

An aerial photograph of a city and sports complex. In the foreground, there is a large sports complex with a prominent white dome stadium, several large parking lots filled with cars, and various buildings. A winding river or canal flows through the middle ground. In the background, a dense urban cityscape is visible, including a large domed capitol building. The text "WELCOME THANK YOU FOR COMING!" is overlaid in large white letters across the center of the image.

WELCOME
THANK YOU FOR COMING!



ALLIANT ENERGY CENTER
COMMUNITY LEADERS FORUM
OCTOBER 12, 2023

DR. RUBEN ANTHONY
PRESIDENT & CEO
URBAN LEAGUE OF
GREATER MADISON
Alliant Energy Center Redevelopment
Committee Member



WELCOME
THANK YOU FOR COMING!



COMMUNITY LEADERS FORUM

Alliant Energy Center Redevelopment Committee

SUPERVISOR CHUCK ERICKSON
CHAIR, ALLIANT ENERGY CENTER
REDEVELOPMENT COMMITTEE



Alliant Energy Center Redevelopment Committee

Committee Members

- Sup. Chuck Erickson, Chair
- Ald. Isadore Knox, Vice-Chair
- Sup. Jeff Glazer
- Sup. Dave Ripp
- Adam Heffron, Exec. Dir.
- Ruben Anthony
- Ellie Westman Chin
- Pam Christenson
- Rob Crain
- Tom DeChant
- Heather Stouder
- Brewer Stouffer
- Zach Zwiefel

Purpose

Provide guidance on financing and governing issues associated with the campus redevelopment as well as review of public and private investment in the Alliant Energy Center.

PURPOSE OF TODAY'S FORUM

- How to enhance connections and relationships between South Park Street investments and future investments in the Alliant Center
- How the Alliant Center can better serve the needs of South Side residents and underrepresented communities
- This is the beginning of ongoing discussions as part of the redevelopment planning and implementation process



Communications

AEC Website

DANE COUNTY Alliant Energy Center MASTER PLAN

Home Committee Documents Past Plans Events Get Involved Alliant Energy Center Master Plan

Shaping a new vision for the Alliant Energy Center Campus

With the Master Plan process again underway, we need the help of the Center's neighbors. Come provide input on the Alliant Energy Center campus!

Making the Alliant Energy Center a catalyst for tomorrow

Neighbors of the Alliant Energy Center Campus are invited to picnic with us at Penn Park on Thursday, Sept. 14.

Do you live in the neighborhoods of Bram's Addition, Capitol View Heights, Burr Oaks, or the Bay Creek Neighborhood? Please join us! We want to share in your ideas and input.

Drop by any time between 5:00 and 6:30 p.m. to chat and enjoy free food and beverages!

Documents

- Alliant Energy Center Campus Master Plan (12/20/18)
- Destination District Vision & Strategy (12/12/18)

News

- 8/1/2023 - Crossfit Opens for Final Time at Center
- 6/8/2023 - Committee gets back to work on Campus Master Plan
- 6/8/2023 - World Dairy Expo staying in Madison
- 5/23/2023 - Campus Master Plan Official Press Release May-2023
- 5/23/2023 - Committee resumes Master Planning after two years

Events

AEC Master Plan Website: <https://aecstudy.countyofdane.com/>

AEC Email Address: aecvision@countyofdane.com

AEC Newsletter

DANE COUNTY Alliant Energy Center MASTER PLAN

Alliant Energy Center Redevelopment Newsletter

FALL 2023

OPENING ACT

A MESSAGE FROM OUR CHAIR
CHUCK ERICKSON

The Alliant Energy Center is a vital community asset serving the needs of Dane County residents and visitors from far and wide. It's a powerful economic engine drawing more than 750,000 attendees annually with events like the World Dairy Expo and CrossFit generating economic impacts of more than \$31.8 million and \$8.6 million, respectively, with even the more regionally oriented events like the Great Wisconsin Quilt Show generating impacts of more than \$1.5 million. However, equally important are the numerous consumer shows, sports, festivals, and entertainment events enjoyed by Dane County and other nearby residents. It's truly a community gathering space that serves a multitude of needs for the benefit of all our residents.

