

OVERVIEW OF ALLIANT ENERGY CENTER PLANNING PROCESSES



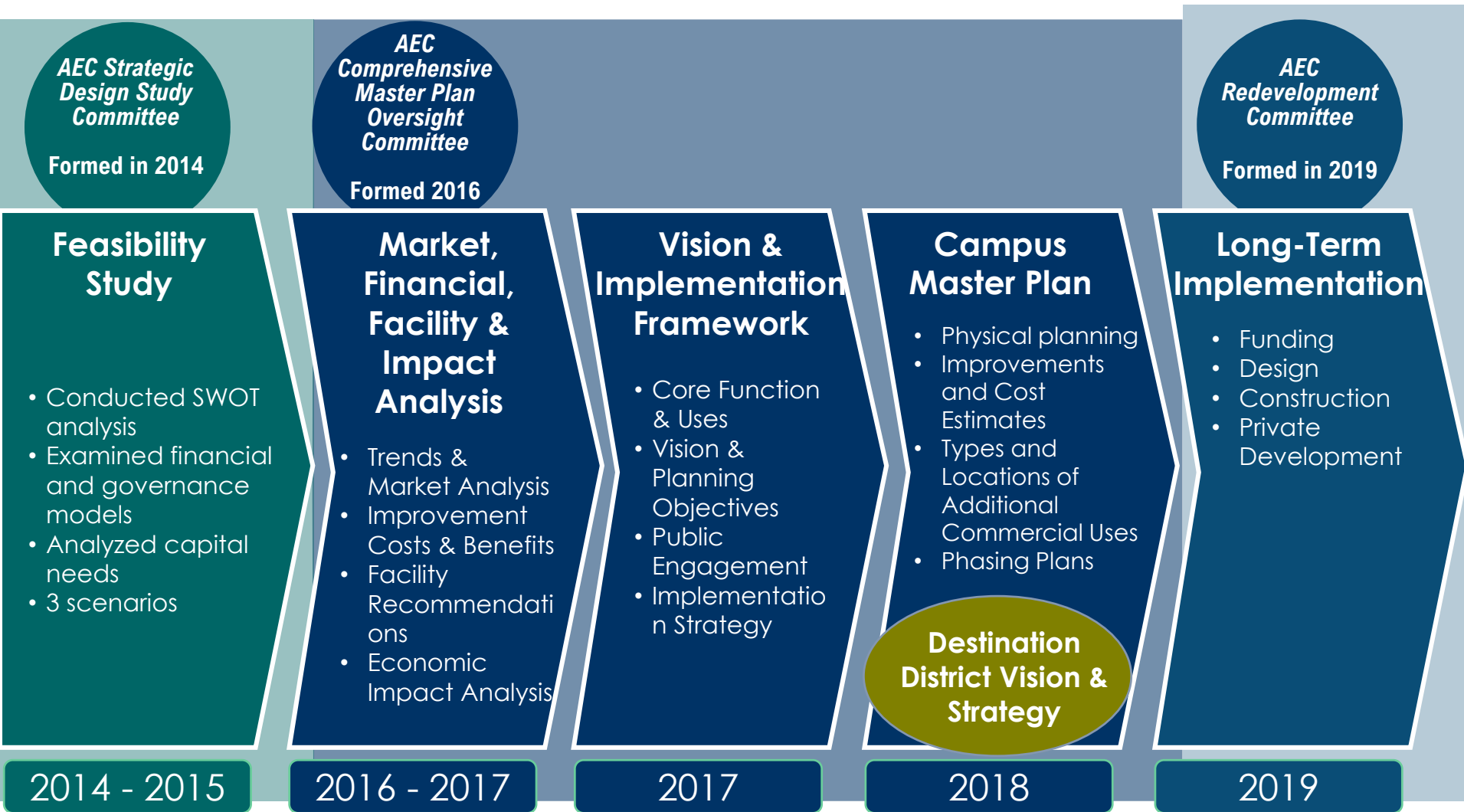
Past Studies

Over the last 10 years, several plans and studies have been undertaken for the AEC Campus, including:

- 2006 Feasibility Analysis of Exposition Hall and Conference Center Facilities (Convention, Sports & Leisure International)
- 2007 Master Plan (Strang/LMN Architects)
- 2009 Willow Island Master Plan (Richard R. Fayram)
- 2011 Master Plan Update (LMN Architects)
- 2012 Executive Task Force Report (ad-hoc community members)
- 2013 AEC Work Group Report (Leadership Synergies, LLC)
- 2015 Coliseum Market and Financial Assessment Report (Markin Consulting)
- 2015 Wetland Delineation Report (Stantec)
- 2015 AEC Parcel Site Constraints Analysis (County Land and Water Resources Department)

All documents are archived here: <https://aecstudy.countyofdane.com/Archived-Documents>

AEC Planning Process Overview

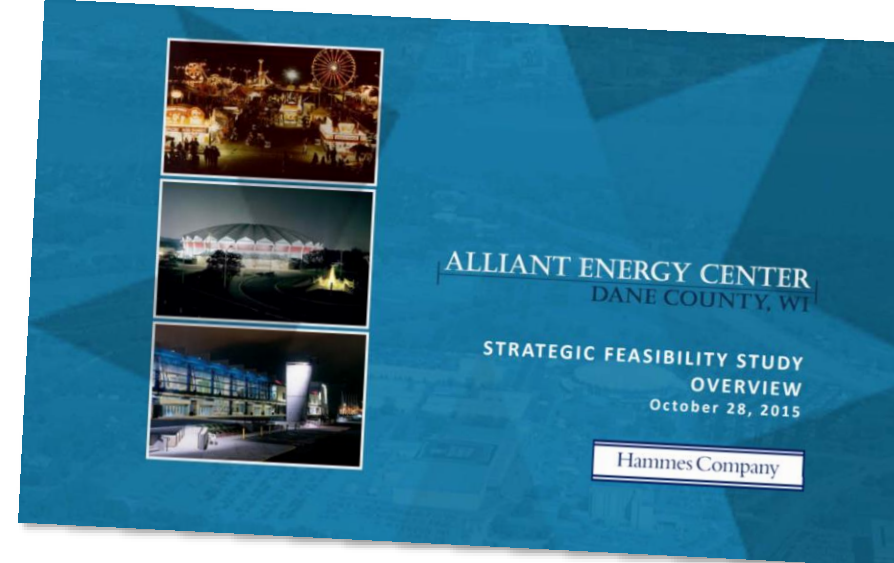


AEC Feasibility Study

Prepared by Hammes, 2015

Strategic Feasibility Study Overview:

- AEC Background and Status of Existing Facilities
- Financial Performance / Operating Deficit
- Competitive Market Factors / Challenges from Competition
- Real Estate Opportunities / Redevelopment Options
- Fiscal & Economic Impacts
- Governance Structure Examples
- Strategies and Options for Financing Improvements
- AEC is at a Critical Stage



Alliant Energy Center Strategic Design Study Committee Members:

- Chris Armstrong
- Deb Archer
- Delora Newton
- Gregg McManners
- Jim Lagro
- John Strasser
- Robin Schmidt
- Scott McDonell
- Shelia Stubbs
- Tom Dechant

Alliant Energy Center Comprehensive Master Plan Committee Formed



Committee Members:

