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URS Corp. Schindler Elevator Corp. Anheuser-Busch Daktronics Inc.

hired through the Community Workforce Program, which was created to provide entry-level employment opportunities for unemployed and under-employed Hennepin County residents. Those workers included 35 people who were referred through <u>Summit</u> Academy OIC, a Minneapolis-based nonprofit

educational and vocational training center.

Summit Academy President and CEO Louis King said he believes the work force participation program ultimately achieved the intended goals, despite getting off to a slow start.

"There are people who were making 5,000, then they went to work on the ballpark and they were earning 20 an hour or more -540,000 a year," he said. "You can't beat that."

Twins win

For years, Twins officials preached that the team needed a new ballpark to compete with its **Major League Baseball** counterparts, both on the field and on the business side. It appears to be working.

The team has sold approximately 20,000 season tickets for the 2010 season, nearly double its highest total from the Metrodome. About 98 percent of club seats — some of which cost as much as \$275 per game — are sold, and local companies have snatched up 50 of the 54 private suites.

Twins officials expect total attendance for the inaugural season at Target Field to push 3 million fans, pushing the team's single-season attendance record of 3,030,672 from 1988, the year following the club's first World Series championship.

"We think sellouts are going to be the norm," St. Peter said. "Certainly ticket demand will be at an all-time high."

The team also boosted its sponsorship revenue, thanks to a naming-rights deal with Minneapolis-based Target Corp. and the addition of four "founding partners:" Richfield-based **Best Buy Co. Inc.**, Minneapolis-based **U.S. Bancorp**, Welch-based **Treasure Island Resort** & Casino and one yet-to-be-named company.

Armed with those added resources, the Twins have added several key free agents this offseason and hope to finalize a contract extension with all-star catcher Joe Mauer soon.

Target Field "gives us some incremental resources to help ensure we are able to keep our core players in Twins uniforms for years to come, which is a strong focus for us," St. Peter said.

"At the end of the day, it transforms our franchise."

Sponsors

Naming rights partner:

Target Corp., Minneapolis: Target's 25-year sponsorship with the Twins includes naming rights for Target Field. A separate agreement with the Minnesota Ballpark Authority also gives Target naming rights for Target Plaza, a large public space outside the stadium.

Target Field "founding partners":

Best Buy Co. Inc., Richfield: Best Buy's seven-year sponsorship includes a number of "fan encounters" located throughout Target Field that will focus on Best Buy products and technology offerings. The consumer-electronics retailer also provided the more than 625 television screens throughout Target Field.

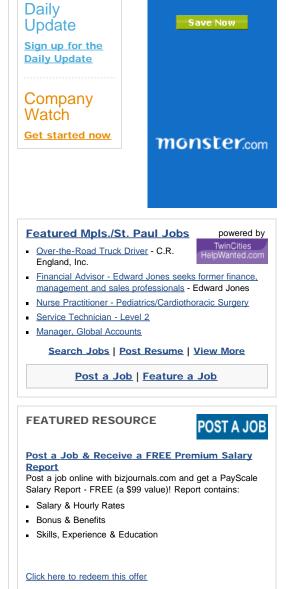
Treasure Island Resort & Casino, Welch: Treasure Island's long-term sponsorship includes the naming rights for the <u>Treasure Island Minnesota Twins Radio Network</u>, which broadcasts Twins games on 78 radio stations throughout the Upper Midwest, including KSTP-AM 1500.

U.S. Bancorp, Minneapolis: U.S. Bancorp's long-term sponsorship includes naming rights for the <u>U.S. Bank Home Run</u> Porch seating section in left field, prominent ballpark marketing and enhanced community involvement with the Twins Community Fund. U.S. Bank also developed a cashless payment system for Target Field concessions. A fourth founding partner, to be named later

Selected other partnerships:

The Toro Co., Bloomington: Toro's three-year deal makes it the exclusive provider of turf-maintenance equipment and sprinkler systems for Target Field.

