

MBA E-NEWSLETTER VOLUME 7/WINTER 2010 Welcome to the Minnesota Ballpark Authority's e-newsletter.

Earlier this month, Target Field was officially **transformed from construction site to a world-class ballpark**. Mortenson Construction, the Twins, and all our project partners deserve special recognition for finishing the ballpark on budget and remarkably two months ahead of schedule. The Twins management and staff have moved into their new offices, and the Minnesota Ballpark Authority (MBA) staff will move into its offices at Target Field on February 1. This earlier-than-anticipated transition from construction to operations mode allows the entire project team to concentrate on preparing for a successful Opening Day.

Less than three months from today, about 40,000 fans will make their first trip to Target Field. Realizing that getting to and from the new ballpark will be a learning experience for many, the Twins and the MBA have partnered with several stakeholders to develop a **strategic transportation communications plan** and information campaign. The campaign's focus is to educate fans about Target Field's transportation options to ensure they have a great experience and positive first impression of the new ballpark.

As part of the strategic plan, the group has launched a new website, **www.DestinationTargetField.com**, which contains useful information and key messages: plan ahead, arrive early, consider transit and choose the mode of transportation that matches your desired game-day experience.

To learn more about these developments and see the **latest construction photo gallery** of Target Field, please click the underlined words above.

Sincerely, Steve Cramer, Chair Dan Kenney, Executive Director