

LOOKING BACK @ 2020  
TARGET FIELD STATION



Metropolitan  
Council



City of Minneapolis



Mississippi  
Watershed  
Management  
Organization



Minnesota Ballpark  
Authority



Target Corporation



Minnesota Twins



UNITED  
PROPERTIES

United Properties



Hennepin County



Hennepin County  
Regional Railroad  
Authority



Federal Transit  
Administration



Federal Highway  
Administration

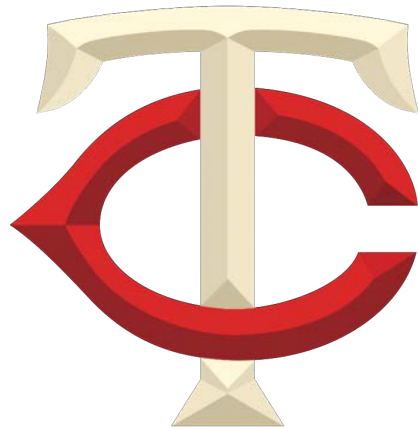


State of Minnesota



MnDOT

# Fruitful Partnerships



2020  
was a year of...

- Loss
- Resilience
- Reflection
- Separation
- Division
- Expression
- Hope

# 2020 TFS Events Recap

- May – October over 100 community events
- No TFS Twins promotional events. However, with no fans in the stands we continued to feature all regular season & Playoff games on the video board in 2020.
- The same programming will continue in 2021
- New approach: Grassroots Campaign
- To name a few:
  - Movie Nights
  - North Loop Neighborhood Association
  - Multiple new Fitness groups
  - Lifetime Fitness
  - Urban League
  - E-Sports







September 16, 2020 • 6:30

Guest Speaker



**Lasha Raddatz**  
Realtor



**Allison Cranda**  
Stylist



# FRIDAY NIGHT JAM AT TARGET FIELD STATION

September  
6:00-7:00

Thank you to G095 for providing the space and Crisp & Green for providing the equipment.



CRISP & GREEN

"Power Factors"  
by



**Studios**  
nowtime



**FITNESS SISTER**



**COACH VAL'S  
AFROKARIBE  
FITNESS PARTY**

TARGET FIELD STATION



September 25, 2020



[target.field.station](#)  
Target Field

...

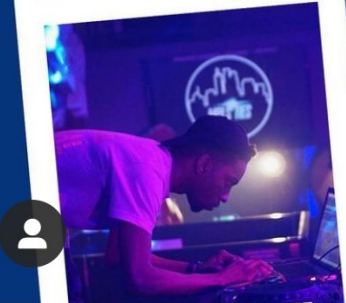


9/19 • 10-11am

# YOGA SUMMER SERIES

Join Tayler Floyd teach a yoga sculpt class with live music by Justin Duruji!

All proceeds support @thedrippingroot a Black-Woman owned Juice Bar in MPLS.



Liked by t\_louie and 8 others

# JOHN LEWIS "GOOD TROUBLE"

+ GET OUT THE VOTE PANEL  
& DISCUSSION

DON'T MISS IT!

MONDAY, SEPT 28TH  
CHECK IN AT 5:00PM  
SCREENING BEGINS AT 6:00PM  
TARGET FIELD STATION  
FREE WITH REGISTRATION



YOGA WITH VIE

Special Guest Stasi

Live Class! Target Field Station  
Fri. Sept 18th  
11am cst

Donations accepted:  
Cashapp: @listenzvie  
Venmo: @vieboheme

CERTIFIEDBOHEMIAN



A BEAUTIFUL DAY  
IN THE  
NEIGHBORHOOD

SPONSORED BY  
THE NORTH LOOP NEIGHBORHOOD

An outdoor / social distanced presentation of:  
*A Beautiful Day in the Neighborhood*

Saturday, August 22  
Showtime is at 7p  
Target Field Station  
(5th ave N and 5th St N)  
\*\*in case of rain, we will reschedule to Saturday, August 29 at 7p

BRING A CHAIR OR BLANKET & A MASK  
FREE ADMISSION



Target Field Station - Case Study



Target Field Station in Minneapolis' North Loop neighborhood is the city's state-of-the-art multi-modal transportation hub and grand public space. Sitting at the doorstep of Target Field Stadium, the station is the "Grand Central Station" of the Twins Cities, designed to inspire a civic identity and community pride in its mix of uses, central location, iconic, and purposeful design.