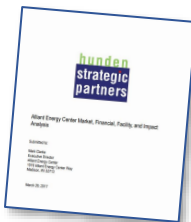
- Arlyn Halvorson
- Brewer Stouffer
- Deb Archer
- Jonathan Becker
- Natalie Erdman
- Sheri Carter
- Robin Schimdt/Paul Nelson
- Gregg Shimanski/Robert Crain
- Sharon Corrigan
- Shelia Stubbs
- Tom Dechant
- Zach Brandon

AEC Market, Financial, Facility & Impact Analysis

Prepared by Hunden, 2016



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 million in spending**
- **Operating revenues exceeded expenses**

Market Opportunities/Required Improvements



Conventions and Meetings

- Madison market's primary convention and meeting facility
- Develop a ballroom and meeting spaces, lodging options, and surrounding amenities

Concerts and Entertainment

- A major concert and entertainment events destination
- Renovate the Coliseum with additional loading, expanded concourses, improved rigging, and an enhanced artist and fan experience

Youth Sports

- A major player in regional youth sports
- Provide additional amenities within the Exhibit Hall and on the campus

Livestock

- A more attractive venue for larger livestock events
- Improve connectivity, walkability, and surrounding activity and replace the Arena with a permanent show ring

Festivals

- A more attractive venue for festivals and outdoor events
- Improve connectivity between the campus and surrounding community

Potential Funding Sources



Dane County

- AEC operating revenues
- County capital budget and levy
- Sale and/or lease of “surplus” AEC property

Madison/Municipalities

- Tax increment district
- Increased local hotel room tax

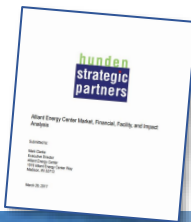
State

- Semi-autonomous authority (similar to Wisconsin Center District in Milwaukee) that would levy additional lodging, food and beverage, and car rental taxes
- State grants/appropriations

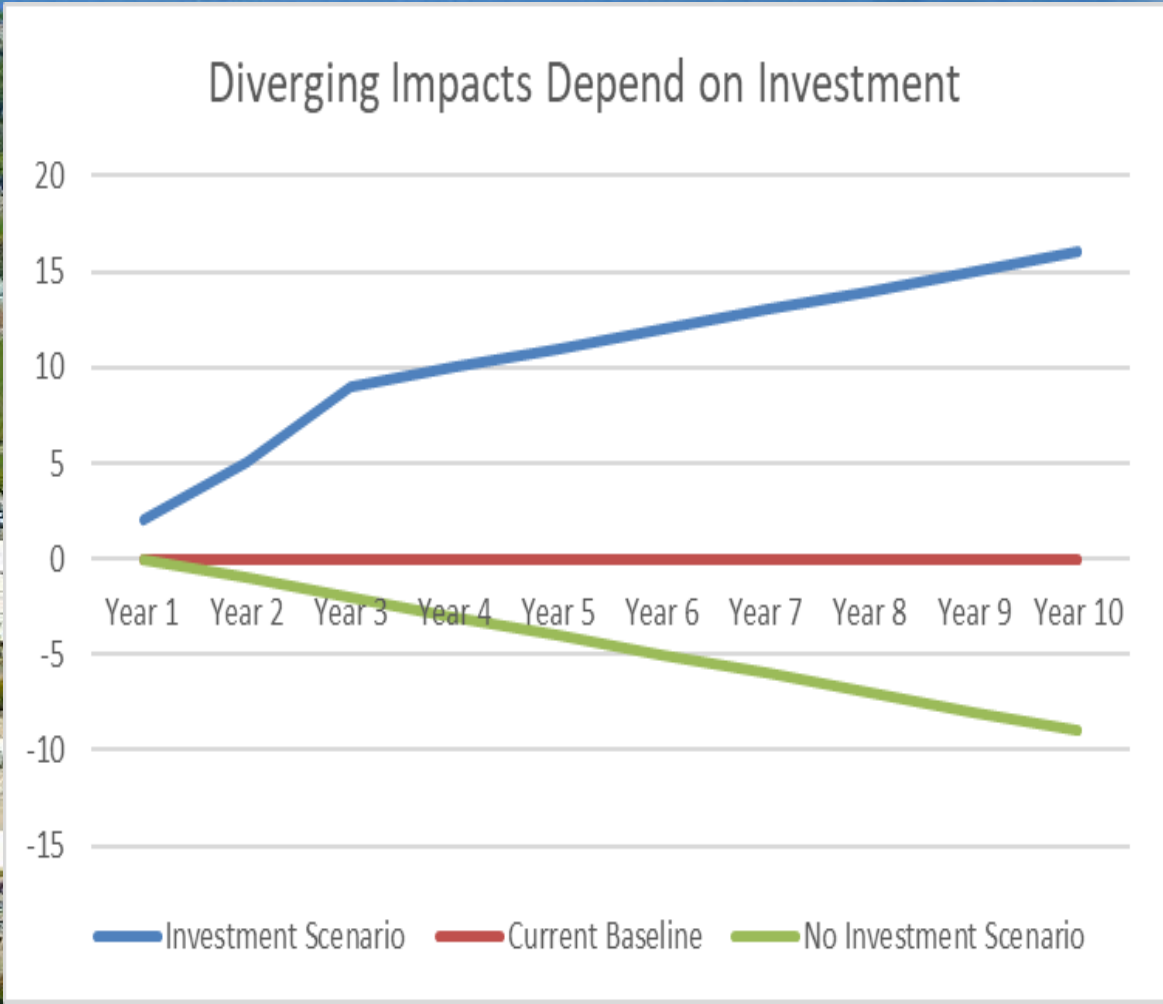
Private Sector

- Participation by Centerplate (AEC contract caterer) and other AEC partners
- Participation from major AEC users (World Dairy, Horse Show, etc.)
- Additional naming rights and corporate sponsorships

