

**TARGET CENTER**  
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## **OVERVIEW**

Target Center is a multi-use arena located in the heart of vibrant downtown Minneapolis, Minnesota. It is home to the NBA's Minnesota Timberwolves and WNBA's Minnesota Lynx. Target Center hosts major family shows, concerts, sporting events, graduations and private events.

## **Location**

- Located in the heart of downtown Minneapolis between 6<sup>th</sup> and 7<sup>th</sup> Streets, in the vibrant Warehouse Business District, Target Center is surrounded by the Twin Cities' best bars, restaurants and shops
- Parking – 12,000 spaces within 5 block radius (the majority are connected by Skyway)
- Target Field is located adjacent to Target Center and connected to the arena by Target Plaza
- There is a full-service, two-level health club located in the basement of Target Center – Life Time Fitness.

## **Ownership/Management**

- Privately developed by the original owners of the Minnesota Timberwolves NBA Franchise – Marvin Wolfenson and Harvey Ratner – who also owned a chain of health clubs – Northwest Health Clubs
- Target Center has had two ownership groups in its 20 year history. Marv Wolfenson and Harvey Ratner (1989-1994) and City of Minneapolis (1995-now)
- Target Center was sold to the City of Minneapolis in 1995
- Arena Managers
  - 1990-2000 - Ogden Entertainment
  - 2000-2004 – SFX/Clear Channel
  - 2004-2007 – Midwest Entertainment Group
  - 2007-present - AEG Management TWN
- Original general concessionaire was Aramark – current general concessionaire is Delaware North Companies
- Original premium level and in-house catering company was Suite Life – current premium level and in-house catering company is A Chef's Production

## **History and Events**

- The doors of Target Center first opened on October 13, 1990 with a charity event entitled “Jump Ball” which benefitted the American Cancer Society
- NBA regular season basketball began play at Target Center on November 2, 1990 vs. Dallas Mavericks and the first WNBA regular season basketball game took place on June 12, 1999 vs. Detroit Shock
- As of today, over 30 million guests have attended close to 5,000 events at Target Center
- Target Center's capacity ranges from 3,500 (theater setting) to 20,000 plus (in the round)
- Basketball capacity is 18,500 – ice hockey capacity is 16,500
- 35 members of the Rock and Roll Hall of Fame have played Target Center in its history including Minnesota music legends, Prince and Bob Dylan
- Garth Brooks sold out 9 shows at Target Center in October 1998. Tickets were \$20!
- Target Center has been home to major tenants including Minnesota Timberwolves (NBA), Minnesota Lynx (WNBA), Minnesota Moose (IHL), Fighting Pike (Arena Football), Arctic Blast (Roller Hockey) and Minnesota Valkyrie (Legends Football)
- The largest production in the arena's history was The Radio City Christmas Spectacular featuring the Rockettes (2008) - this production included 31 trucks and 13 busses
- Target Center has hosted four sitting Presidents including George H.W. Bush, Bill Clinton, George W. Bush, and Barack Obama
- The Minnesota Timberwolves were NBA Western Conference Champions in 2004
- The Minnesota Lynx won the WNBA Championship in 2011 and were Western Conference Champions again in 2012
- Target Center's high grossing one-day event was Ultimate Fighting Championship (UFC) on August 8, 2009
- Target Center's highest grossing multi-performance run was Billy Joel and Elton John in May 2001
- Target Center has hosted many national and international sporting events including 1991 U.S. Figure Skating Championships, 1992 Davis Cup, 1994 NBA All-Star Game, 1995 NCAA Women's Final Four, 1996 NCAA Wrestling Championship, 1998 World Figure Skating Championships, 2004 NBA Western Conference Finals and UFC '87 in 2008 – the NCHC Championship hockey tournament will take place beginning in 2014

- The 20 events with the Highest Attendance at Target Center were:

	ARTIST	YEAR	ATTENDANCE
o 1	U2	2005	20,200
o 2	Eric Clapton	1992	19,604
o 3	Metallica	2000	19,578
o 4	Elton John	1995	19,577
o 5	Dave Matthews	2002	19,559
o 6	Get Motivated Seminar	2003	19,549
o 7	Wolves vs. Wizards	2002	19,549
o 8	Metallica	2009	19,472
o 9	Elton John (1998)	1998	19,465
o 10	Wolves vs. Sacramento	2004	19,434
o 11	Wolves vs. Lakers	2003	19,359
o 12	Metallica	2000	19,351
o 13	TW vs Denver	2004	19,326
o 14	TW vs Sacramento	2004	19,285
o 15	TW vs Lakers	2004	19,188
o 16	Billy Joel	1999	19,174
o 17	Billy & Elton	2001	19,153
o 18	U2	2001	19,137
o 19	George Strait	1997	18,945
o 20	Metallica	2000	18,942