- **505** subscribers
- Audiences Subscribed
 - Decision Makers (Mayor, City Council, Committees)
 - Municipalities – elected officials
 - Direct Stakeholders (CVB, Hoteliers, City Parks, Event Organizers)
 - Neighbors
 - Other Influencers (Press, DMI, Chambers, UW Madison)
 - State

September 14th Neighborhood Meeting

- Most important role of the Alliant Center is supporting a high quality of life through a variety of entertainment and informational offerings
- Events that draw most people are arts, entertainment, and concert events
- Suggested Campus changes include reducing noise and improvement/replacement of the Coliseum for more concerts
- To be a better neighbor, improve traffic flow/accessibility/transit options and expand events for families and people of color



AEC Planning Process Overview

AEC Strategic Design Study Committee

Formed in 2014

AEC Comprehensive Master Plan Oversight Committee

Formed 2016

AEC Redevelopment Committee

Formed in 2019

Feasibility Study

- Conducted SWOT analysis
- Examined financial and governance models
- Analyzed capital needs
- 3 scenarios

2014 - 2015

Market, Financial, Facility & Impact Analysis

- Trends & Market Analysis
- Improvement Costs & Benefits
- Facility Recommendations
- Economic Impact Analysis

2016 - 2017

Vision & Implementation Framework

- Core Function & Uses
- Vision & Planning Objectives
- Public Engagement
- Implementation Strategy

2017

Campus Master Plan

- Physical planning
- Improvements and Cost Estimates
- Types and Locations of Additional Commercial Uses
- Phasing Plans

Destination District Vision & Strategy

2018

Long-Term Implementation

- Funding
- Design
- Construction
- Private Development

2019-Now

MARKET STUDY UPDATE STATUS

- What has changed in a post-pandemic convening marketplace?
- What markets can we be most competitive in?
- What facility improvements are needed?
- What is the order of priority for improvements and general magnitude of cost?



Alliant Energy Center Market, Financial, Facility, and Impact
Analysis

Submitted to:

Mark Clarke
Executive Director
Alliant Energy Center
1919 Alliant Energy Center Way
Madison, WI 53713

March 29, 2017

MARKET STUDY UPDATE – Schedule



IMPLEMENTATION: 2024 AND BEYOND

- Continue to address deferred maintenance
- Create and implement a strategy to ensure long-term financial viability
- Create and implement a funding strategy for major capital improvements
- Explore opportunities to add private development
- Improve integration with surroundings and South Madison to the benefit of all