Alliant Energy Center Today

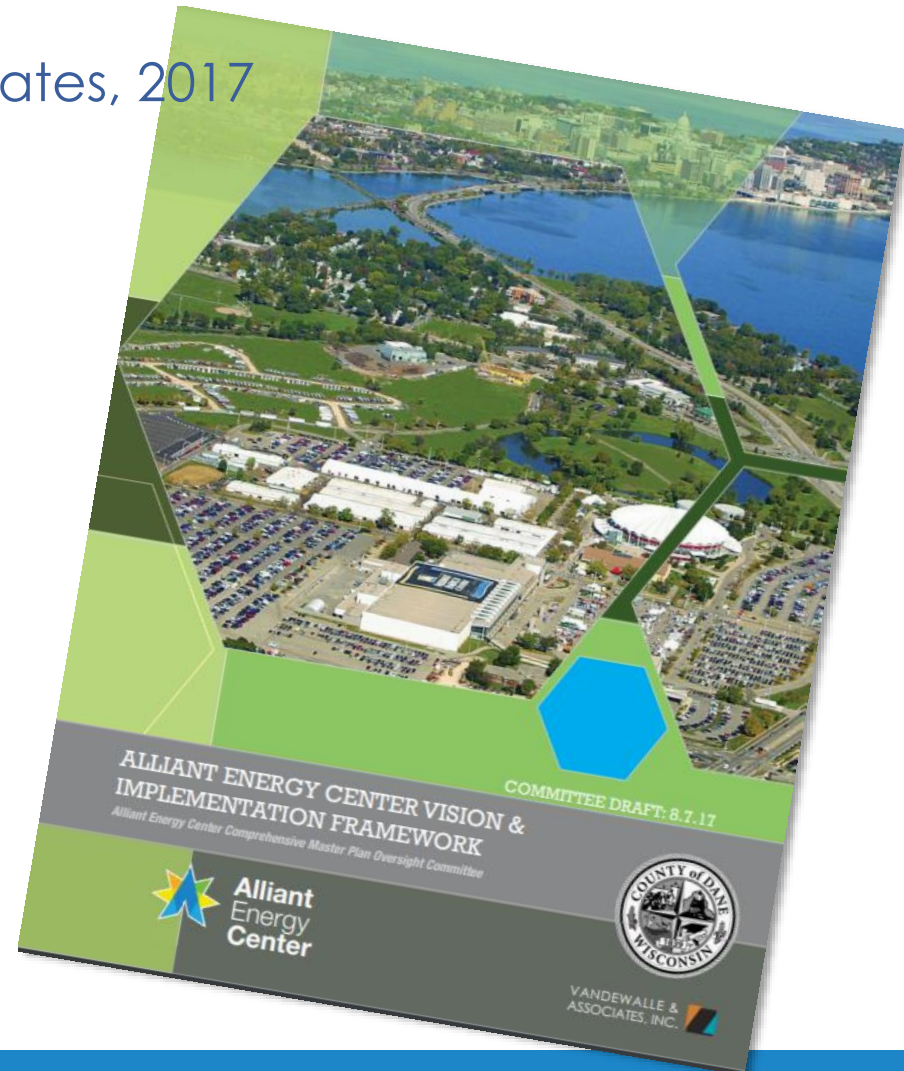


- 1. Self-sustaining
- 2. Users outgrowing facilities
- 3. Do nothing is unsustainable



Alliant Energy Center Vision & Framework

Prepared by Vandewalle & Associates, 2017



AEC Vision Framework Work Plan



PHASE I SCHEDULE

April	May	June	July	August	September	PHASE II
I Redevelopment Planning Process Work Plan						
1.1 Project Start-up						
1.2 Communications Plan		II Communications Implementation				
1.3 Public Engagement Plan		III Public Engagement				
1.4 Vision & Redevelopment Framework Process Plan						
1.5 Consolidated Work Plan						
				IV Vision and Redevelopment Framework and Action Plan		
V Project Management						Project Management
<ul style="list-style-type: none"> Committee Meetings (7) Ongoing Communications with County Staff Project Management/Strategy/Meetings 						<ul style="list-style-type: none"> Committee Meetings Communication Advising Implementation/Strategy Master Plan Guidance

COMMITTEE MEETINGS

Meeting 1 April 3	Meeting 2 April 24	Meeting 3 May 15	Meeting 4 June 19	Meeting 5 August 7	Meeting 6 September 11	Meeting 7 September 18	Meeting 8 October
<ul style="list-style-type: none"> Review objectives, scope & work plan Provide direction on: <ul style="list-style-type: none"> Communication Plan Framework Public engagement plan Guiding/scoping questions 	<ul style="list-style-type: none"> Review & finalize work plan Committee direction on inputs/givens for the vision Input on upcoming public engagement opportunities (i.e., Brat Fest) 	<ul style="list-style-type: none"> Review of analysis of surrounding area: <ul style="list-style-type: none"> e.g. Economic Development; Land Use/Plans Transportation Current & Future uses/functions worksession Idea testing 	<ul style="list-style-type: none"> Master Planning Elements & Surroundings <ul style="list-style-type: none"> Concepts Connections Sustainability elements Transportation Experience 	<ul style="list-style-type: none"> No committee meeting in July Review public engagement results Draft Vision, Framework & Timeline Finance & governing worksession 	<ul style="list-style-type: none"> Evening Meeting (5:30p) Public input session 	<ul style="list-style-type: none"> Action on Final vision 	<ul style="list-style-type: none"> Joint Public Works & Personnel and Finance Committee Meeting

Communications

AEC Newsletter

AEC Website

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

Shaping a new vision for the Alliant Energy Center Campus

Coronavirus (COVID-19) Notice

- Information about County Operations.
- Social distancing and minimizing travel can have a major impact in delaying the epidemic. Dane County is encouraging people to conduct business with County Departments via phone and email, where possible. Using prevention, we can slow the spread of the disease and protect the most vulnerable.
- Please monitor Public Health Madison & Dane County's website (<https://www.publichealthmdc.com/health-services/partners-providers/resources-by-disease/coronavirus>) for more information.
- If you think you have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice.

Protecting today while planning for the future...

You have undoubtedly been inundated with the many, many ways the global coronavirus pandemic is impacting the world around you. Every action you take, every decision you make and every plan you consider for the future is now examined through the lens of COVID-19. The redevelopment effort of the Alliant Energy Center campus is no different.

Since 2016, community members, elected officials and development experts have worked tirelessly to create a **master plan** for this revered community asset that has contributed so much economic and social value to our community for

Documents

- Alliant Energy Center Redevelopment Committee October 2020 Newsletter
- Alliant Energy Center Redevelopment Committee May 2020 Newsletter
- Alliant Energy Center Redevelopment Committee February 2020 Newsletter
- Alliant Energy Center Redevelopment Committee August Newsletter
- Alliant Energy Center Redevelopment Committee June Newsletter
- Alliant Energy Center Campus Master Plan (12/20/18)
- Destination District Vision & Strategy (12/12/18)

News

- 10/27/2020 - Alliant Energy Center October 2020

Alliant Energy Center Redevelopment Newsletter
October 2020

A Critical Community Asset for Today and Tomorrow

As we all continue to be flexible and adjust to our "new normal," we are also focused on putting things in place to ensure we have a strong path forward for our community and our region post-pandemic. Even though it is sometimes hard to see past the confines of social distancing and limitations on our ability to gather in person, we know planning and diligence now will have positive and important impacts on the future.

While we have taken the past few months to adjust our focus from the redevelopment plans for the Alliant

- **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

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

AEC Email Address: aecvision@countyofdane.com



Public Engagement Events

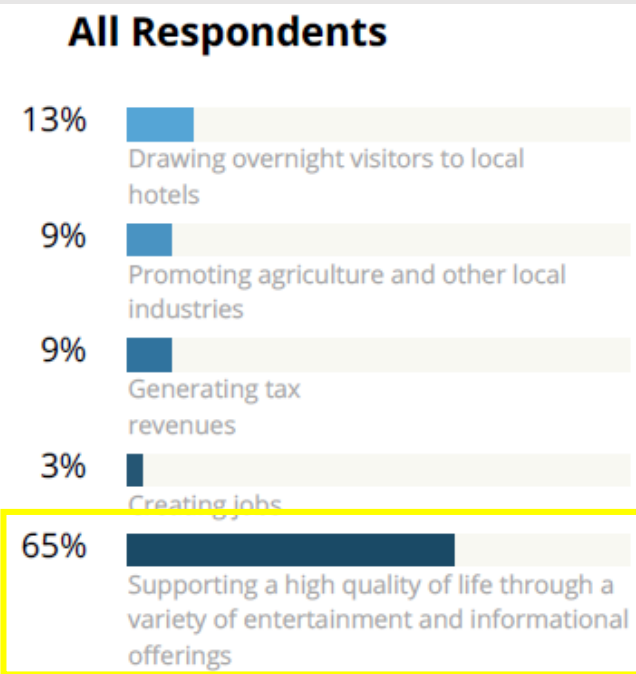


- Major Property Owner Interview (May/June)
- Neighboring Business Roundtable (June)
- Greater Madison Convention and Visitors Bureau (June)
- Greater Madison Chamber of Commerce Leadership and Public Policy Committees(August)
- County Executive and Madison Mayor (July)
- South Metropolitan Planning Council Leadership (July)
- Neighborhood Meetings (July)
- Polco
- Brat Fest information booth
- Public Committee Meetings