Pentair Inc., Golden Valley: Pentair's multi-year deal makes it the "Official Sustainable Water Provider" for the Twins, providing technology to recycle rain water at Target Field for use in field irrigation and stadium cleaning.



FREE RESEARCH

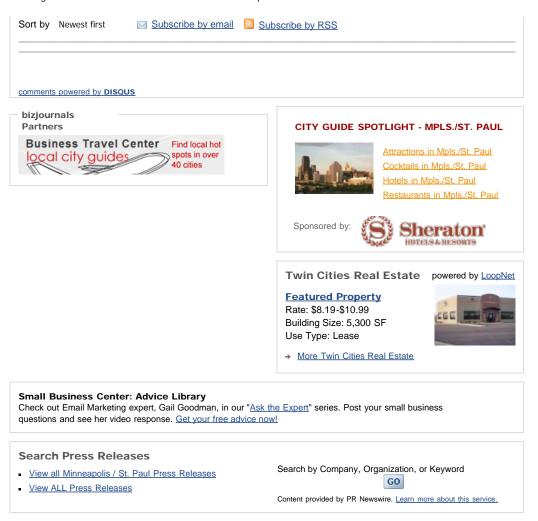
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This Target Field a nome run for local contractors - Minneapons / St. Paul Business Journal	
Anheuser-Busch Cos. Inc., St. Louis, Mo.: Anheuser-Busch's long-term deal includes naming rights for the Budweiser Roof Deck atop the Twins' office building in left field. Qwest Communications International Inc., Denver: Qwest's five-year deal makes it the exclusive communications-	Portfolio is the cure for OHSU Pathology Department's image management pains
services provider for Target Field.	
Source: Minnesota Twins	Case Study: Equinox Fitness need for
	integrated talent management system
More than the gross is green	
More than the grass is green	see more whitepapers ADD WHITE PAPERS
Project planners hope to receive Leadership in Energy and <u>Environmental Design</u> (LEED) certification for Target Field. The ballpark's various green design elements include:	
Access to various forms of public transportation	
Use of regional materials, including the limestone exterior	
Use of recycled building materials (approximately 20 percent)	
Rainwater-recycling system from Pentair that captures water and allows it to be used for stadium cleaning and field irrigation;	
estimated water savings of 1.26 million gallons per year Low-flow urinals, dual-flush toilets and aerated faucets	
Energy-use reduction beyond state code	
Source: Minnesota Twins	
A who's who of Target Field subcontractors and suppliers	
Architects Populaus (formarily HOK Sport Vanue Event), Kansas City, Ma	
Populous (formerly HOK Sport Venue Event), Kansas City, Mo. Hammel, Green and Abrahamson Inc., Minneapolis	
Construction manager M.A. Mortenson Co., Golden Valley	
day-to-day operations	
Minnesota Ballpark Authority, Minneapolis, owner Minnesota Twins, Minneapolis, operator	
Delaware North Sportservice, Buffalo, N.Y., food and retail concessions	
General Security Services Corp., Minneapolis, security	
Key contractors and suppliers	
A&A Millwork Inc., Minneapolis, millwork materials	
ABS Support Services Inc., Liberty, Mo., tile supplies	
AFS Systems Inc., Brooklyn Park, fire alarm supplies and installation A&L Products and Service Co., Chicago, raw materials	
Able Fence Inc., St. Paul, fencing	
