



**MINNESOTA MULTI-PURPOSE STADIUM
STADIUM OPERATIONS
EQUITY PLAN**

Section 1. Purpose / Outline – Overall

1.1 **Introduction.** The State of Minnesota created the Minnesota Sports Facilities Authority (“Authority”) to build a state-of-the-art multipurpose facility now known as the U.S. Bank Stadium (“Stadium”). The Authority is required by law to promote the involvement of women and members of minority communities in the operation and management of the Stadium, as more completely described in Minn. Stat. § 473J.12. The Authority hereby adopts this Equity Plan for on-going stadium operations. The purpose of this Equity Plan is to formalize the Authority’s efforts to implement the Authority’s statutory mandate.

1.2 **Definitions.** For purposes of this Equity Plan, the following definitions apply:

- (a) “Stadium Concessionaire” means any and all entities retained directly or indirectly by the Authority to manage food and beverage operations at the Stadium, as well as any entity providing food and beverage services at the Stadium (including not-for-profit businesses).
- (b) “Stadium Manager” means the entity retained by the Authority to provide management and pre-opening services for the Stadium, as well as any entity providing management, operation, or pre-opening services for the Stadium (including not-for-profit businesses).
- (c) “Employment Data” means information including the name of each employer and the name, Social Security Number, address, full-time or part-time status, hours worked, position/title, wage rate or salary, veteran status, race/ethnicity, and gender of each employee.
- (d) “Procurement Data” means information regarding goods or services procured by the Authority for the operation of the



Stadium, including the amount of contract, purchase order, or other agreement; date of procurement; total purchase or expenditures; name of business; type of business, including NAICS code if applicable; and MBE/WBE status or certification.

- 1.3 Commitment to Equity. The Authority is committed to addressing any current or past racial or gender discrimination in the employment of women and members of minority communities in its operation and management of the Stadium. This commitment includes a thorough investigation of whether an appropriate Equity Plan (similar to the Equity Plans for design and construction of the Stadium) should be implemented for operation and management of the Stadium. Programs involving goals for employment of women and members of minority communities (a “Workforce” program) and goals for contracting with women-owned or minority-owned small businesses (a “Targeted Business” program) are being considered.
- 1.4 Lack of Information. The Authority has determined it lacks the legally required data necessary to support creation of an Equity Plan involving Workforce or Targeted Business programs and also lacks sufficient and necessary data to establish the goals for any such program.
- 1.5 Collection of Past and Present Data. The Authority will collect Employment Data and Procurement Data from the Authority’s predecessor, the Authority itself, the Stadium Manager and Stadium Concessionaire; and other relevant data.
- 1.6 Equity Consultant. The Authority intends to retain a qualified consultant to facilitate the efforts described in this Equity Plan. This includes but is not limited to working with the Stadium Manager and Stadium Concessionaire regarding all employment and procurement practices, analyzing submitted reports, managing the data procurement system and facilitating regular meetings.
- 1.7 Reporting. The Authority shall provide quarterly reports to the public regarding the Authority’s implementation of this Equity Plan, facilitated by the Equity Consultant, including summaries of the Employment Data and Procurement Data.



Section 2. **Current Efforts.**

- 2.1 The Authority recognizes the legislature’s mandate that the Authority make every effort to employ women and members of minority communities in the operations and management of the Stadium, as more completely described in Minn. Stat. § 473J.12. These efforts include:
- (a) The Authority entered into a contract with two firms, the Minneapolis Urban League and Summit Adacemy, which have created an employment assistance programs to recruit, hire, and retain minorities, women and veterans. These firms also will assist and consult with the Authority to identify, recruit, and train appropriately qualified, experienced, and skilled minorities, women and veretans as candidates for potential employment in the operation of the Stadium;
 - (b) The Authority, the Stadium Manager and Stadium Concessionaire have held and will continue to hold job fairs, recruit, and advertise at Minneapolis Urban League, Summit Academy OIC, Sabathani, American Indian OIC, Youthbuild organizations, and other such organizations;
 - (c) The Authortiy has created a database and associated software to register potential women-owned, minority-owned and veteran-owned small businesses contractors with the Authority and help the Authority ensure qualified targeted businesses contractors are aware of procurement opportunities; and
 - (d) Quarterly reporting. The Authority will host public quarterly meetings where the Stadium Manager, the Stadium Concessionaire, and a select group of their subcontractors will provide a report and/or update on the previous quarter procurement and employment status. Each report will be analyzed by the Authority prior to public disclosure.

Section 3. **Workforce.**

- 3.1 In regard to Workforce, the Authority recognizes the legislature’s mandate that the Authority make every effort to employ women and members of minority communities in the operations and management of the Stadium, as more completely described in Minn. Stat. § 473J.12.



- 3.2 The Authority also recognizes that the legislature did not establish specific Workforce goals for employment of women and members of minority communities.
- 3.3 The Authority has investigated various means and methods of establishing appropriate Workforce goals for employment of women and members of minority communities and has determined that it presently lacks the required and sufficient data to create a specific, goal-based Workforce program or establish goals for any such program.

The Authority intends to gather all available Employment Data from the Authority's predecessor, the Authority, the Stadium Manager, and the Stadium Concessionaire as follows:

- (a) With respect to the Authority's predecessor, the Authority has gathered certain Employment Data and will continue to attempt to gather Employment Data from the Authority's predecessor's files.
 - (b) With respect to the Authority, the Authority shall provide Employment Data for all employees working at the Stadium. The Authority will also require the Stadium Manager and Stadium Concessionaire to provide quarterly Employment Data for all employees working at the Stadium.
- 3.4 The Authority intends to gather data as outlined above, report summaries of that data on a quarterly basis, and assess on a going-forward basis what additional efforts the Authority can take to achieve the legislative mandate.

Section 4. Targeted Business.

- 4.1 The Authority recognizes the legislature's mandate that the Authority make every effort to employ women and members of minority communities in the operations and management of the Stadium, as more completely described in Minn. Stat. § 473J.12.
- 4.2 In addition to the current efforts described above, the Authority will make every effort to broadly advertise requests for proposal and other solicitations to facilitate qualified women-owned, minority-owned and veteran-owned small business participation.



- 4.3 The Authority also recognizes that the legislature did not establish specific goals for contracting with Targeted Businesses such as women-owned or minority-owned small businesses.
- 4.4 The Authority has investigated various means and methods of establishing appropriate goals for contracting with women-owned or minority-owned small businesses and has determined that it presently lacks the required and sufficient data to support creation of a specific, goal-based Targeted Business program or establish goals for any such program.
- 4.5 The Authority intends to gather all available Procurement Data from the Authority's predecessor, the Authority, the Stadium Manager, and the Stadium Concessionaire as follows:
 - (a) With respect to the Authority's predecessor, the Authority has gathered certain Procurement Data and will continue to gather available Procurement Data from the Authority's predecessor's files.
 - (b) With respect to the Authority, the Authority shall provide Procurement Data from all vendors, contractors, and others working at or providing services to the Stadium. The Authority shall also require the Stadium Manager and Stadium Concessionaire to provide Procurement Employment Data for all employees working at or providing services to the Stadium.
- 4.6 The Authority intends to gather data as outlined above, report summaries of that data on a quarterly basis, and assess on a going-forward basis what additional efforts the Authority can take to achieve the legislative mandate.