Importance to Public

POLCO RESULTS 2017

Q. The most important role that the AEC plays in the County is _____.



AEC MASTER PLAN & DESTINATION DISTRICT JOINT PUBLIC MEETING 2018

7) The most important role that the Alliant Energy Center plays in the county is:

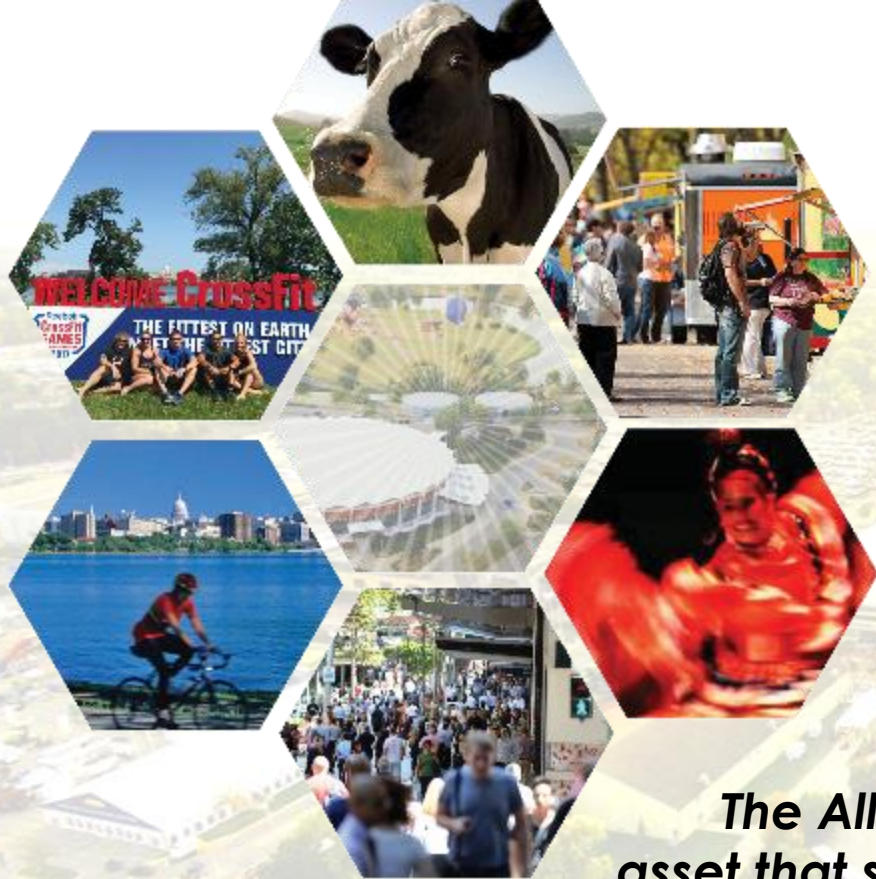
Responses		Answer Options
(Percent)	(Count)	
6%	3	1) Drawing overnight visitors to local hotels
10%	5	2) Promoting agriculture and other local industries
6%	3	3) Generating tax revenues
6%	3	4) Creating jobs
73%	37	5) Supporting a high quality of life through a variety of entertainment and informational offerings
Totals	100%	51

Comments:





VISION



Vision Statement

The Alliant Energy Center is a key regional asset that serves as a dynamic convening campus providing an exceptional and authentic experience for the community and visitors alike. The seamlessly integrated campus serves as a catalyst for a vibrant destination district driving tax base growth and increased access to economic opportunity for area residents.



VISION FOUNDATIONS

Provide the core planning objectives upon which the Master Plan and long-term implementation efforts will be built



AEC Primary Role and Market Focus



Connected and Cohesive



Sustainability



Impact and Return on Investment



Equity and Access



Transit and Multi-Modal Oriented



Walkable Destination District



Authentic Madison Region and Wisconsin Experience

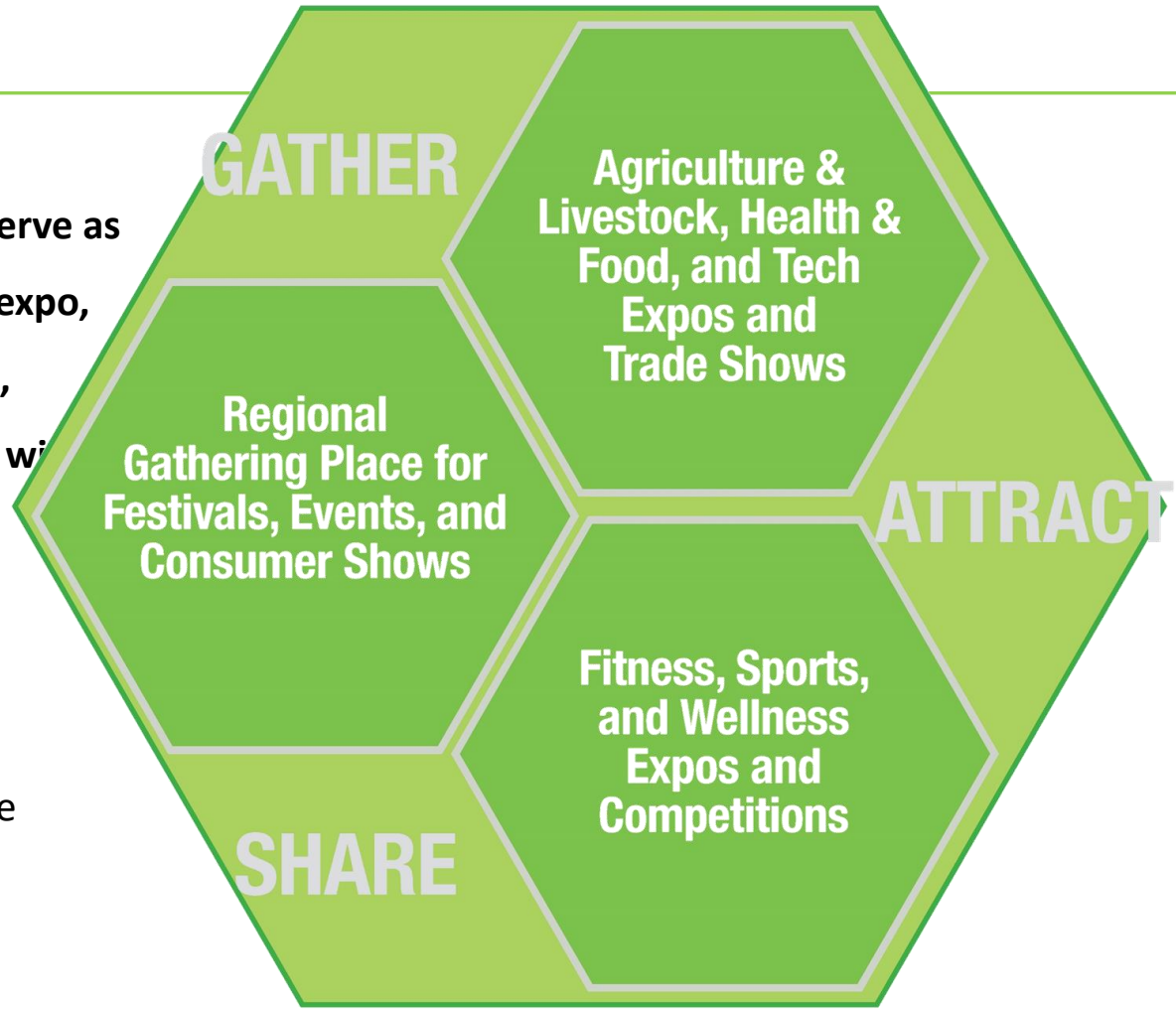
Vision Foundations:

