

Alliant Energy Center



Economic Impact

In 2016, the 169-acre Alliant Energy Center Campus:

- Hosted over 400 events
- Welcomed over 800,000 attendees
- Generated 177,000 room nights
- Spurred \$76 M in spending
- Operating revenues exceeded expenses



Community Role

A place to **GATHER** for events like:

- Bratfest
- Dane County Fair
- Concerts and Sporting events
- Beer & Cheese Fest
- Monster Truck Nationals
- Circus



A place to **SHARE** knowledge:

- Garden Expo
- Deer & Turkey Expo
- Canoeopia
- Model Railroad Show
- Quilt Expo
- Fishing Expo
- Car Shows
- Kids Expo



A place to **ATTRACT** visitors to our community from around the U.S. and World:

- World Dairy Expo
- Midwest Horse Fair
- Crossfit Games

