THE ALLIANT ENERGY CENTER CAMPUS MASTER PLAN *and* DESTINATION DISTRICT VISION & STRATEGY
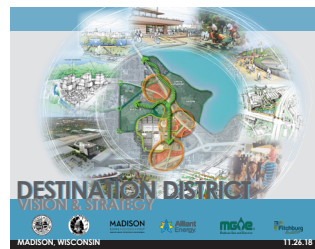
The Alliant Energy Center is a valuable cultural, social and economic asset to Dane County and Greater Madison. Throughout its 100-year history, the Center has generated substantial economic impacts and contributed greatly to our quality of life. However, community needs and market analyses have shown great potential to increase these benefits and that a failure to begin making improvements will diminish this asset and create a fiscal burden. Accordingly, the Dane County Board established a Master Plan Oversight Committee to develop a market-driven, financially sustainable plan, which was completed at the end of 2018.

Because part of the Center's future success requires connecting it to supporting private development, a public-private collaborative consisting of the Greater Madison Convention & Visitors Bureau, the City of Madison, Dane County, Madison Gas & Electric, and Alliant Energy Corporation commissioned the concurrent preparation of a Destination District & Strategy to create a dynamic environment anchored by the Center, Lake Monona, surrounding parks, and new development to serve residents and visitors while creating economic opportunities for those living in South Madison.

CAMPUS MASTER PLAN RECOMMENDATIONS

- **Phase 1** Exhibition Hall expansion with aesthetic and stormwater management improvements at the main entry and along Rimrock Rd. with a new headquarters hotel.

- **Phase 1A** replacement of the Arena Building with a new show ring and new central plaza/outdoor expo space to catalyze additional hotel rooms, restaurants, offices, retail and apartments east of the Coliseum.

- **Ongoing** functional improvements to the Coliseum to attract more concerts and family shows with **future** expansion of the south concourse and new main entry.

- **Future** Exhibition Hall expansions including a large ballroom, meeting rooms and expo area.

- **Concurrent** with the above, improvements to stormwater management facilities, "Green" connections through parking areas, parking structures, and a campus Ring Road with a potential direct access to the West Beltline.

DESTINATION DISTRICT VISION & STRATEGY RECOMMENDATIONS

- Creating a **cohesive and vibrant regional destination** integrating the Alliant Energy Center with expansive parks, lakefront, and lively private development serving residents and visitors alike.

- Transforming John Nolen Dr. into a grand and **active gateway** to the community.

- Strengthening the relationship between the Park Street corridor and the lakefront Destination District **enhancing southside livability and economic opportunity.**

- **Safely connecting people** to Lake Monona and optimizing nearly 400 acres of public lands.

- Serving the growing local and international events **driving new revenue and economic impacts** for the community.

- Exponentially **enhancing the quality of life** for community residents.

The catalyst for implementing the Destination District is the first Phases of improvements to the Alliant Energy Center campus in order to draw supporting private development. The $90 million in public investment will trigger more than $205 million in private investment on the campus for the first phases alone creating 1,400 new jobs and generating nearly $3 million in annual local property, sales and lodging taxes. The compounding effects of the private investment, job creation and tax generation result in a 95% return on investment for this initial public outlay over the next 30 years. Further, the Center's net operating revenues will nearly double, ensuring that it continues to be self-supporting. The complete buildout of the Destination District over the next decade is projected to result in more than $175 million in additional private investment generating $4 million in annual property taxes and hundreds of new jobs. To quickly advance the project, in 2019 Dane County will be starting initial design work and preparing a public-private funding strategy with the goal of breaking ground in the next two-three years.