AEC Primary Role and Market Focus



The AEC campus will continue to serve as the region's premier, multi-venue expo, convention, and event destination, providing the regional community with a place to:

- **GATHER** for major events
- **SHARE** and gain Knowledge
- **ATTRACT** visitors from around the country and world



Strategic Initiatives

1. AEC Campus Master Plan

Translate the Vision into a dynamic, long-range physical plan to guide investments over the next 15-20 years

2. Multijurisdictional Destination District Redevelopment Plan

Utilize a public-private approach to plan for a lively district that enriches the AEC visitor experience and serves as a destination for area residents and the region

3. Funding and Governance

Develop a robust funding strategy for campus improvements and ensure consistent governance and oversight of improvements and operations

4. Operations/Business Plan

Maximize operational efficiencies while adapting to ever-changing customer and community needs

5. Market Strategy/Branding

Develop a strong brand and comprehensive market strategy consistent with the primary market focus areas

6. Public and Stakeholder Engagement

Maintain continuous communications and engagement with the public and stakeholders to ensure improvements and operations reflect community needs and goals

VISION

The Alliant Energy Center is a key regional asset that serves as a dynamic convening campus providing an exceptional and authentic experience or the community and visitors alike. The seamlessly integrated campus serves as a catalyst for a vibrant destination district driving tax base growth and increased access to economic opportunity for area residents.

Alliant Energy Center Campus Master Plan

Prepared by P+W, 2018

- 9-month planning process that **builds off the Market, Financial, Facility, and Impact Analysis** and **Vision and Implementation Framework** previously completed by the Oversight Committee.
- Addresses and **balances the desired vision for the campus** with the evolving needs of visitors, convening industry, and growing regional community.
- Presents **a clear roadmap for improvements** to the campus and facilities over the near and long term.
- **Phased approach** to public and private improvements.



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
OVERSIGHT COMMITTEE	ALLIANT ENERGY CENTER MASTER PLANNING PROCESS:										
	<ul style="list-style-type: none"> Master Plan RFP Status Draft Schedule/Workplan 	<ul style="list-style-type: none"> Facility Improvement Prioritization Discussions 	<ul style="list-style-type: none"> Facility Improvement Prioritization Discussions 	<ul style="list-style-type: none"> Facility Improvement Prioritization Discussions 	<ul style="list-style-type: none"> Finalize Initial Facility Improvement Priorities 	<ul style="list-style-type: none"> Begin Funding & Governance Alternatives 	<ul style="list-style-type: none"> Funding & Governance Alternatives 	<ul style="list-style-type: none"> Funding & Governance Alternatives 	<ul style="list-style-type: none"> Funding & Governance Alternatives 	<ul style="list-style-type: none"> Funding & Governance Alternatives 	<ul style="list-style-type: none"> Funding & Governance Alternatives
CAMPUS MASTER PLANNING CONSULTANT	DESTINATION DISTRICT VISION & STRATEGY (DDVS) PROCESS:										
	<ul style="list-style-type: none"> Proposals Due 	<ul style="list-style-type: none"> Consultant Interviews & Selection 	<p>PROJECT KICK-OFF:</p> <ul style="list-style-type: none"> Scope & Schedule Review Past Plans & Vision Review Data Review 	<ul style="list-style-type: none"> Kick Off Meeting & Visioning with Oversight Committee Existing Document & Data Review Campus Inspection & Assessment Facility Analysis 	<ul style="list-style-type: none"> Finalize Existing Document & Date Review Finalize Campus Inspection & Assessment Finalize Facility Analysis Submission of Discovery Documentation Building Program Concept Plans Master Plan Concepts Begin Commercial/Hospitality Alternatives 	<ul style="list-style-type: none"> Finalize Building Program Finalize Concept Plans Master Plan Concepts Finalize Commercial/Hospitality Alternatives Test Selected Concept 	<ul style="list-style-type: none"> Preliminary Draft Report 	<ul style="list-style-type: none"> Submission of Ideas & Documentation Finalize Master Plan Concepts Test Selected Concept Refine Preferred Concept Cost Estimate Draft Recommendations & Phasing Define Phasing Priorities 	<ul style="list-style-type: none"> Draft Recommendations & Phasing Define Phasing Priorities Finalize Master Plan Draft Report 	<ul style="list-style-type: none"> Finalize Master Plan Finalize Recommendations Submission of Implementation Draft Report Finalize Phasing Priorities 	<ul style="list-style-type: none"> Finalize Document

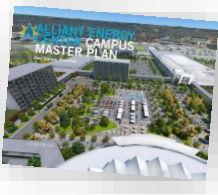
DRAFT JULY 20, 2018





Public Engagement Events

- User Panel Meetings (2)
- Peer Review Panel Meetings (2)
- Adjoining Neighborhoods Meetings (June 2018)
- Open House (June 2018)
- Destination District Vision & Strategy Public Event (September 2018)
- Joint Alliant Energy Center Campus Master Plan and Destination District Public Event (October 2018)