South Side Projects

ISADORE KNOX
ALDER, DISTRICT 14

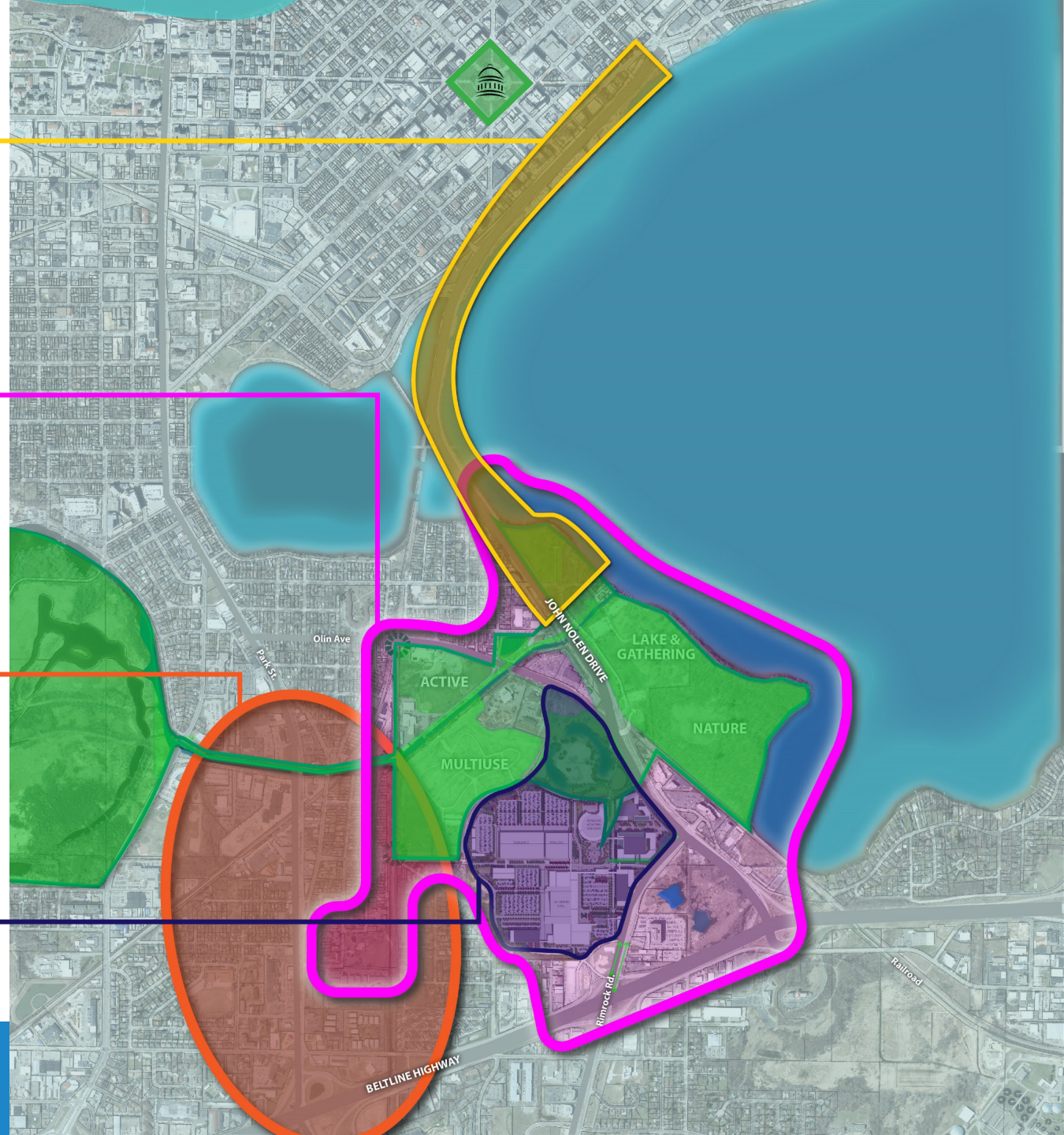


Lake Monona Waterfront

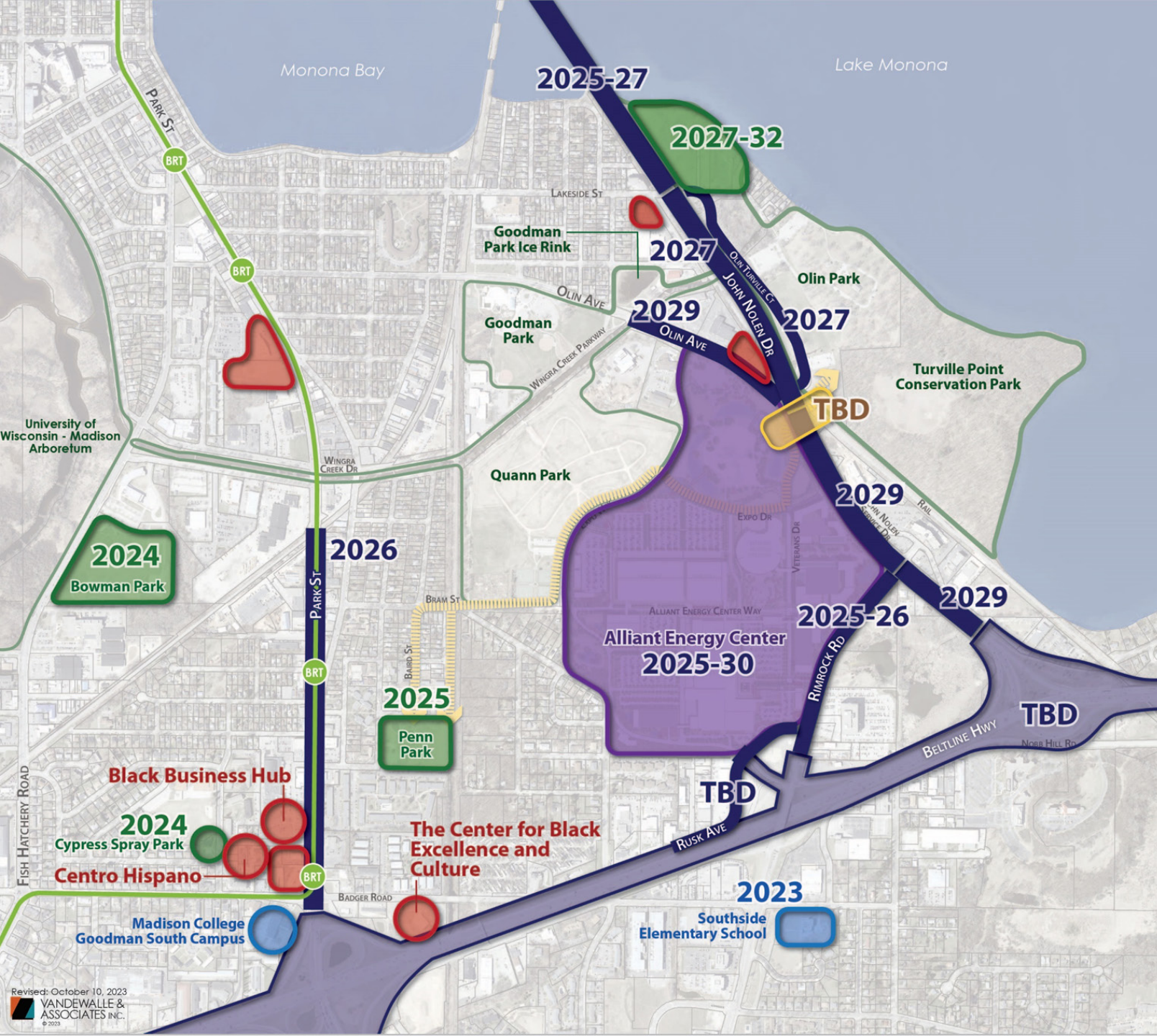
Destination District

South Park Street Corridor

Alliant Energy Center



MAJOR PUBLIC IMPROVEMENTS AND DEVELOPMENT PROJECTS



-  Roadways
-  Parks
-  Education
-  Private / NGO / PPP Development Projects

Alliant Energy Center Employment and Contracting

ADAM HEFFRON
EXECUTIVE DIRECTOR
ALLIANT ENERGY CENTER



COMMUNITY LEADERS FORUM

HUMBLE BEGINNING

- Fairgrounds in 1896 – now a multi-purpose event center today
- Super Cool Coliseum 1967 – Memories – Badger Hockey, Shrine Circus, World Dairy Expo, Midwest Horse Fair, and Elvis Presley, but venues like Kohl Center and Fiserv Forum outshine
- Largest Exhibit Hall in State opened 1995 – now about 3rd largest (Baird Center 3 x's and State Fair Park Expo 2x's more)
- In 2014, 9 barns came down and two pavilions totaling 290,000 sq. ft. of highly usable space for livestock and equestrian shows has made it a leader in the agricultural show industry – still not large enough for World Dairy Expo
- Time to look towards the next 125+ years



ECONOMIC IMPACT

- Public Assembly Facility - we don't produce events – we host
- Attracting events back post-COVID - 150 events, 750,000 attendees
 - Trade, convention, conferences, meetings, banquets, festivals, concerts, livestock
- \$80M economic impact



LABOR INTENSIVE BUSINESS

- 42 FTE's with good pay and benefits
- Many LTE's – CW's, guest services, electricians, gate attendants
- All walks of life – hire within as much as possible
 - Follow County's Diversity, Equity, & Inclusion plan as well as Center's
 - The venue is open to all – public
 - Offer DEI event discount for venue use
 - County gives preference to local vendors for purchasing



COMMERCE

- Promoters
- Contractors – Sodexo Live, Uphoff, security, parking, construction
