



**U.S. BANK STADIUM
OPERATIONS AND CAPITAL
EQUITY PLAN**

Section 1. Purpose / Outline – Overall

- 11 **Introduction.** The State of Minnesota created the Minnesota Sports Facilities Authority (“Authority”) to build a state-of-the-art multipurpose facility 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 and capital improvement. The purpose of this Equity Plan is to formalize the Authority’s efforts to implement the statutory mandate and be recognized as a community leader in providing equitable opportunities and creating a diverse workforce with inclusive environments.

- 12 **Definitions.** For purposes of this Equity Plan, the following definitions apply:
 - a) “Equity” means everyone has access to the same opportunities. Equity recognizes that advantages and barriers exist and that not everyone starts from the same place. Equity begins by acknowledging this unequal starting place and continues to correct and address the imbalance of opportunities. Equity is not an outcome.

 - b) “Diversity” means the presence of different races, genders, ethnicities, religions, nationalities, and sexual orientation in the stadium. Diversity exists in groups and in relationships with others. Diversity is an outcome.

 - c) “Inclusion” means people with different identities feel valued and welcomed within the Stadium workplace. Inclusion is an outcome.



- d) “Stadium Concessionaire” means any and all entities retained directly or indirectly by the Authority to manage food and beverage operations at the Stadium.
- e) “Stadium Operator” means the entity retained by the Authority to market and operate the Stadium.
- f) “Trade Contractor” means the contractor hired by the Authority to perform construction of capital repairs, improvements or replacements.
- g) “Employment Data” means information including the name of each employer and employee and the name, ethnicity, gender, veteran status, zip code, and total hours worked and pay of each employee.
- h) “Procurement Data” means information regarding goods or services procured by the Authority for the operation of the Stadium, including the business name on the contract, purchase order, or other agreement; date of procurement; total purchase amount; type of business, and MBE/WBE/VBE status or certification.
- i) “Targeted Business Program” means the Authority commits to maximizing contracting opportunities with veteran-owned, women-owned or minority-owned small businesses.
- j) “Workforce Program” means the Authority commits to maximizing employment opportunities of veterans, women and members of minority communities.

13 Commitment to Leadership Equity, Inclusion and Diversity.

Equity is core to the Authority’s Purpose, Mission and Vision.

The Authority is committed to ensure the workforce is representative of the people it serves. The Authority believes diversity drives engagement, innovation and profitability. The Authority values equity, dignity and inclusion for all stakeholders. The Authority is proactive in our outreach to diverse communities and targeted businesses to promote employment and economic opportunities.



The Authority demonstrates leadership through its commitment to workforce diversity and targeted business partnerships.

- 14 Targeted Business and Workforce Programs. The Authority is committed to maximizing employment opportunities for veterans, women and members of minority communities and procurement opportunities with veteran-owned, women-owned or minority-owned small businesses.
- 15 Workforce. The Authority adopted a workforce goal of 32% minority and 6% women.
- 16 MBE. Means a Minnesota based business that meets one or more of the following criteria. Nine percent of work on capital improvement projects and procurement should be with minority owned firms.
 - a) Certified by Minnesota Uniform Certification Program (“MNUCP”) <https://mnucp.metc.state.mn.us/>
 - b) Certified by the Minnesota Department of Administration and classified as a Targeted Group Business (TGB) that can be found: <http://www.mmd.admin.state.mn.us/process/search/>. The business must also have one or more of the following designations: (A), (B), (H), (I) or (E).
 - c) Certified by the Central Certification Program (CERT) as an MBE.
- 17 WBE. Means a Minnesota based business that meets one or more of the following criteria. Eleven percent of capital improvement or procurement should be with women owned firms.
 - a) Certified by Minnesota Uniform Certification Program (“MNUCP”).
 - b) Certified by the Minnesota Department of Administration and as classified as a Targeted Group (TG) business in the directory. <http://www.mmd.admin.state.mn.us/process/search/>. The business also must have the (W) designation.
 - c) Certified by the Central Certification Program (CERT) as an MBE.
- 18 VBE. Means Minnesota based business that meets one or more of the following criteria:
 - a) A VBE firm is a firm certified as a Service-Disabled Veteran Small Business (SDVOSB) or a Veteran Owned Small Business (VOSB) by the United States Department of Veterans Affairs.



- 19 Collection of Data. The Authority will collect Employment and Procurement Data from contractors providing capital improvements, the Stadium Operator and Stadium Concessionaire; and other vendors to the stadium.
- 110 Equity Advisor. The Authority will coordinate the data gathering and reporting processes and may retain an outside advisor to assist in the identification and outreach to key community stakeholders.
- 111 Reporting. The Authority shall make equity reports available via its website (www.MSFA.com) and the Authority may hold quarterly meetings regarding implementation of this Equity Plan.
- 112 Subcontractor. Subcontractor means any entity the Trade Contractor contracts with for any part of a Capital Improvement Project.
- 113 Subcontract. Subcontract means any contract entered into by the Trade Contractor or subcontractor for any part of Capital Improvement Contracts.
- 114 Good Faith Efforts. Good Faith Efforts means the Trade Contractor's good faith effort documentation and efforts to include women and minority owned companies in Capital Improvement Projects.

Section 2. **Current Workforce and Procurement Efforts**

- 2.1 The Authority recognizes the legislature's mandate that the Authority shall make every effort to employ veterans, women and members of minority communities in the operations, management and capital improvements of the Stadium, as more completely described in Minn. Stat. § 473J.12. The legislature instructs that capital improvements and operations workforce establish workforce utilization goals at least equal to current city of Minneapolis goals. The Authority's current efforts toward meeting the mandate include:
 - a) The Authority has a contract with Summit Academy OIC. Summit Academy has created an employment assistance program to recruit, hire, and retain minorities, women and veterans for employment at the Stadium and maintains a schedule of regularly occurring job fairs.



- b) The Authority, Stadium Operator and Stadium Concessionaire will demonstrate leadership in their commitment to workforce diversity by holding job fairs, advertising employment opportunities, and other community outreach efforts.
- c) As a leader, the Authority intends to be proactive in its outreach to African American, Native American, Latino, Asian, and other diverse groups to recruit candidates for employment opportunities.
- d) The Authority also intends to reach out to community groups, and business associations including: minority, women and veteran entrepreneurs; Metropolitan Economic Development Association (MEDA), veteran organizations, Hmong American Partnership, American Indian OIC, North Central Minority Supplier Development Council (NCMSDC), Minneapolis Urban League, and others to create economic opportunities.
- e) The Authority will maintain a vendor portal for veteran-owned, women-owned, and minority-owned small businesses to maximize and simplify procurement contracting opportunities at the Stadium.
- f) The Authority recognizes the legislature did not establish specific goals for contracting with targeted businesses, but instructs the Authority to follow a percentage at least equal to the minimum used for city of Minneapolis development projects. The Authority will pursue the highest level of inclusion by broadly advertising Requests for Quotes and Proposals on its website and by advertising certain procurement opportunities in the Minnesota State Register.
- g) The Authority intends to gather data as outlined above, report summaries of that data on a quarterly basis, and regularly assess what additional efforts the Authority can take to achieve its goals.
- h) The Authority will host public quarterly meetings where the Stadium Manager, the Stadium Concessionaire, and a select group of their subcontractors will provide an update on their targeted business procurement commitments and workforce employment status.