



## Wells Fargo Center Boosts Tenant Engagement

### The Customer

The elegant 57-story Wells Fargo Center, designed by Cesar Pelli, contains a full-block indoor pedestrian promenade that houses a 100-foot-high ceiling rotunda on one side and a formal lobby on the other. Upon its completion in 1987, the structure became a powerful new landmark property and redefined the Minneapolis skyline, creating a dramatic and glowing invitation to the heart of the central business district. Wells Fargo Center is managed by Hines.



### Challenge

When Covid-19 hit, stay-at-home orders and social distancing precautions led companies to move operations off-site and employees to work remotely. Wells Fargo Center tenants were no longer occupying their leased space and, as a result, any planned on-site amenities were put on hold. The property management team needed to quickly develop new ways to stay connected with their tenants and give them a reason for coming back when the time was right.

### Property Facts

Wells Fargo Center is 1.2M SF and houses 21 tenants.

Wells Fargo Center is the 3rd tallest building in Minneapolis.

The property is just a ten-minute walk from the Target Center (home to the Minnesota Timberwolves), US Bank Stadium (home to the Minnesota Vikings), and Target Field (home to the Minnesota Twins).

“

**“I didn’t know how badly I needed to laugh!”**

– WELLS FARGO CENTER TENANT



## Solution

Ten Spot implemented a custom schedule of live, virtual fitness and meditation classes catered to the Wells Fargo Center community. In addition, tenants were given access to the Ten Spot all-in-one technology platform, which included live and on-demand professional learning and team building workshops, social engagement tools and fun ways to connect with their coworkers while working remotely.

Realizing that Covid-19 created serious implications for Wells Fargo Center and the CRE industry as a whole, Ten Spot created a long term strategy for the property to engage with its tenants and their employees. Survey feedback highlighted the fact that tenants were looking for unique ways to take breaks from work and reduce stress. The most popular Ten Spot content for this audience quickly became Power Flow Yoga and Stretch & Restore live sessions.

When the building started the reopening process and tenants had the opportunity to return on-site, Ten Spot launched a “Kickoff Challenge” to

encourage exploration of the platform and all of its features through friendly competition. The Wells Fargo Center team also hosted virtual, group events during some of Ten Spot’s professional learning and team-building webinars, including “How to Decrease Anxiety in Under 5 Minutes”, “Non-Essential Comedy: Live Stand-up with Gianmarco Soresi” and “Own Your Value and Negotiate with Confidence and Clarity”.

## Results

Through regular check-ins with the Wells Fargo Center team, the creation of custom marketing collateral and development of team challenges, Ten Spot increased the number of platform users across the property’s 21 tenants by 68%. Wells Fargo Center tenants also expressed appreciation for the on-demand library and their ability to view Ten Spot content 24/7.

Ten Spot is available to Wells Fargo Center tenants whether they are working on-site or remotely (or a combination of both), actively helping employers manage their workforce during these challenging times.

“

**“With nearly 95% of our tenants working remotely, it is critical to us to still provide wellness and fitness content to them. Ten Spot and their new virtual calendar and library has been exactly what we needed. I appreciate the team’s ability to pivot during the pandemic and work with us to maximize our tenant engagement.”**

– KAREN ALLEN, PROPERTY MANAGER  
HINES

NPS  
Rating of 9

68%  
increase in users

