

MSFA Guiding Principles



Definition of Core Values:

The principles and values that will accelerate our progress together. Describes the desired culture.

MSFA – Our Core Values

Integrity

Honesty and trust are central to integrity.

Integrity is a personal choice to hold one's self to consistent standards. It means doing the right thing even when no one is watching. Integrity is one of the fundamental values we seek in our team members, coworkers, customers and stakeholders.

Our public conversations line up with our private conversations.

Accountability

We take responsibility for our actions.

Accountability is acknowledging a level of ownership that includes monitoring and measuring stadium partner performance metrics, proactively answering for operating and use agreements, and personal commitments in order to create a culture of effective promise management. We enthusiastically think and act in ways that contribute to reaching positive results for all stadium partners.

We value our work and the collective impact of all stakeholders and ensure through transparency that there are no surprises.

Equity, Community Focus and Involvement

Equity is core to our Purpose, Mission and Vision.

We are committed to ensure the workforce we have is representative of the people we intend to serve. We believe diversity drives engagement, innovation and profitability.

We value equity, dignity and inclusion for all stakeholders. We are proactive in our outreach to diverse communities and targeted businesses to promote employment and economic opportunities.

We demonstrate leadership through our commitment to the diversity of our workforce and targeted business partnerships.

We demonstrate leadership in creating well-organized community volunteer and engagement opportunities for all Stadium Partners. The stadium is the proud home of a wide array of youth sports and community programming.

Innovation and Responsiveness

We react quickly and positively to challenges. We are always open to new ways of doing things. We are catalysts who foster an open exchange of ideas.

Responsiveness is the ability to be nimble and quickly adapt to changing conditions, events and customer interactions as they occur. Operational responsiveness is also a quality of well-designed business processes to drive both consistency and business outcomes.

We encourage innovative problem solving, and allow for exploration as we design ideal solutions. Innovation harnesses creative talents while staying in sync with our strategic vision.

Stewardship

Stewardship is the careful and responsible management of the world-class state asset that has been entrusted to our care.

The stadium operates in a safe, sustainable and efficient manner, is effectively maintained and marketed for maximum economic impact, and serves the greater Minnesota public and the MN Vikings as envisioned.

We monitor and measure stadium partner performance metrics and ensure they are accountable for agreed upon results.

We provide fiduciary control of funds received for capital or operational purposes, and warrant the procurement processes are fair, transparent, and contribute to equity goals.

Definition of Purpose:

Why we choose to exist together, beyond financial gain. This is what we're doing for someone else. Emphasizes the importance of serving customers, understanding their needs. Our philosophical heartbeat.

U.S. Bank Stadium – Its Purpose

Provide Minnesota residents and visitors' world-class entertainment, professional and youth sports, and community programming while creating a positive community and economic impact for the residents and businesses in the City of Minneapolis and State of Minnesota at U.S. Bank Stadium, home of the MN Vikings.

MSFA – Our Purpose

Make decisions in the best interests of the people of Minnesota by orchestrating the maintenance of, and reinvestment in, the U.S. Bank Stadium asset. We collaborate with the MN Vikings and our other stadium partners to ensure a continual focus on creating positive community and economic impact.

Definition of Mission:

An ambitious yet achievable position in the market or in our customers' lives that recognizes our Purpose. Describes what business the organization is in (and what it isn't) both now and projecting into the future. Its aim is to provide focus for management and staff.

MSFA and U.S. Bank Stadium – Our Shared Mission:

We commit to creating memorable experiences through service excellence while providing a safe, world class sports and entertainment environment for all.

How We Will Implement Our Mission:

Deliver a positive economic and community impact on the City of Minneapolis and State of Minnesota.

Inspire and support the development of an integrated high-performance Stadium Partner Team to create memorable experiences for guests through service excellence while providing a safe, equitable, world-class sports and entertainment environment for all.

Perform fiduciary control of funds received for capital or operational purposes, and warrant the procurement processes are fair, transparent, and contribute to equity goals. We are committed to ensure the workforce we have is representative of the people we intend to serve. We believe diversity drives engagement, innovation and profitability.

Orchestrate strategic stadium reinvestment to ensure the facility operates in a sustainable efficiently manner, remains a recognized world class facility and technology leader over its 30 to 50-year lifespan, and is effectively maintained for maximum economic impact.

Lead in the creation of strong partnerships, clear measurements of success, timely and accurate reporting, effective communications programs and efficient processes across all Stadium Partners.

Continuously maintain the home of the MN Vikings and meet or exceed agreed upon NFL standards.

Definition of Vision:

The difference we create in our guests and larger community lives as we ultimately realize our Purpose. What the organization wishes to be like in some years' time.

MSFA – Our Vision:

U.S. Bank Stadium, home of the MN Vikings, will be the world-class entertainment and event facility in this region and be recognized as one of the top venues in the nation.

How We Will Bring Our Vision to Life:

U.S. Bank Stadium delivers a positive economic and community impact on the City of Minneapolis and State of Minnesota. The positive community and economic impact on the City of Minneapolis and State of Minnesota is recognized throughout the State.

U. S. Bank Stadium is recognized for it's leadership in creating a diverse workforce and business partnerships that represent the communities we serve.

U.S. Bank Stadium is recognized as a world-class NFL facility, a well utilized space for a wide variety of community events, and a technology frontrunner known for its utilization of leading edge guest experience, security, event management, way finding, building automation, and football operations, and business process workflow tools.

MSFA leads a respectful collaboration between all stadium partners – serving as an equitable high-performance team, all working toward the same broad goals.

MSFA proactively manages capital investment budgeting and ensures capital reserves are in place for investments required to maintain a world-class facility.