#### Target Center Firsts and Fun Facts

- Target Center was the first arena in the country to ban smoking and prohibit tobacco ads – the arena has never allowed these activities
- Target is the original and current naming rights partner of the arena
- In 2009, Target Center became the first arena in North America to install a green roof. The arena's green roof is the 5th largest extensive green roof in the nation and at the time of the design, the largest green roof in the state of Minnesota.
- The arena floor raises and lowers 5 feet when needed to maximize guest sight lines – still one of only two moveable floors in the United States (e.g. Rosemont Horizon)
- A statue honoring the original "Mr. Basketball", George Mikan, holds court in the main lobby – Mikan played for the Minneapolis Lakers prior to them moving to Los Angeles
- A bronze statue of local media icon, Sid Hartman, stands proudly at the entrance of Target Field just outside the arena on the corner of 6<sup>th</sup> Street and First Avenue.
- Target Center's history is immortalized in bronze! As of today, five performers/shows have been honored for their major accomplishments with bronze stars which are exhibited in the arena's main lobby:
  - o Garth Brooks
  - o Elton John
  - o Billy Joel
  - o Rolling Stones
  - o Sesame Street Live
- R.T. Rybak, Mayor of Minneapolis, proclaimed "Target Center Day" on October 13, 2010 in celebration of the arena's 20<sup>th</sup> anniversary

#### Major Renovations

- ANC/SACO Scoreboard and LED Ribbon Boards – debuted 11/03
- Complete Replacement of Seats – completed 10/04
- Treasure Island VIP Terrace – opened 10/04
- Theater at Target Center – opened 12/04
- Green Roof – installed 04
- Acoustics Upgrade – completed
- Lower Concourse Digital Signage (Allure Global) – installed 10/12
- Lower Concourse Concession Stand Renovation – completed 10/12
- 2013 Upgrade Plans
  - o Upper Level Digital Signage

- Upper Level Concession Stands
- POS System
- Digital Infrastructure
- Seating Components
- Press Box
- Locker Rooms
- Moveable Floor Software System
- In addition, Target Center will receive \$100 million in renovations/upgrades through public and private financing over the next 5 years

## CONSTRUCTION DETAILS

### General

- Process started in 1986 in response to an RFP issued by the City of Minneapolis for developing Blocks D, E & F on Hennepin Avenue
- Preliminary design on present building site started January of 1988
- Demolition of existing structures on the site began July 8, 1988
- Site dedication event July 12, 1988
- The General Contractor / Owner Contract signed July 28, 1988 and the construction by M. A. Mortenson started September of 1988 taking 27 months to complete
- Site Area: 168,720 sq. ft. – one & one-half square blocks
- Building dimensions: 456' x 352' – height is 135'-0" from street (main lobby level)
- Building floor area: 831,533 sq. ft.
- Floor to floor height: 13'-0" average – 10 levels – 1 below grade, 1 below grade with street access at 6<sup>th</sup> Street and 2<sup>nd</sup> Avenue No.
- Building volume: 22,327,000 cu. ft. (12,146,000 cu. ft. in arena bowl)

### Foundation System

- Site is on the bank of a pre-historic river bed
- Three systems of foundation support was used
  - Spread footings on bedrock
  - 78 caissons (1,008 cu. yds. Concrete)
  - 383 steel pipe piles (31,520 lin. ft. of pipe)

### Building Structure

- 45,750 cu. yds. of concrete were poured in walls, floors, columns and beams – an equivalent of 177 miles of 4' wide sidewalk
- The masonry unit counts are 170,500 face brick; 7,000 glass block; 62,800 burnished interior blocks and 357,000 standard and rated concrete masonry units

## ARENA LEVEL DETAILS

### Main Lobby-Box Office-Inner Lobby (level 3)

- 12,869 sq. ft. used for protection from the Minnesota weather, box office, a place to meet and used for private functions
- 15 ticket windows
- Target Center's main lobby is adorned with a bronze statue of Minneapolis' Laker great, George Mikan and 5 bronze stars highlighting major Target Center event accomplishments
- A unique, eclectic sculpture located on a pillar in the main lobby was designed by Sandy Ratner, wife of original owner, Harvey Ratner – the pillar can never be removed by contract with the City of Minneapolis
- A marble plaque honoring "Marv and Harv", original owners of Target Center and the Minnesota Timberwolves, can also be found on the wall to the right of the ticket windows
- Doors leading to the arena is the public control point

### Skyway Lobby (level 4)

- Provides a common point of circulation for the ticketed fans entering the arena bowl concourses from the street or the skyway
- The North glass curtain wall provides orientation for the fan and skyway pedestrian alike
- Event cueing and pre game promotion space
- The Skyway is connected by skyways to numerous parking ramps and was designed to connect to the existing City Skyway system via E Block which was completed in the fall of 2000

- Radio broadcast booth
- 18,000 sq. ft. of office space for the Arena, Timberwolves and Lynx administrations
- Continuous linear light fixture over escalators and stairway entering the three concourse levels (lower, suite and upper)
- The Gym, a team merchandise shop, was opened in the skyway for the 2002 season
- A stone plaque is located on the floor in the inner skyway recognizing Target Center's "smoke free" initiatives

