobbies:** Volunteer opportunities, dog rescue, and getting my hands dirty on the back 40  
**Very First Job:** Snack bar girl at Saints North Roller Rink  
**Dream Job:** You mean...other than the one I have?  
**Secret Talent:** Interior staging and decorating  
**Favorite Food:** CAKE—every kind!  
**Favorite Book:** *Tuesdays with Morrie*, by Mitch Albom  
**Favorite Quote:** "It's what you do and not what you say, If you're not part of the future then get out of the way," John Mellencamp  
**Mentors:** The incredible staff at Suntide!  
**Favorite Place Traveled:** Cherkassy, Ukraine

## NEW MEMBERS

**Roxanne DeCoster**  
KKE Architects, Inc.

**Thomas J. Lincoln**  
Kimley-Horn & Associates

**Michael P. Purfeerst**  
Steiner Development, Inc.

**Phillip B. Baum**  
Steiner Development, Inc.

**Anne-Marie Cookson**  
Simon Property Group

**Renee Haglund Tierney**  
Stewart Title Guaranty Company

**Craig Estrem**  
BlackRock

**Chad Thomas**  
Upper Midwest Management Corporation

**Kari Thomas**  
Buffalo Wild Wings

**Scott Michaelis**  
Emmes Realty Services LLC

**Ross Dahlin**  
ADYME, LLC

## RISING STAR

by **Richard Jahnke, Paster Enterprises**

**T**revor Tice and Tim Johnson are the founding partners of CorePower Yoga. Their goal in opening CorePower Yoga was to create an encouraging environment where individuals could leave behind their conventional ideas about the limits of body and mind. Tim grew up in Burnsville, Minnesota, and has served as Partner and Director for CorePower Yoga since 2004. His responsibilities include the overall design and development of all studios and development and oversight of all lifestyle programs across all regions.

People come to CorePower Yoga for physical and emotional nourishment. The physical benefits come from the yoga itself. The emotional benefits come not only from the yoga, but also from the connection with the students in the classes, according to their website [www.corepoweryoga.com](http://www.corepoweryoga.com). Whether you're a beginning yoga student or just new to CorePower Yoga Studios, CorePower Yoga offers a truly unique yoga practice based on intuition rather than tradition. CorePower Yoga heals, detoxifies and exhilarates the body and mind with emphasis on movement, balance and intention. No matter your age, strength or flexibility level, yoga is for everyone.

The Edina location in Centennial Lakes is complete with massage services and facials in the Serenity Spa. You can shop the 1,200 sf boutique for yoga and eco-inspired fashion, skincare, books, music, yoga must-haves and more, and then take in the natural scenery on the outdoor patio. Some classes are taught in 100 degree heat and humidity to foster circulation and sweating. The build-out for the CorePower studios can be expensive due to the extra HVAC requirements in the "hot room."

CorePower has 33 yoga studios in Colorado, California, Illinois, Minnesota and Oregon. The average size range is 2,500 to 3,500 sf. CorePower has opened eight locations in the Twin Cities. At first, their demographic customer profile was primarily in the core urban areas of St. Paul, Minneapolis, Uptown and Stadium Village. However, as yoga has become more mainstream, they have been branching out to the suburbs with newer locations in Eden Prairie, Edina, Minnetonka and St. Louis Park.

## COREPOWER YOGA

## OPPORTUNITIES & CHALLENGES OF DEVELOPING MIXED USE IN TODAY'S MARKET

This month's panel discussed many of the pitfalls as well as the rewards associated with developing mixed-use properties.



April program presenters left to right: Keith Ulstad, United Properties; Shannon Rusk, Oppidan; Susan Banovetz, City of Vadnais Heights; Tom Moore (moderator), HTG Architects; Pat Barrett, Oppidan

### Penn & American

**Keith Ulstad**, Senior Vice President of Retail Investment & Development for United Properties, discussed the ongoing development process for United Properties' project at Penn & American Boulevard. This project includes office, retail, housing and associated parking. Things were looking good in spring 2007. United Properties began planning for a new project that included 73,500 sf of retail and restaurants, 20,000 sf of office space, a 6,500 sf restaurant, housing between 230-240 units and a parking ramp containing 588 stalls. Three years later, the land has been cleared, but no ground has been broken. Many months have been spent securing the rights to the land, the financing and design development. As Ulstad noted, United Properties is in its 13th iteration of the original rendering.

The challenges identified in a mixed-use project include finding the optimum timing in each of the retail, office and housing cycles to take advantage of recent low construction costs. Right now is a good time for housing, but not overly favorable for retail.

In a project such as this, a developer might like to phase construction. There are some portions of work that are not "phaseable" such as the considerable infrastructure expense necessary to support the project. Furthermore, it is difficult to get commitments for a current phase if there is no set date for the future phases. Developing dependable investment and exit strategies is another challenge faced in developing multi-use projects. Long-term debt financing is tough to secure in this market. Rates and construction costs as well as comparable properties are all moving targets.

On the opportunities side of this project, the property is good real estate located in a high quality trade area and close to dense population. United Properties is not only located in Bloomington, but has also developed many successful properties within the city. United Properties considers

this a "home field advantage." Finally, long-term, mixed-use projects are a trend for future developments and are part of a larger initiative. Patience seems to be the byword in these types of developments.