Absolute Commercial Flooring Inc., Golden Valley, batting cage turf installation	
Aduddell Industries Inc., Oklahoma City, waterproofing Advanced Shoring Co., St. Paul, concrete and masonry supplies	
Albrecht Sign Co., Fridley, signage installation	
Alliant Mechanical Inc., Eagan, under-bridge ventilation	
Allied Electrical & Industrial Supply Co. Inc., Golden Valley, electrical supplies	
<u>Alpha Video & Audio Inc.</u> , Edina, video replay system Ambassador Steel Corp., Auburn, Ind., structure reinforcing steel materials	
Amerect Inc., Newport, architectural precast and support steel	
American Artstone Co., New Ulm, stone material supplies	
American Midwest Power, Plymouth, power distribution Ames Construction Inc., Burnsville, bridges	
Amit Enterprises, Brooklyn Park, HVAC dry equipment and materials	
Amsysco Inc., Romeoville, Ill., post tension material supply	
Am- <u>Tec Designs Inc.</u> , Scandia, metal embeds Anderson Iron Works Inc., Rogers, concrete embeds	
Architectural Graphics Inc., Virginia Beach, Va., signage	
Architectural Sales of Minnesota Inc., New Hope, acoustical ceiling supplies	
Arrow Lift Accessibility, Blaine, wheelchair lift installation Arteka Cos., Shakopee, landscaping	
Athena FF&E Inc., Valencia, Calif., seating manufacturing and installation	
Atlas Foundation Co., Maple Grove, deep foundations, steel piles	
B&D Associates Inc., St. Paul, masonry and stone B&L Supply Inc., St. Paul, supplier	
BDS Laundry System, St. Paul, laundry equipment	
Bald Eagle Erectors Inc., Eagan, rebar installation, ornamental railing installation	
Belair Excavating, New Brighton, site utilities Berwald Roofing Co. Inc., St. Paul, roofing	
Best Enterprises, Oakdale, low-voltage electrical systems	
Biffs Inc., Shakopee, sanitation Bredemus Hardware Co. Inc., St. Paul, supplies	
Building Material Supply Inc., Golden Valley, specialty materials	
Bulach Custom Rock, Inver Grove Heights, site architectural topping slab	
C&H Baseball Inc., Bradenton, Fla., baseball equipment and wall pads Carciofini Co., Burnsville, caulking	
Ceco Concrete Construction, Kansas City, Mo., concrete deck forming	
Cemstone Ready Mix Inc., Mendota Heights, concrete material/pumping	
Centerpieces Surfaces Inc., Rogers, labor Chicago Decking Inc., Merrillville, Ind., metal deck supplies	
Collins Electrical Systems Inc., New Hope, loop/hand hole, light installation	
Commercial Systems Technologies, Minneapolis, installation	
Custom Refrigeration Inc., Golden Valley, equipment installation <u>DF Countryman Co.</u> , Minneapolis, broadcast and audio-visual materials	

