



### Alliant Energy Center Comprehensive Master Plan

FEBRUARY 19, 2018

# Today's Discussion Topics

- 1. Facility Improvements Approach
  - A. Facility Improvements from Hunden Report
  - B. Proposed Criteria
  - C. Data & Analysis Needs
  - D. Next Steps Committee Needs
  - E. Project Website Overview

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### AEC Improvements – Estimated Costs

	AEC Improvements - Estimated Total Adjusted Cost	Costs Additional Soft Costs	Total Project Cost	hunde
Coliseum	\$87,283,930	\$17,456,786	\$104,740,716	
		•		strateg
Renovation	\$87,283,930	\$17,456,786	\$104,740,716	
				partnei
Exhibition Hall				
Expo Addition Phase I	\$24,525,000			
Expo Addition Phase II	\$21,437,500			
Ballroom	\$19,075,000			
Offices	\$6,131,250			
Meeting Rooms	\$11,445,000			
Garage	\$14,715,000			
Total	\$97,328,750	\$24,332,188	\$121,660,938	
Pavilions - Show Ring				
Show Ring	\$5,902,000			
Total	\$5,902,000	\$1,180,400	\$7,082,400	
Campus (incl. Willow Island & Qu	an Park)			
General Landscaping	\$1,090,000			
Wetlands Rejuvenation	\$6,540,000			
Technology Improvements				
Total	\$7,630,000	\$763,000	\$8,393,000	
Total Campus Improvements w/o Hotels & Restaurants			\$242 million	

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# Proposed Criteria

- 1. Economic Return on Investment
  - a. Room nights, spending & jobs
- 2. Maximize Operating Revenue
- 3. Stimulate Tax Base and Business Vitality in the Surrounding
  - a. Catalyzing private development in surrounding area
  - b. Invigorate existing businesses

# Proposed Criteria

### 4. Advancing the Vision

- a. AEC Primary Role & Market Focus
- b. Impact and Return on Investment
- c. Walkable Destination District
- d. Connected and Cohesive
- e. Transit and Multi-modal Oriented
- f. Equity and Access
- g. Sustainability
- h. An Authentic Madison Region and Wisconsin Experience



# Proposed Criteria

### 5. Neighborhoods

- a. Mitigating existing and future impacts
- b. Serving surrounding neighborhood needs
- 6. Non-county funding availability
- 7. Create a vibrant and integrated campus with a recognizable identity



# Data & Analysis Needs

#### 1. Hunden Impact Breakdown

- a. Coliseum: Hunden recommended wrap around
- b. Exhibition Hall: Hunden consolidated improvements

#### 2. General Market Demands (Existing & Future)

- a. Worksession with Mark and Deb to discuss market demands
- b. Meeting with SMG to discuss what would make the AEC more marketable
- c. Revisit Hunden interviews with major users
- d. Future market and potential
- e. Regional industry cluster potential

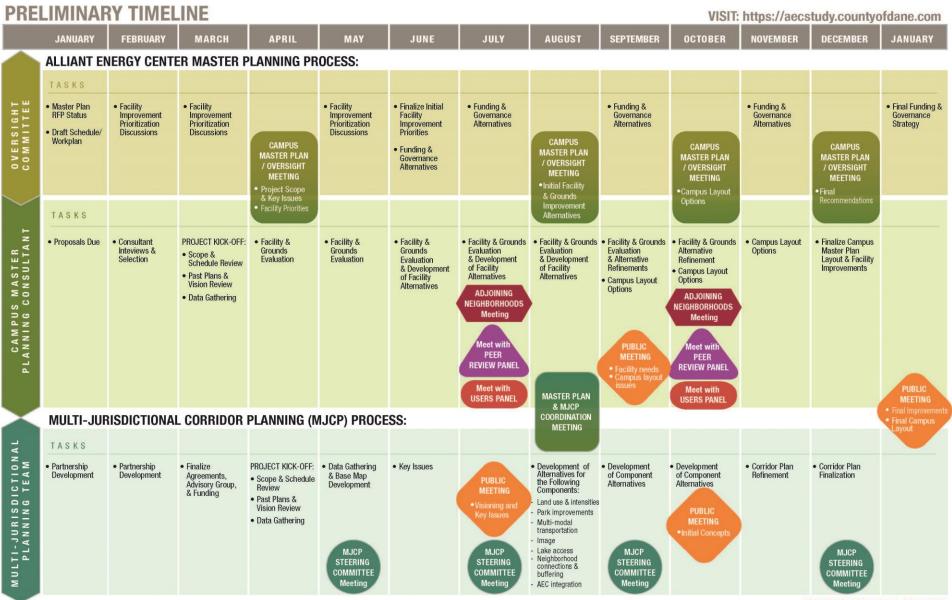
## Data & Analysis Needs

#### 3. Community Needs/Desires

- a. Analyze improvements recommended in Hunden Report to see how those improvements fulfill Vision Foundations
- b. Evaluate ability to serve surrounding neighborhood needs
- 4. Evaluate General Redevelopment Opportunities on Nearby Properties
- 5. Evaluate Improvements for Visual Impacts and Creating Cohesive Campus



### Next Steps - Committee Needs



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### Website Overview

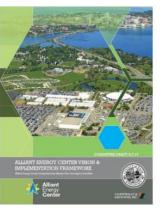


Shaping a new vision for the Alliant Energy Center Campus

#### Oversight Committee kicks off Master Planning process

Dane County has begun its search for a consulting team to create a Campus Master Plan that builds on the Aliant Energy Center Vision and Implementation Framework. Based on recommendations from the Master Planning Oversight Committee, the County Board Finance and Public Works Committees endorsed the Vision and Framework document this fall along with moving forward with a fullon master plan. The County will be soliticity proposals that are due in January and hopes to have a consultant under contract by the end of March. The Master Planning Process is then expected to take 9-12 months to complete. For further information on the RFP please wish https://www.danepurchasing.com/bids.

The Vision and Framework document sets a course for strategically directing future investments in the facilities to increase the tax base and economic/event activity in a manner that best reflects the region's economic, social, environmental and equity priorities. The document represents the culmination of the second phase of a fourphase, multi-year effort to develop a strategic vision and market-driven,





AEC Economic Analysis Hunden Report 2017 AEC Vision & Framework Document 2017

#### News

12/6/2017 - DANE COUNTY HEARS VISION FOR ALLIANT ENERGY CENTER

#### Events

2/19/2018 - Master Plan Oversight Committee Meeting

See All Events

https://aecstudy.countyofdane.com/