At the corner of 5th St. N. and 5th Ave. N. in downtown the public space has been designed to support a variety of activities, ensuring maximum use and comfort. Target Field Station includes –



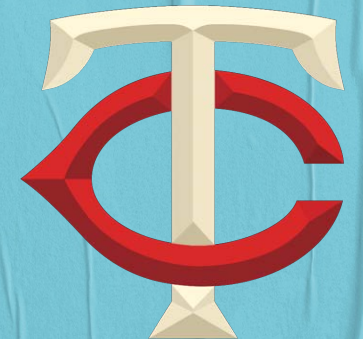
- The Great Lawn, a 7,200 sq. ft. green stage providing opportunities for large pre-games events, community concerts, seasonal events, ideal spot to meet for lunch or relax with a book, as well as a space for individual activities.

# New to TFS



# Case Study Findings

- 22 different community event planners
- 18 women, 4 men
- 16 women of color, 4 men of color
- Avg event per/planner: 4.7
- Avg numbers of guest(s) per/event: 71
- Avg % of POC/BIPOC attend per/event: Over 50%
- Of the 18 different event planners 16 referred others to TFS
- Over \$7,000 dollars raised in donations by community leaders





# EVENT SCHEDULING

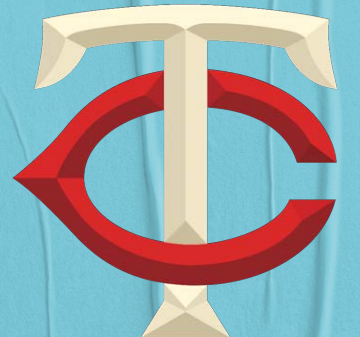
New system to host an TFS event

[HOST AN EVENT AT TFS](#)

The Master Calendar is operated and updated internally by Ivan Cardona

- ivancardona@twinsbaseball.com
- 612.659.33847

First-come, first-served basis – for the most part. Major League Baseball events always have priority of use on game days.