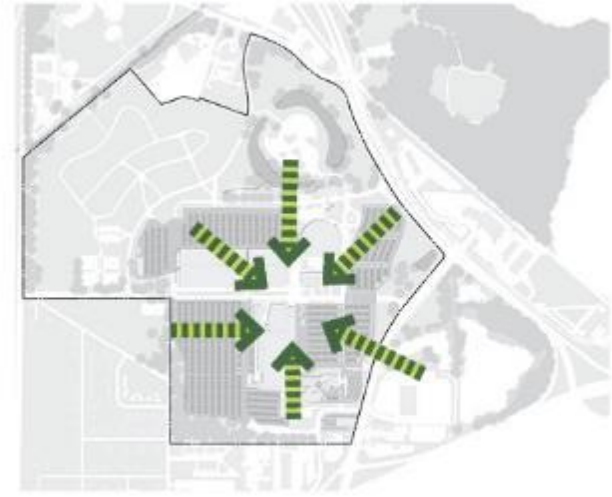
Master Plan Big Ideas



the ring road

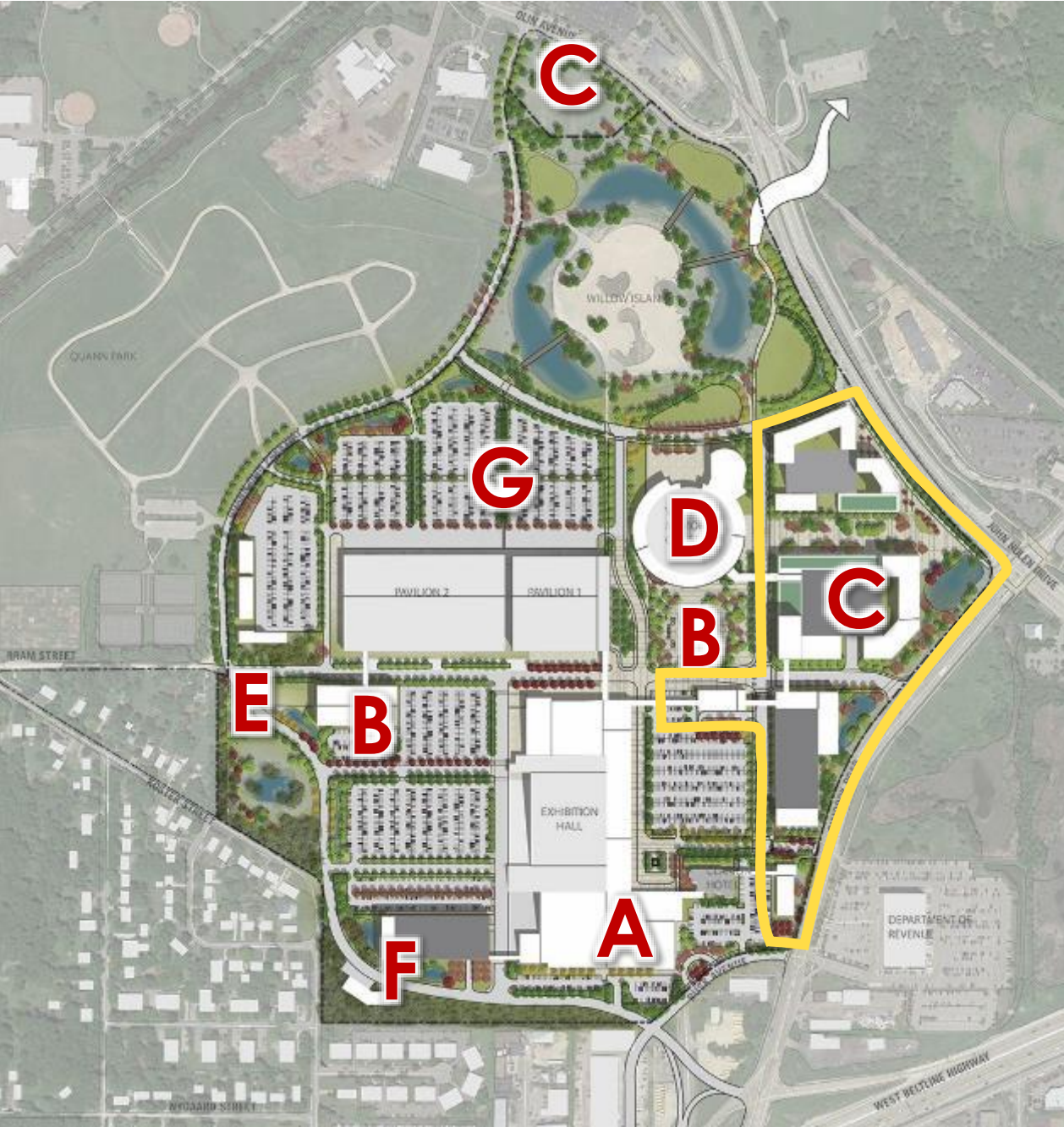


reinforce the heart



green linkages

Alliant Energy Center Campus Master Plan



A. EXHIBITION HALL EXPANSION

B. CENTRAL PLAZA AND NEW ARENA BUILDING

C. MIXED-USE PRIVATE DEVELOPMENT

D. COLISEUM EXPANSION

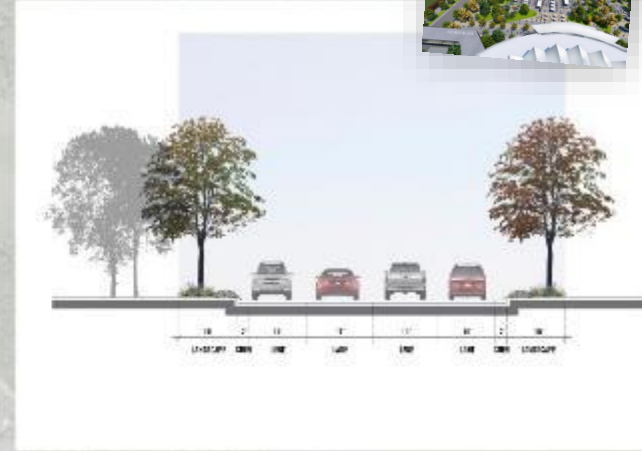
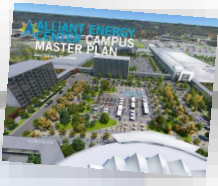
E. RING RD WITH BELTLINE/RUSK AVE ACCESS

