



November 7, 2013

The Honorable R.T. Rybak
Mayor of Minneapolis
350 S 5th St., Room 331
Minneapolis, MN 55415

The Honorable Barbara Johnson
President, Minneapolis City Council
350 S 5th St., Room 307
Minneapolis, MN 55415

Re: Support for Target Center Revitalization Project

Dear Mayor Rybak and Council President Johnson:

2020 Partners wholeheartedly and enthusiastically supports the proposed revitalization of Target Center.

The mission of 2020 Partners is to lay the foundation and attract investment for future development by knitting together communities and leveraging the assets of Target Field, Minneapolis Farmers Market, transit and energy. Renovating Target Center is a practical, common-sense move that is significantly more cost-effective than building a new arena. It is exactly the type of strategic, long-term move 2020 Partners supports.

Target Center is more than just a basketball facility. Its concerts and family shows bring diverse crowds to Minneapolis throughout the year. Basketball—both the Timberwolves and the two-time WNBA champion Lynx—brings national exposure and free advertising for the city. The value of nationally televised games showing the Minneapolis skyline is difficult to measure yet incredibly important.

A revitalized Target Center will continue to lead and promote economic activity. We urge the City Council to make this smart investment in the future of downtown.

Sincerely,

CL/mw

Chuck Leer
Chair, The 2020 Partners

cc: Council Member Kevin Reich, Ward 1
Council Member Cam Gordon, Ward 2
Council Member Diane Hofstede, Ward 3
Council Member Don Samuels, Ward 5
Council Member Robert Lilligren, Ward 6
Council Member Lisa Goodman, Ward 7

Council Member Elizabeth Glidden, Ward 8
Council Member Gary Schiff, Ward 9
Council Member Meg Tuthill, Ward 10
Council Member John Quincy, Ward 11
Council Member Sandy Colvin Roy, Ward 12
Council Member Betsy Hodges, Ward 13