MAY 2021 TARGET FIELD SCHEDULE								
Name	Event Type		Scheduled Date	Setup Time	Start Time	Finished Time		
Chaz Sandifer	Mother's Day Weekend Fitness Jam		Saturday, May 8th	9:00am	9:30am	11:00am		
Mykeyia Jones	Dance Fitness		Monday, May 10th	5:30pm	6:00pm	7:20pm		
Valeria Turner	Dance Fitness		Friday, May 21st	5:15pm	6:00pm	7:00pm		
Mykeyia Jones	Dance Fitness		Saturday, May 22nd	9:30am	10:00am	11:20am		
JUNE 2021 TARGET FIELD STATION SCHEDULE								
Name	Event Type	Scheduled Date	Setup Time	Start Time	Finished Time	Space	VB	Power
Tammie Richardson	Aerobic Fitness	Friday, June 4th	5:30pm	6:00pm	7:00pm	Grass	Yes	Yes
Gaby Roberts	Community Yoga Class	Saturday, June 5th	8:00am	8:30am	10:00am	Grass	Yes	Yes
Ericka Jones	Yoga Summer Series	Saturday, June 5th	9:30am	10:00am	11:00am	Grass	Yes	Yes
Kitana Holland	TwerkDat Yoga	Saturday, June 5th	8:30am	9:00am	10:15am	Amphitheater	No	Yes
Tammie Richardson	Aerobic Fitness	Monday, June 7th	5:30pm	6:00pm	7:00pm	Grass	Yes	Yes
Tammie Richardson	Aerobic Fitness	Monday, June 14th	5:30pm	6:00pm	7:00pm	Grass	Yes	Yes
Gaby Roberts	Community Yoga Class	Wednesday, June 16th	4:30pm	5:00pm	6:30pm	Grass	Yes	Yes
Ericka Jones	Yoga Summer Series	Saturday, June 19th	9:30am	10:00am	11:00am	Grass	Yes	Yes
Kitana Holland	In-Tuned & In Touch Yoga	Saturday, June 19th	9:45am	10:15am	11:15am	Grass	No	Yes
Tomery Stolz	Choose Love MN Yoga - Juneteenth Event	Saturday, June 19th	12:00pm	1:00pm	3:00pm	Both	Yes	Yes
Tammie Richardson	Aerobic Fitness	Monday, June 21st	5:30pm	6:00pm	7:00pm	Grass	Yes	Yes
Chaz Sanifer	Wellness Event	Wednesday, June 23rd	5:00pm	6:00pm	8:00pm	Amphitheater	Yes	Yes
Tammie Richardson	Aerobic Fitness	Monday, June 28th	5:30pm	6:00pm	7:00pm	Grass	Yes	Yes
Kitana Holland	In-Tuned & In Touch Yoga	Wednesday, June 30th	5:30pm	6:00pm	7:15pm	Grass	Yes	Yes
JULY 2021 TARGET FIELD STATION SCHEDULE								
Name	Event Type	Scheduled Date	Setup Time	Start Time	Finished Time	Space	VB	Power
Gaby Roberts	Community Yoga Class	Friday, July 2nd	4:30pm	5:00pm	6:00pm	Grass	Yes	Yes
Kitana Holland	In-Tuned & In Touch Yoga	Saturday, July 3rd	8:30am	9:00am	10:15am	Grass	Yes	Yes
Ericka Jones	Yoga Summer Series	Saturday, July 10th	9:30am	10:00am	11:00am	Grass	Yes	Yes
Tammie Richardson	Aerobic Fitness	Monday, July 12th	5:30pm	6:00pm	7:00pm	Grass	Yes	Yes
Gaby Roberts	Community Yoga Class	Friday, July 16th	4:30pm	5:00pm	6:00pm	Grass	Yes	Yes
Kitana Holland	In-Tuned & In Touch Yoga	Saturday, July 17th	8:30am	9:00am	10:15am	Grass	Yes	Yes
Tammie Richardson	Aerobic Fitness	Monday, July 19th	5:30pm	6:00pm	7:00pm	Grass	Yes	Yes
Kitana Holland	In-Tuned & In Touch Yoga	Wednesday, July 21st	5:30pm	6:00pm	7:15pm	Grass	Yes	Yes
Tammie Richardson	Aerobic Fitness	Monday, June 26th	5:30pm	6:00pm	7:00pm	Grass	Yes	Yes
Ericka Jones	Yoga Summer Series	Saturday, July 24th	9:30am	10:00am	11:00am	Grass	Yes	Yes
Chaz Sanifer	Wellness Event	Wednesday, July 28th	5:00pm	6:00pm	8:00pm	Amphitheater	Yes	Yes
George Shannon	Community Healing Space	Saturday July 31st	6:00am	11:00am	6:00pm	Both	Yes	Maybe



# 2021 TFS Updates

Hennepin County's Design & Construction Division. Hennepin County is currently in the final design phase to provide site security upgrades to the Target Field Station parking ramp.