F. STORMWATER IMPROVEMENTS & STRUCTURED PARKING

G. "GREEN" CONNECTIONS THRU PARKING AREAS

OVERVIEW

Circulation



PRIMARY CIRCULATION "RING" ROAD: TYPICAL SECTION

SHIFT ROADWAY NORTH TOWARDS WILLOW ISLAND TO MAXIMIZE PARKING AND CIRCULATION

MAINTAIN RIGHT-IN, & RIGHT-OUT ACCESS

RING ROAD PROVIDES IMPROVED VEHICULAR ACCESS TO CAMPUS

ENHANCE PRIMARY ENTRANCE WITH LANDSCAPING AND WAYFINDING

RECONFIGURATION OF RUSK AVENUE ACCESS

RECONFIGURATION OF INTERSECTION TO ALLOW FOR DIRECT HIGHWAY ACCESS TO AEC SITE

-  PRIMARY CIRCULATION
-  SECONDARY CIRCULATION
-  VEHICULAR ENTRY
-  IMPROVED INTERSECTIONS

Pedestrian Connections & Landscape Improvements



IMPROVED GREENWAY CONNECTION TOWARDS LAKE MONONA

PROVIDE CONNECTIVITY TO REGIONAL PARK SYSTEM

IMPROVE PUBLIC REALM CONNECTION TO COLISEUM AND WILLOW ISLAND

GATEWAY LANDSCAPING AND WAYFINDING

PUBLIC REALM IMPROVEMENTS TO CONNECT CAMPUS TO THE INTERSECTION OF RIMROCK AND JOHN NOLEN DRIVE

ENHANCED LANDSCAPING & PUBLIC REALM IMPROVEMENTS IN HEART OF CAMPUS

ADDITIONAL STORMWATER MANAGEMENT TO PROTECT ADJACENT PROPERTIES

NEW PLAZA AND DROP-OFF FOR EXHIBITION HALL EXPANSION

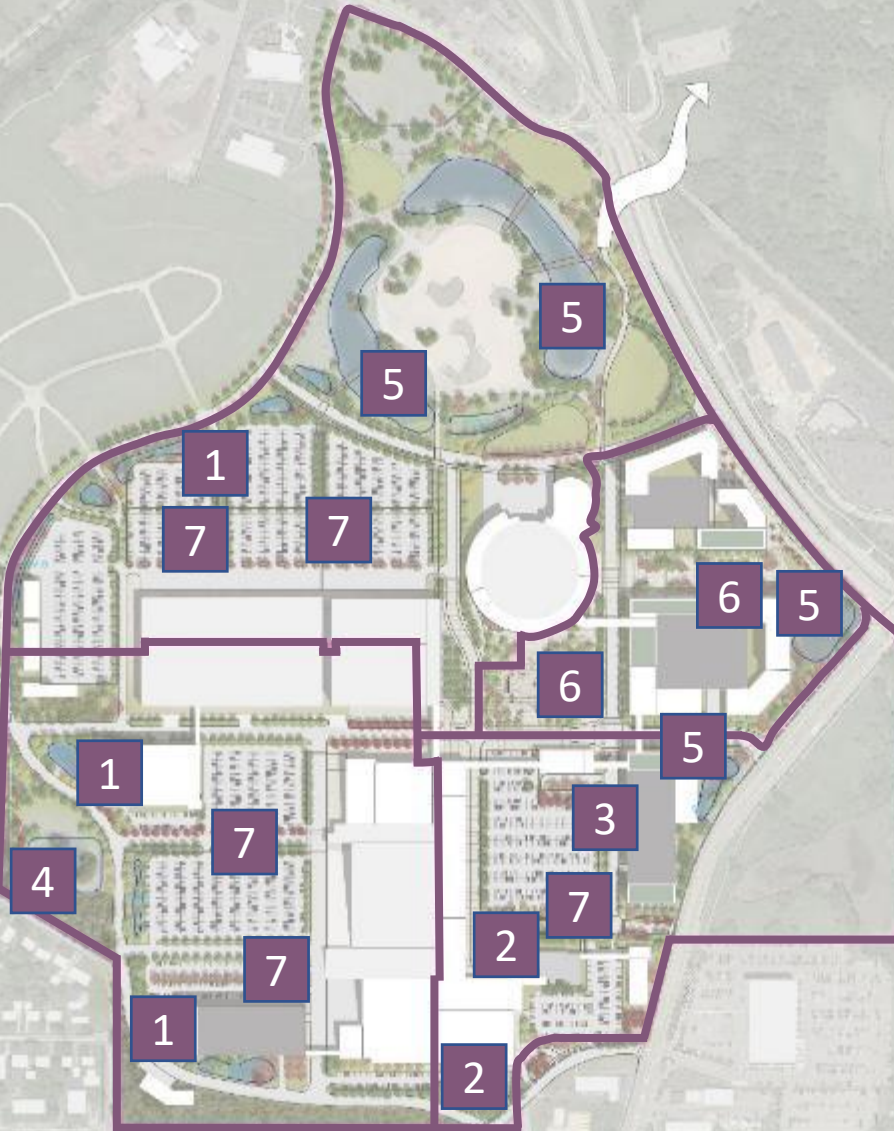
Stormwater Improvements



STORMWATER LEGEND

1. BIOSWALES AND INFILTRATION BASINS
2. POROUS PAVEMENTS
3. UNDERGROUND STORAGE
4. INFILTRATION BASINS
5. SURFACE PONDING
6. POROUS PAVEMENTS AND BIOSWALES
7. TREE TRENCHES

 DRAINAGE AREAS



Phase 1 Elements



Phase 1 Cost Assumptions

Public Facilities



Impact & Cost Scenario Assumptions

Public Facilities

Cost (000s)

Gateway Plaza	All	\$ 2,717
Roadway & Stormwater Improvements	All	\$ 3,400
Arena	Show Ring	\$ 7,242
Exhibition Center Expansion Phase I	South 50k Exhibit + 24k Ballroom	\$ 77,395
Total Public Facilities		\$90,753

Source: HSP, P+W

Phase 1 Cost Assumptions

Private Facilities



Impact & Cost Scenario Assumptions

Private Facilities	Cost (000s)
Full-Service Convention Hotel (300 rooms)	\$ 89,339
180-Key Hotel	\$ 46,800
Parking Ramp (1,150 spaces on 3 levels)	\$ 24,276
Restaurant/Retail/Off Development (57kSF + 26k Office)	\$ 18,002
Office (26,000SF above retail/rest)	incl above
Residential Phase I (180 Units)	\$ 27,000
Total Private Facilities	\$205,417

Phase 1 Outcomes



VISITORS



- Increase **day trips** to Dane County by **108%**
- Increase **room nights** to Dane County by **59%**
- **\$3.5 billion** in new spending in Dane County over the next 30 years



TAX BASE AND JOBS

- The **\$90 million** in **public investment** will trigger more than **\$205 million** in **private investment** on the campus for the first phases alone
- Generate nearly **\$3 million** in annual local property, sales, and lodging taxes
- Create **1,400 new** full-time ongoing **jobs**
- Leverage **\$175 million** in off-campus private investment in a Destination District



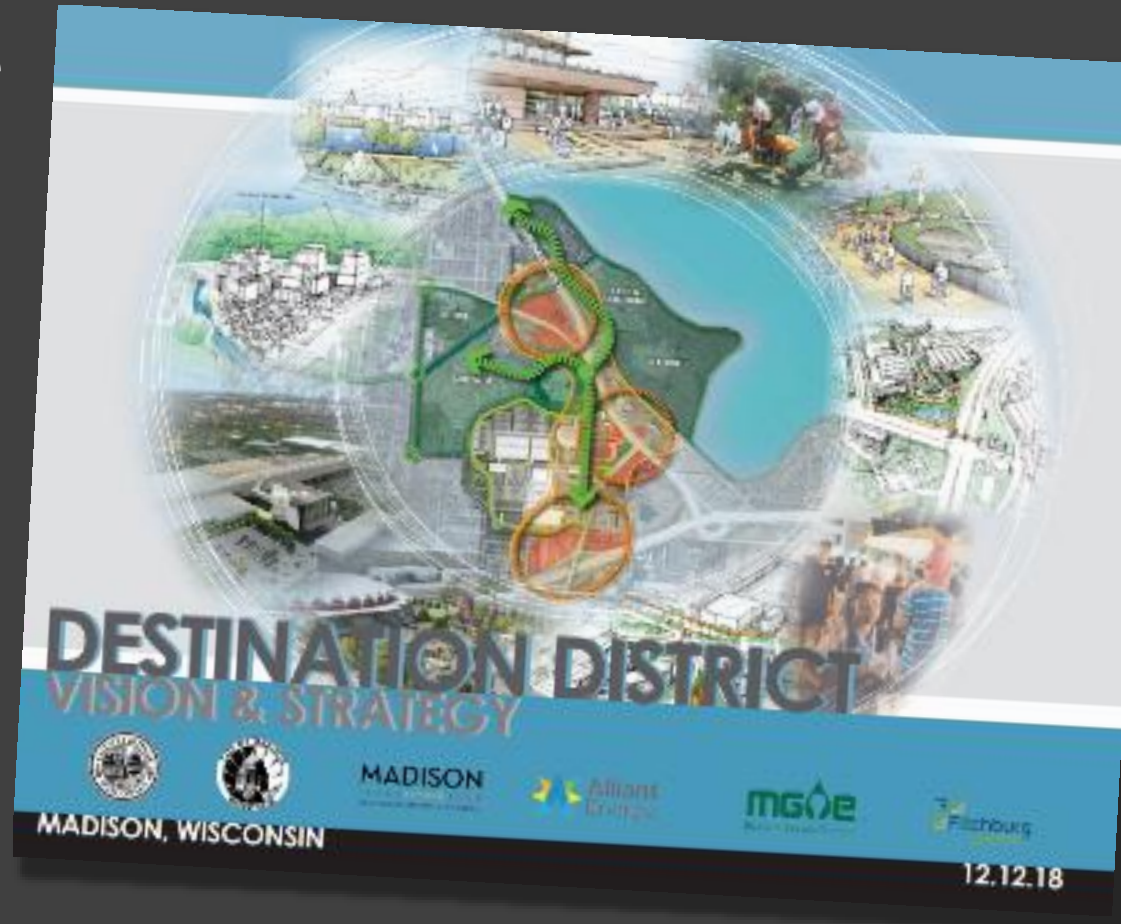
STATE IMPACTS

- New jobs generating **\$670,000** in annual State income taxes, or **\$25 million** over 20 years
- Generate more than **\$1 million** in annual State sales taxes, or **\$58 million** over 20 years.
- Total new state taxes over 20 years with a present value of **\$31.8 million.**