Daktronics Inc., Brookings, S.D., scoreboard and other video displays Danny's Construction Co., Shakopee, structural steel installation Davidson Decorating Design Inc., Edina, painting Designer Sign Systems Inc., Blaine, signage supplies Durant Mobile Wash, Maple Grove, burnished block wash and reseal E&J Rebar Inc., Coon Rapids, rebar supply and installation E-Con Placer Concrete Pumping Co., St. Paul, concrete/pumping, conveying equipment Eagle Clan Enterprises Inc., Ramsey, caulking precast Edward Kraemer & Sons Inc., Plain, Wis., Fifth Street bridge work Electric Scientific Co., St. Louis Park, supplier Electrical Install & Maintenance Co., Maple Plain, conduit systems Elliott Contracting Corp., Minneapolis, conduit infrastructure Environmental Enhancements, Northfield, storm water: street sweep FPI Paving Contractors Inc., Little Canada, bituminous paving Floors Northwest Inc., Fridley, supplies Fluid Specialties Inc., Edina, supplier Franz ReproGraphics Inc., Brooklyn Center, printing Frontier Construction Co. Inc., Deer River, sewer and water Full Compass Systems, Middleton, Wis., wall mount broadcast boxes Gage Brothers Concrete Products Inc., Sioux Falls, S.D., architectural precast and support steel Gephart Electrical Co., Inc., St. Paul, electrical systems Glenn Rehbein Cos., Blaine, demolition and site preparation Global Management & Supply, Warren, Mich., signage supplies, video supply and installation Go Fetsch Mechanical Inc., Wyoming, pipefitting Gopher Stage Lighting, Minneapolis, sign materials Granite City Electric Supply Co., Quincy, Mass., lighting fixtures Grazzini Brothers & Co., Eagan, floor and wall tile Gunnar Electric Inc., Eden Prairie, electrical installation Hanson Structural Precast Midwest, Maple Grove, structural precast Harmon Sign Inc., Novi, Mich., site and concession signage High Hawk Distributing, Hobart, Wis., electrical supplies Homeco Insulation Inc., Coon Rapids, sprayed insulation Hufcor Minnesota, Golden Valley, overhead coiling doors Infinity Access, St. Paul, personal fall protection Interclad Inc., Plymouth, aluminum entrances, storefront Irwin Seating Co., Grand Rapids, Mich., seating Insulation Midwest Inc., Blaine, mechanical insulation Joan's Minority Owned Supplier, Minneapolis, plywood supplies JR Jones Fixture Co., New Hope, millwork and finish carpentry Jerry's Floor Store, Spring Lake Park, wood floors Johnson Sales of Tamarack Inc., Long Lake, exterior glass, shop sealants K&K Fabrication Inc., Austin, louver back-up steel Kang Contracting Corp., St. Paul, trucking Keller Fence Co., St. Paul, fencing Kendell Doors & Hardware Inc., Mendota Heights, Doors/frames/hardware Kumar Mechanical Inc., New Brighton, mechanical materials and labor Landscape Forms Inc., Kalamazoo, Mich., site furnishings LeJeune Steel Co., Minneapolis, structural steel materials Lodahl Inc., Mahtomedi, trucking Lumbar Mechanical Inc., Minneapolis, pipefitting Lutz Co., Brooklyn Park, supplier MBE Inc., Delano, trucking M.G. McGrath Inc., Maplewood, metal panels MJ's Contract Appliance Inc., Oakdale, appliances Marine Constructors Inc., St. Paul, vibration monitoring Metro Building Systems Inc., Brooklyn Park, metal building Metro Manufacturing Inc., St. Paul, steel stairs Metropolitan Mechanical Contractors Inc., Eden Prairie, mechanical systems Metzger Building Materials Co., St. Paul, supplier Meyer Contracting Inc., Maple Grove, site utilities Mickman Brothers Inc., Ham Lake, irrigation system installation Midwest Land Surveyors & Civil Engineers Inc., Anoka, survey and layout Midwest Sign & Screen Printing Supply Co., St. Paul, signage supplies Midwest Window Systems, St. Michael, supplies Minnesota Sodding Co., Welch, sod and playing field preparation Mtec Electric Inc., Brooklyn Center, temporary electric, lighting fixtures Nadeau Excavating Inc., Hampton, backfill material and placement NewMech Cos. Inc., St. Paul, fire protection Nordic Contracting of St. Cloud Inc., St. Cloud, concrete material/pumping OTA Trucking Inc., Maplewood, trucking Olympic Wall Systems Inc., Hopkins, interior drywall, exterior stud system O'Malley Construction Inc., Le Center, sidewalks Parsons Electric Corp., Fridley, electrical systems Pete's Water & Sewer, Minneapolis, water, sewer Phasor Electric Co., Blaine, electrical installation Premise Communication, St. Louis, A/V systems Princess Trucking Inc., Elk River, trucking Production Design Products Inc., Ramsey, fabrication Pugleasa Co., Inc., Arden Hills, loading dock equipment Q.C. Cos., Ham Lake, acrylic flooring R.A.M. Construction Services of MN, Little Canada, expansion joints RES Specialty Services, Minneapolis, mechanical insulation Ramsey Excavating Co., Minneapolis, foundation excavation/backfill Rock On Trucks Inc., Waite Park, trucking Roettger Welding Inc., Stillwater, fabrication SDQ, Minnetonka, janitorial services