#### **Lower & Upper Concourse (levels 5 & 7)**

- Double concourse building
- Each 1/6<sup>th</sup> of the concourse contains restrooms, concession stands (20), novelty stands (6) & exit stairways – more restroom accommodations per person than any arena in the country at the time. (45:1 compared to 172:1) 60% designated for women.
- Unisex restrooms were the first introduced in a Minneapolis public building (4 total)
- Concrete frame contains 45,750 cu. yds. of concrete rakers and 3,550 precast concrete risers
- Lighting is circuited to allow multiple configurations
- Exiting from the lower bowl is calculated at 9.3 minutes

#### **Arena Bowl (arena floor – level 3)**

- Upper deck seating 10,000 seats +/- in 22 rows
  - First row side – 126' from center of basketball floor
  - First row end – 177' from center of basketball floor
  - Top row side – 148' from center of basketball floor
  - Top row end – 248' from center of basketball floor
- Lower deck seating 8,000 seats +/- in 28 rows
  - Top row side – 116' from center of basketball floor
  - Top row end – 170' from center of basketball floor
- Handicapped seating at each level and several locations
- 100'-1" clear height from the Arena floor to the bottom of the roof trusses
- Roof structure consists of 8 trusses 30' – 32' depths
  - 6 @ 330'-0" long and 2 @ 221'-0" long – some truss members use beams W 14 x 550
  - Each of the main trusses weigh approximately 200 ton
  - Total roof steel 3,000 tons
- Rigging capacity
  - End stage configuration – 125,000 lbs.
  - Center stage configuration – 125,000 lbs.
  - Other – 40,000 lbs
  - Total of 290,000 lbs capacity excluding the speaker clusters and scoreboard

#### **Catwalk (level 10)**

- 2,600 lineal ft. giving access to rigging, lighting, mechanical and sound equipment
- Mechanical equipment
  - Arena bowl mechanical units (8) on catwalk mezzanine platforms
  - Other mechanical units on Level 8 under upper level seating – servicing suites and meeting rooms and concession stands
  - Additional mechanical equipment on Level 1
  - Smoke control system uses the standard building mechanical system reversed.
  - Building is heated and cooled by Minneapolis Energy Center
- Elevators
  - There are 9 elevators in the building – 2 of them are traction elevators.
  - The freight elevator stops at all levels except Level 3
- Moveable floor
  - A design build project by Amclyde
  - 98 individual electric screwjacks with synchronized motors
  - Lifting time - 20 minutes/Lowering time - 20 minutes
  - Total rise 5'- 0½"
  - Tolerance +/- 1/16"
  - Dimensions 225'- 8" x 87'- 10"
  - Area 19,556.5 sq. ft.
  - Floor dead load 2,444.5 tons
  - Floor live load
    - Down position 4,889 tons (500 lbs. Per sq. ft.)

- Up position 2444.5 tons (250 lbs. Per sq. ft.)

## Roof

- In 2009, Target Center became the first arena in North America to install a green roof.
- The roof will capture nearly 1 million gallons of storm water to prevent drainage into the Mississippi river.
- The arena now has 2.5 acre of Sedums and Minnesota prairie plants covering its roof. These native plants include Columbine, Prairie Coreopsis, Wild Strawberry, Dotted Blazing-Star and Lupine.
- The green roof is projected to last 40 years without needing replacement while a regular roof would need replacement in half the time.
- The old roof was recycled and reused instead of going to a land fill which again assists with the venue's sustainable initiatives.

## Suite Level (level 6)

- 53 suites with wet bars and individual restrooms – average capacity 22
- Center court suite camera platform
- 3 hospitality/meeting rooms divisible to 6
- One board/conference room
- Catering kitchen, office and storage
- Suite lobby
- Treasure Island VIP Terrace – 208 capacity

## Locker Rooms (level 3)

- 11 dressing/locker rooms of various sizes
- Minnesota Timberwolves permanent locker room
- Minnesota Lynx use room J on a seasonal basis
- Press/media room
- 2 dark rooms

## Back of Stage (level 3)

- In/out drive thru off 7<sup>th</sup> Street
- Staging and storage
- Freight elevator and zamboni room
- Five truck and trailer capacity
- TV connections w/in and outside on sidewalk

## Service Area (level 2)

- Command Center – building management/security/control
- Employee entry
- Second Ave. receiving dock
- Maintenance shop
- Production and radio studio
- Concession commissary
- Freight elevator
- Moveable floor jack access
- Lifetime Fitness service access

## Mechanical/Court Level (level 1)

- Health club locker rooms, pool and court level
- Health club mechanical units
- Energy Center steam & chilled water entry and distribution
- Electrical room
- Telephone room
- Water & hot water heating
- Fire sprinkler equipment & pump
- Ice floor refrigeration equipment

## Lifetime Fitness (levels 1 & 2)

- Open to public through memberships
- 164,810 sq. ft. on two levels
- 7.6 lap per mile jogging track
- Basketball Court
- Racquetball courts and squash courts

- Fitness and yoga studios
- Men's and Women's locker rooms
- 36' x 75' lap swimming pool & 16' x 32' coed whirlpool
- Minnesota Lynx office
- Timberwolves and Lynx training and practice facilities