### Vadnais Heights Sports Center

**Shannon Rusk** and **Patrick Barrett** of Oppidan introduced us to the Vadnais Heights Sports Center at Highway 61 and County Road E. This is a 15-acre and 200,000 sf development that includes two skating rinks, a turf dome, 20,000 sf of existing retail, restaurants and outlots. This project is an example of what can happen when the city, the developer and the community work together.

This project was a team partnership of Oppidan and the City of Vadnais Heights that required sure and steady progress and cooperation of the partners. Although the facility will be owned by a non-profit group, in a creative twist of thinking, the City agreed to become the master leaseholder. This enabled them to use their bonding ability to help support the project; however, taxes were not raised and no municipal funds are included in the financing.

**Susan Banovetz**, Mayor of Vadnais Heights, outlined the numerous challenges and opportunities associated with this project. Challenges in this development included overcoming politics, developing a no-brainer proforma that helped the city to decide to become the leaseholder, creating a team that was able to work efficiently to streamline project approvals and developing a safe circulation plan that would accommodate up to 200 cars per hour. Right now the major challenge is timing. This project must be operational by November 1 in order to meet contract and revenue projections.

Opportunities included creating a gateway entrance to the City of Vadnais Heights, redeveloping a once-blighted area, creating an impetus for further development, creating jobs and filling a local need.

## APRIL PROFESSIONAL SHOWCASE



**United Properties Retail Group** is an integrated real estate operating company that operates grocery-anchored shopping centers within a region from Chicago to Colorado. The company invests through development, redevelopment and acquisitions. UP places emphasis on understanding their customers' businesses and the markets in which they operate. In connection with NorthMarq Real Estate Services, UP has developed re-lytics™, a proprietary program of research, market analytics and web-based tools, to develop the best possible insights when underwriting markets, locations and tenants.

### SMALL TALK

#### YOUR MSCA WEBSITE TIP: MSCA CONNECT ONLINE

- > Go to [msca-online.com](http://msca-online.com)
- > Sign onto members section with your ID and password.
- > Click on **RESOURCES** tab on top.
- > Click on **NEWSLETTER**.
- > Browse by year (i.e. 2009).
- > View Headlines. Select month desired under **LINK**—click desired month.
- > Open with Adobe Reader. PDF of MSCA newsletter will open.

## Take Me Out to Target Field - continued from p. 2

- **Taste of Twins Territory**—Beer-steamed brats, jumbo hot dogs and pretzels

- **State Fair Classics**—Walleye on-a-stick, J.D. Hoyt's pork chop on-a-stick, Michelbob's ribs, Veggie kabobs and cheese curds

- **Twins Brews**—Craft and premium selections from Minnesota and regional breweries, including Summit, Schells, Grainbelt, Finnegans, Leinie's and Michelob.

**Other Local Flavors:** Karmarczuk's Sausages, Angie's Kettle Corn and Tony Oliva's Tony O's Cuban Sandwich.



## Beyond Concessions

All fans have access to two full-service restaurants at Target Field. **Hrbek's** will be open prior to and during all Twins home games. The restaurant is located behind home plate in the main concourse and will feature pub fare such as the Rex Burger, a one-half pound, all-beef burger stuffed with caramelized onions and pepper jack cheese, served on a brioche roll. **The Town Ball Tavern**, themed after Minnesota's strong amateur baseball tradition, will feature Target Field's own Juicy Lucy with the cheese inside the burger, the Southpaw Walleye Sandwich, Twin Towns Turkey Sandwich, Give 'Em the Heater Nachos and the Double Dipper Hot Spinach and Artichoke Dip. The Town Ball Tavern is located behind the left field foul pole on the Club Level.

## In and around Target Field

Patrons served on Opening Day outside the stadium—too many to count! A manager at **Kieran's Irish Pub** on the corner of 6th St and 1st Avenue said they served "hundreds and hundreds; we were busy all day!" **Roy Smalley's 87 Club** on 1st Avenue between 5th & 6th Streets offers family-friendly fare at reasonable prices. The "87 Club" part of the name references the year the Twins won their first World Series championship, and Smalley played for that team. **Hubert's Sports Bar & Grill** which replaced NBA City at Target Center brings a Metrodome sports tradition right next door to Target Field.

## TRANSPORTATION



According to Metro Transit spokesperson Bob Gibbons: Metro Transit calculated that it carried at least 6,700 Twins fans to the game, 15-17% of the total

attendance at Target Field and well above the usual 10-12% figures for Metrodome events.

The new Route 679 bus—dubbed the TWINS EXPRESS—picks up riders every 15 minutes from the Minnetonka Park and Ride lot located near the intersection of I-394 and County Road 73, beginning two hours before each game. The Twins Express will depart the ballpark every 15 minutes for an hour after each game.

The official Target Field stats list 300 bicycle parking spaces. Look for racks behind the third-base wall on the northwest side of the ballpark.

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#### **June 2nd – Wine and Beer Tasting**

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5-7pm, \$25/\$35 at the door

#### **JUNE 10th – I-94 State of the Cities**

*Albertville, Buffalo, Clearwater, Hanover, Otsego, & St. Michael*

Albertville City Hall, 11:30am-1pm

11:30am-1pm, \$25 for members/\$40 non-members

**Save the date!** Golf Event, September 13th

To register or for more information:  
contact Noel LaBine 763-477-3086 or visit [wrightpartnership.org](http://wrightpartnership.org).



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