 - \$13.5M in projects in 2 yrs.
- Commercial exhibitors – worldwide commerce
- Attendees – room nights, restaurants, gas stations, attractions
- Cattle & Equestrian – results of their awards: breeding and animal sale



OPPORTUNITY TO REIMAGINE, RENEW, AND REBUILD THE CENTER FOR THE FUTURE

How?

- Update, improve and expand buildings & grounds

What?

- Exhibition, meeting, and banquet space
- Entertainment & assembly venues
- Better traffic flow, pedestrian access in and around grounds
- Amenities, services, and accommodations that are required in today's consumer market
- Aesthetics: architecture, landscaping, and entrances



OPPORTUNITY TO REIMAGINE, RENEW, AND REBUILD THE CENTER FOR THE FUTURE

Why?

- Increase economic impact, commerce, and jobs
- Extend use – keep clients coming back
- Welcome new event opportunities
- Create memories and positive experiences for attendees from around world

It's our responsibility as stakeholders to look towards the next 125 years by reimagining, renewing, and rebuilding the Alliant Energy Center



Topic Discussions

ISADORE KNOX
ALDER, DISTRICT 14



BREAKOUT DISCUSSIONS

Two topics:

1. How to enhance synergies between these investments and future investments in the Alliant Energy Center
2. How the Alliant Energy Center can better serve the needs of South Side residents and underrepresented communities

Discussion materials on the table:

- Choose a facilitator
- Choose a recorder (notepad provided)
- Choose a reporter

50 minutes to discuss

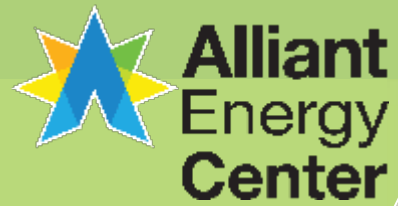
Report out at the end

TOPIC DISCUSSIONS REPORT OUT

NEXT STEPS

- End of year – Market Analysis and Master Plan Update completed
- Early 2024 – Public meeting to share results
- 2024 – Future events with all of you to pursue ideas raised tonight





**Thank you for
coming!**



<https://aecstudy.countyofdane.com>



COMMUNITY LEADERS FORUM