STK Manufacturing Inc., Osseo, vinyl installation Safety Signs Inc., Lakeville, signage Sage Services Inc., Plymouth, conduit installation St. Paul Linoleum & Carpet Co., Eagan, flooring Schindler Elevator Corp., Morristown, N.J., elevators and escalators Schwartz's Tools & Fasteners Inc., St. Paul, low-voltage electrical materials Seal Treat Inc., Eden Prairie, plaza expansion joints Shamrock Disposal, Blaine, dumpsters Shaw/Stewart Lumber Co., Minneapolis, wood louver supplies Shaw Trucking Inc., Andover, trucking Simplex Construction Supplies Inc., Blaine, supplies Spec 7 Group, Minneapolis, waterproofing Sports Fields Inc., Canton, Ga., playing field Stafford-Smith Inc., Elkhorn, Wis., food service equipment Staging Concepts Inc., Brooklyn Park, handrails Standard Iron & Wire Works Inc., Monticello, miscellaneous metals State Mechanical Inc., Farmington, underground plumbing Stripe Right Inc. St. Paul, caulking Structural Preservation Systems Inc., St. Paul, slab waterproofing Summit Electric Corp., Stillwater, electrical rough-in and finish supplies Superior Iron Inc., Elk River, structural bolt supplies Swanson & Youngsdale Inc., St. Louis Park, painting and wall coverings TEK Steel Fabricators Inc., East Bethel, railing fabrication Tailored Foam Inc., Coon Rapids, masonry installation Tekna-Kleen, Burnsville, exterior window cleaning Thor Construction Inc., Fridley, concrete work Tri-Construction, Minneapolis, labor Twin City Acoustics, Plymouth, acoustical ceilings Twin City Security Inc., Coon Rapids, security URS Corp., Minneapolis, surveying U.S. Chutes Corp., Bantam, Conn., facility chutes U.S. Framers & Finishers Inc., Minneapolis, finish carpentry United Rentals Inc., Minneapolis, signage Valley Construction Supply Inc., Apple Valley, roofing supplies Veit & Co. Inc., Rogers, site work and cisterns Vetter Stone Co., Mankato, limestone materials Vic's Crane & Heavy Haul Inc., Rosemount, crane rental Wallboard Inc., Fridley, drywall materials Waterproofing by Experts, Lino Lakes, waterproofing for plaza planters Williams Engineering, St. Paul, amps Woody's Rebar Co., Vadnais Heights, foundation rebar, welding XYZ Audio Visual Inc., Bloomington, A/V installation Yaw Construction Group Inc., Minneapolis, demolition, concrete work Zimmerman Bros. Trucking, Osseo, precast concrete hauling Source: M.A. Mortenson Co., Minnesota Ballpark Authority, Minnesota Twins jvomhof@bizjournals.com | (612) 288-2101 Pages: 1 2 Contact the Editor Need Assistance? More Latest News -> Sponsored Links TODAY: iPads for \$23.74? Hot Stock Pick - GSLO Special Report: Apple iPads are being auctioned for an All American Solar Energy Trading, Investment, Stocks. incredible 80% off! **Ditech® Official Site** Weird Penny Stock Trick We found the #1 way to spot penny stocks that explode Fast & Friendly Service. Apply Online and Start Saving Today! each dav! Buy a link here Most Read Stories Most Emailed Stories Brucato leaving KSTP-TV Medtronic, other med-tech firms banking on future growth of transcatheter heart-valve products Target to open first Manhattan store UnitedHealth picks RSP Architects, McGough to Target is first to ad-wrap NYC subway car build tower Simple Sandwich in Minneapolis automates Office Furniture Specialists files to liquidate sandwich ordering Simple Sandwich in Minneapolis automates <u>3M sues rival over reflective patents</u> sandwich ordering Acorn Cardiovascular raises \$478K You must be logged in to post a comment. Log in or Register. Showing 0 comments



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