## What they doing

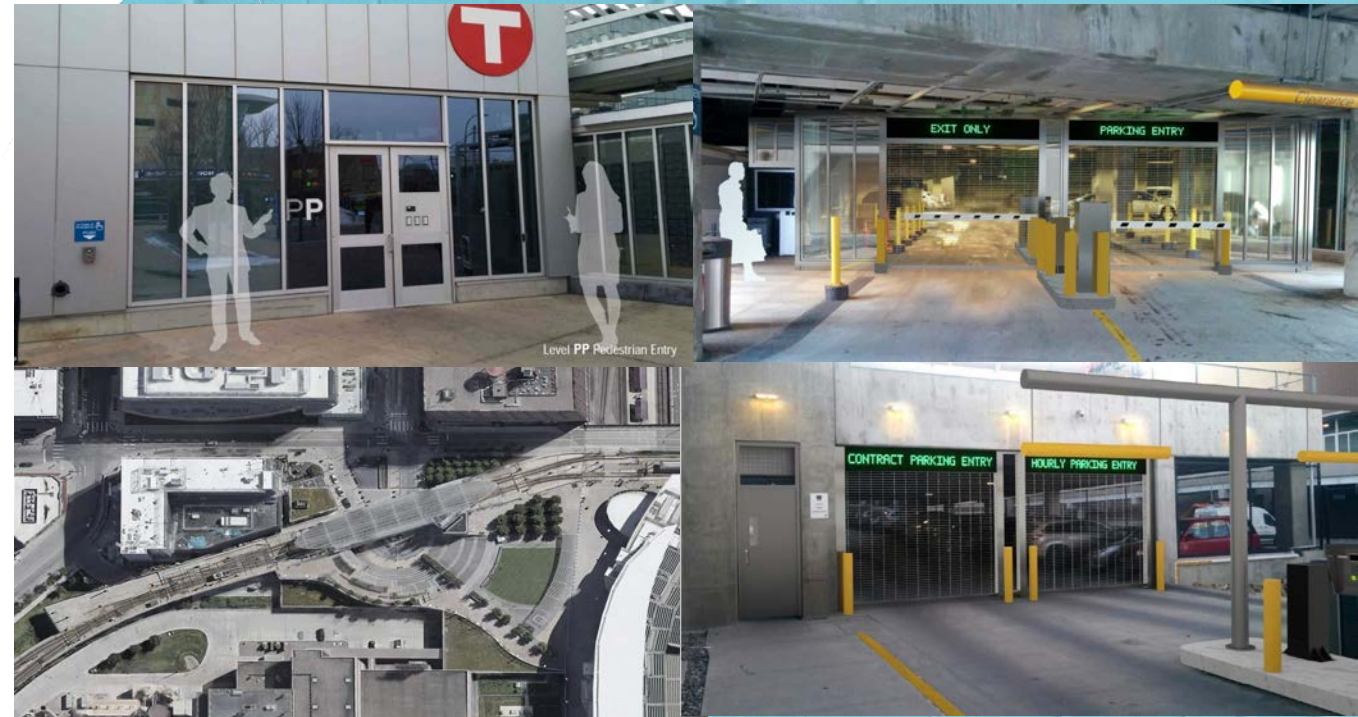
Hennepin County's capital construction project will provide enhanced site security to the Target Field Station parking ramp on all 3 levels. Adding high speed coiling grills, new digital signage, new cameras, new parking equipment, etc....

## What is the timeline

Hennepin County tentatively plans to have a contract in place by early August, 2021. With construction starting on site in Mid-August, 2021. Construction is expected to last 70-100 days.

## What can our stakeholder partners expect

Upon contract award to a general contractor. Hennepin County will hold kickoff meetings with all project stakeholders prior to construction. We'll provide weekly updates on construction schedules, update everyone on major milestones, and keep open communication throughout the entire duration of the project.



If you have any questions or comments on the project. Please send them to [Michael.johnson@hennepin.us](mailto:Michael.johnson@hennepin.us)  
Project manager w/Hennepin County's Design & Construction Division



*A true community is about feeling connected and responsible for what happens.  
Humanity is our ultimate community, and everyone plays a crucial role.*

