

TCF Bank Stadium Special Events



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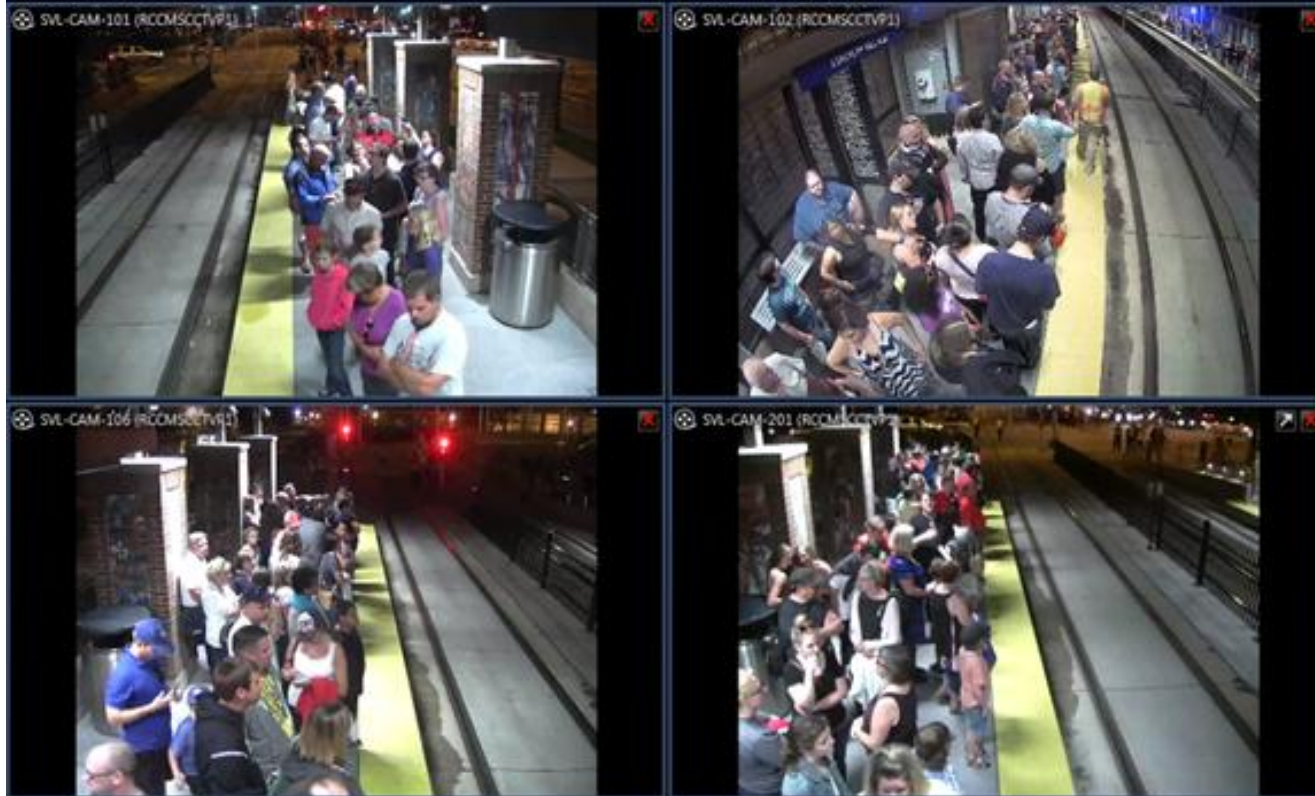
Overview of Operations

- Goal: To safely clear the queuing areas and platform to return to standard operations within 60 to 90 minutes from end of event.
- Station location: middle of line
 - Platform size and safety
 - Temporary queuing areas on 23rd
 - Two-directions of customer travel + transfers w/Blue Line
- Partnerships w/MTPD, UMPD, UM Parking
- Internal Staffing – Stadium Village and DTE
- Fare inspection

Events to Date - Summary

- July 12 – MLB All Star Concert
 - 28,000 attendees (~9,000 rides on Green Line)
 - Platforms cleared in under 60 minutes
- Aug 2 – Soccer matches
 - 30,000 attendees (w/ 1,600 Free downloadable passes)
 - Platforms cleared in about 60 minutes*
- Aug 8 – Vikings Pre-season Game 1
 - ~50,000 attendees
 - Stadium Village cleared in 50 minutes, DTE cleared shortly after
 - Utilized 8 buses from DTE for SB Blue Line

