

TARGET FIELD "EXPERIENCE" IS EVEN BETTER IN 2011



April 8, 2011 - Opening Day at Target Field

The Minnesota Ballpark Authority's two "rookies" were among the more than 40,700 fans in attendance at the Minnesota Twins' second home opener in Target Field history. But Commissioners Martin Sabo and Paul Williams, who were appointed to the MBA Board by Governor Mark Dayton in February, are both experienced fans of Twins baseball and the ballpark project.

"I've always had a passion for this great game and for the Twins," said Commissioner Sabo, the former U.S. Congressman from Minnesota's fifth district and a long-time manager for the Democrats in the annual Republicans vs. Democrats Congressional baseball game. "I'm very excited to join the MBA team. This is a fabulous facility."

Last year, ESPN The Magazine agreed with Commissioner Sabo's assessment by naming Target Field the best stadium experience in all of professional sports in North America.

And, this year, Target Field is even better.

In addition to witnessing a 2-1 Twins come-from-behind win over the Oakland Athletics at the April 8th Home Opener, the sell-out crowd experienced, for the first time, a series of Target Field enhancements aimed at improving the overall fan experience.

During the off-season, the Twins announced the enhancements, which include a 28' high by 50' wide video display board located above the right field Grandstand, additional radiant heat in the Home Run Porch as well as on the Terrace Level, more Minnesota signature items at concession stands and free WiFi Internet Service resulting in enhanced capacity and speed on portable or



The right field video board is just one of the enhancements made to Target Field in 2011. hand-held devices.

Commissioner Williams, who by all accounts is a ballpark "expert," is impressed by the enhancements. Saint Paul's Deputy Mayor tours Major League Baseball (MLB) ballparks every summer with a group of old college buddies. He has visited all but five MLB ballparks over the past twenty years and ranks Target Field at the top of his list of favorites. "There is no ballpark that compares to this one," Commissioner Williams said. "It's an asset to the entire state of Minnesota. I am honored to have been appointed by the Governor and look forward to being a part of the next phase of this project."

For the Minnesota Ballpark Authority, the next phase is to continue to help enhance the area around the ballpark. The MBA's original vision was to "collaborate with others to create a District that integrates the ballpark with new transit lines and private development, creating opportunity for the surrounding community."

MBA Executive Director Dan Kenney says the vision is already becoming reality. For example, the Ford Centre renovation is now underway with new tenants this summer, and the Interchange Project continues to move forward with the potential for crews to clear the site on the 5th Street side of the building before the end of the year.

“We look forward to another exciting year inside and outside Target Field,” Kenney said. “For the MBA, this project has always been about more than building a ballpark. It’s about creating a true civic asset, and we believe the area around Target Field will only continue to develop.”