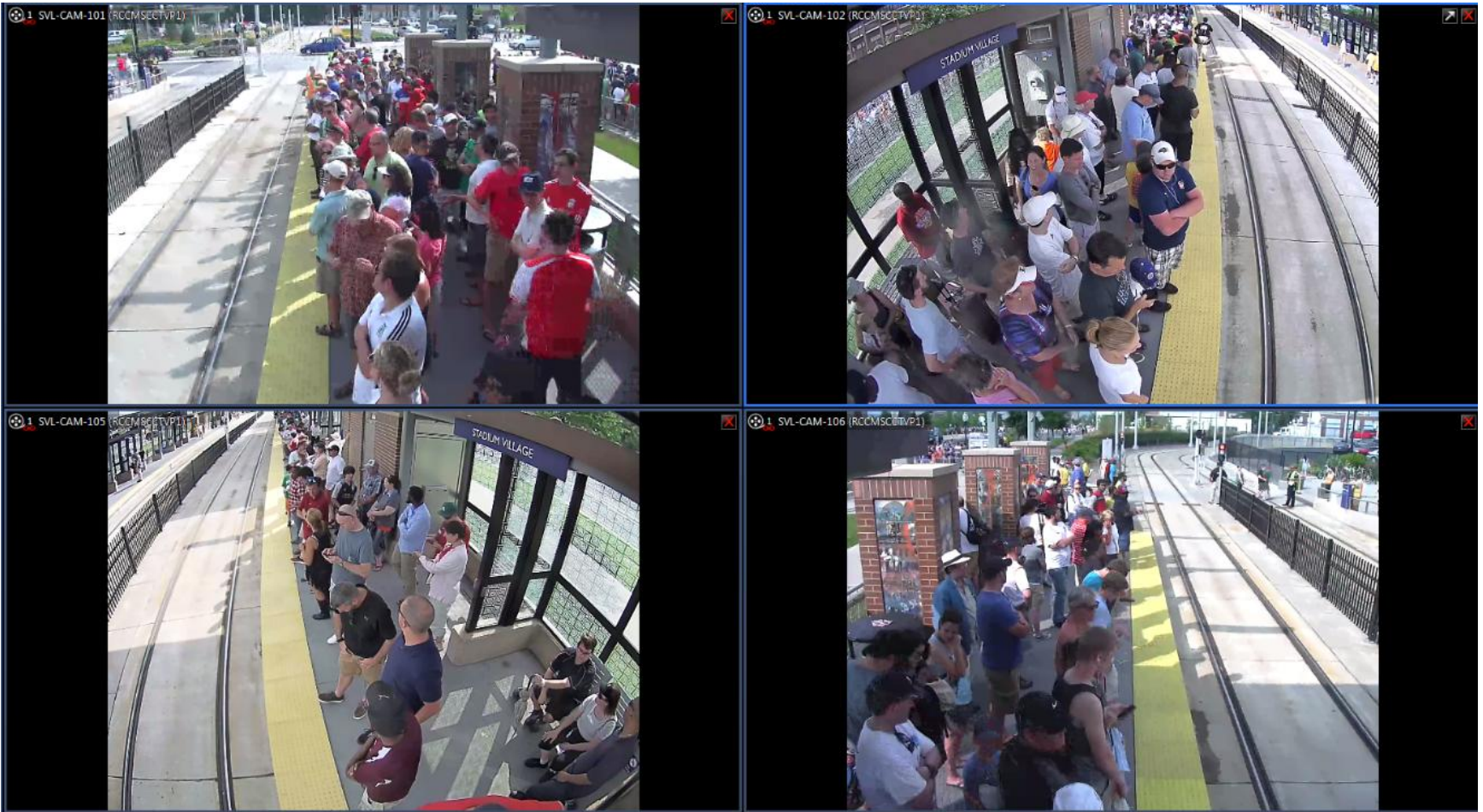
MLB All Star Concert – July 12



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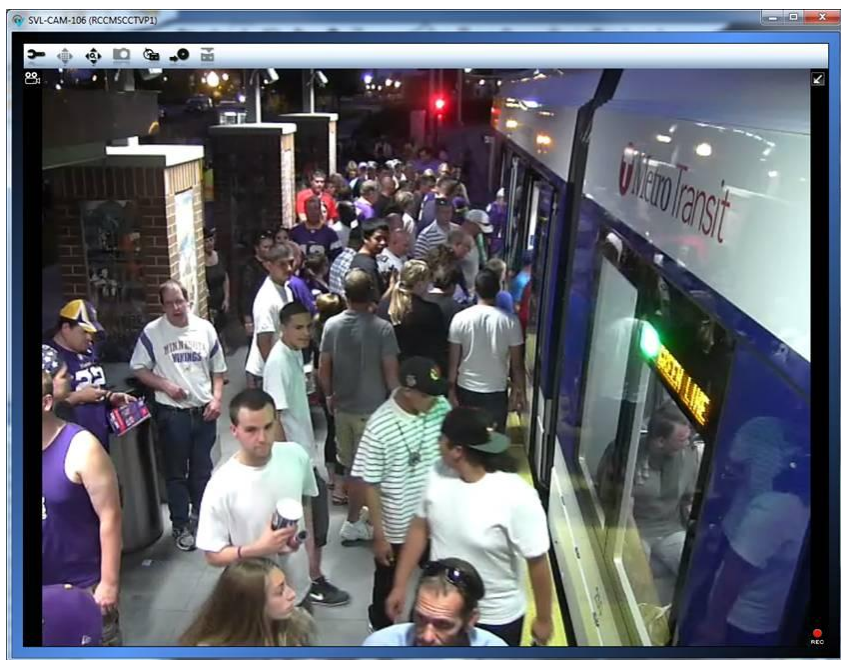
Soccer matches – Aug 2



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Vikings Pre-season Game 1 – Aug 8



Upcoming Event Schedule

- **Sat, August 16** Vikings (Pre-season) vs. Arizona
- **Thur, August 28** Gophers vs. Eastern Illinois
- **Sat, September 6** Gophers vs. Middle Tennessee St.
- **Sun, September 14** Vikings vs. New England
- **Sat, September 20** Gophers vs. San Jose State
- **Sun, September 28** Vikings vs. Atlanta



TCF Marketing – Gophers and Vikings

- **Gophers**

- Free rides to Home Opener
- Advertising with Gopher Sports
- Social media

- **Vikings**

- Advertising with Vikings
- On bus advertising
- Station advertising
- Social media





Questions or Comments?