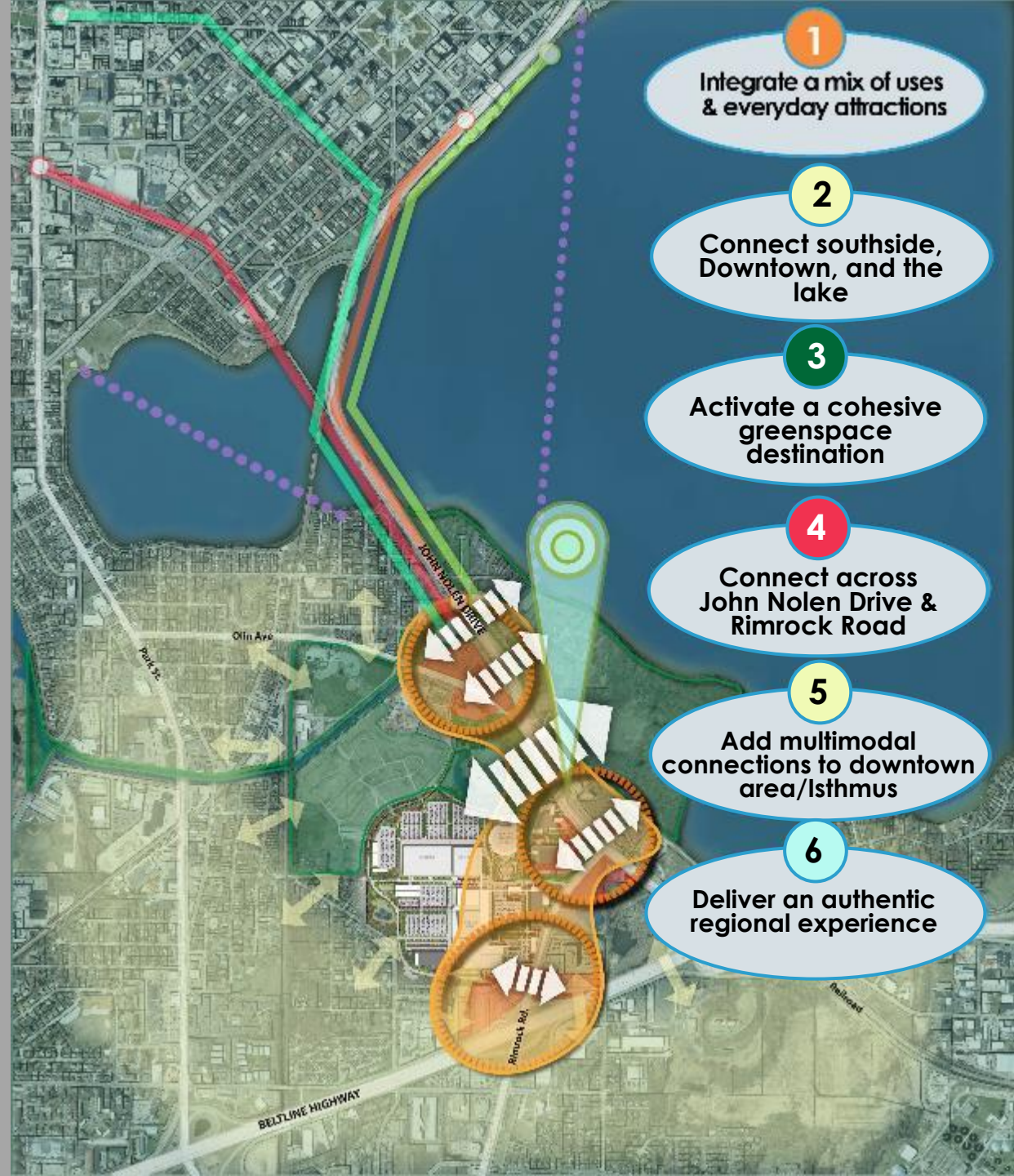
DESTINATION DISTRICT VISION & STRATEGY

Destination District Task Force

- Deb Archer (2020)
- Patrick Miles
- Alder Sheri Carter
- Pam Christenson
- Robert Crain
- Brewer Stouffer
- Chris Patton
- Justice Castaneda
- Mike Victorson
- Isodore Knox
- James Tye
- Matthew Mikolajewski
- Brent McHenry
- Eric Knepp
- Rob Gottschalk

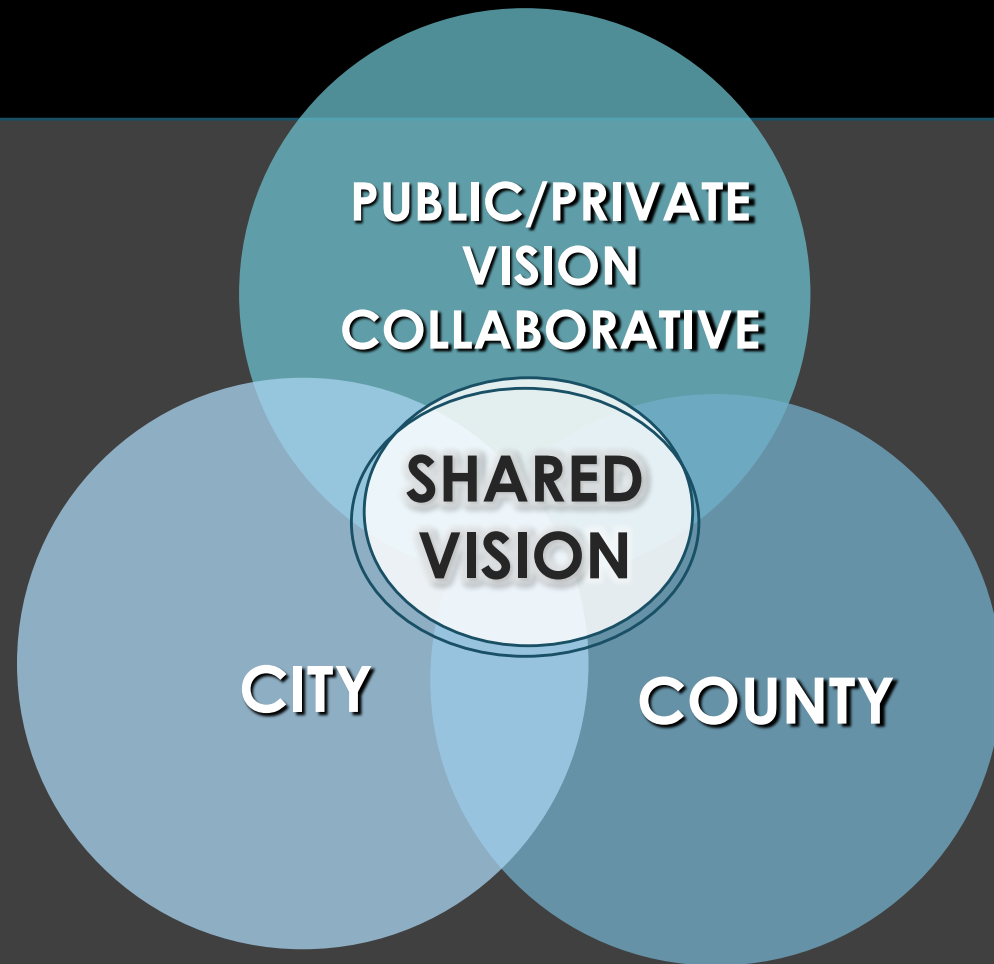


SIX Strategies to Shape a Destination District



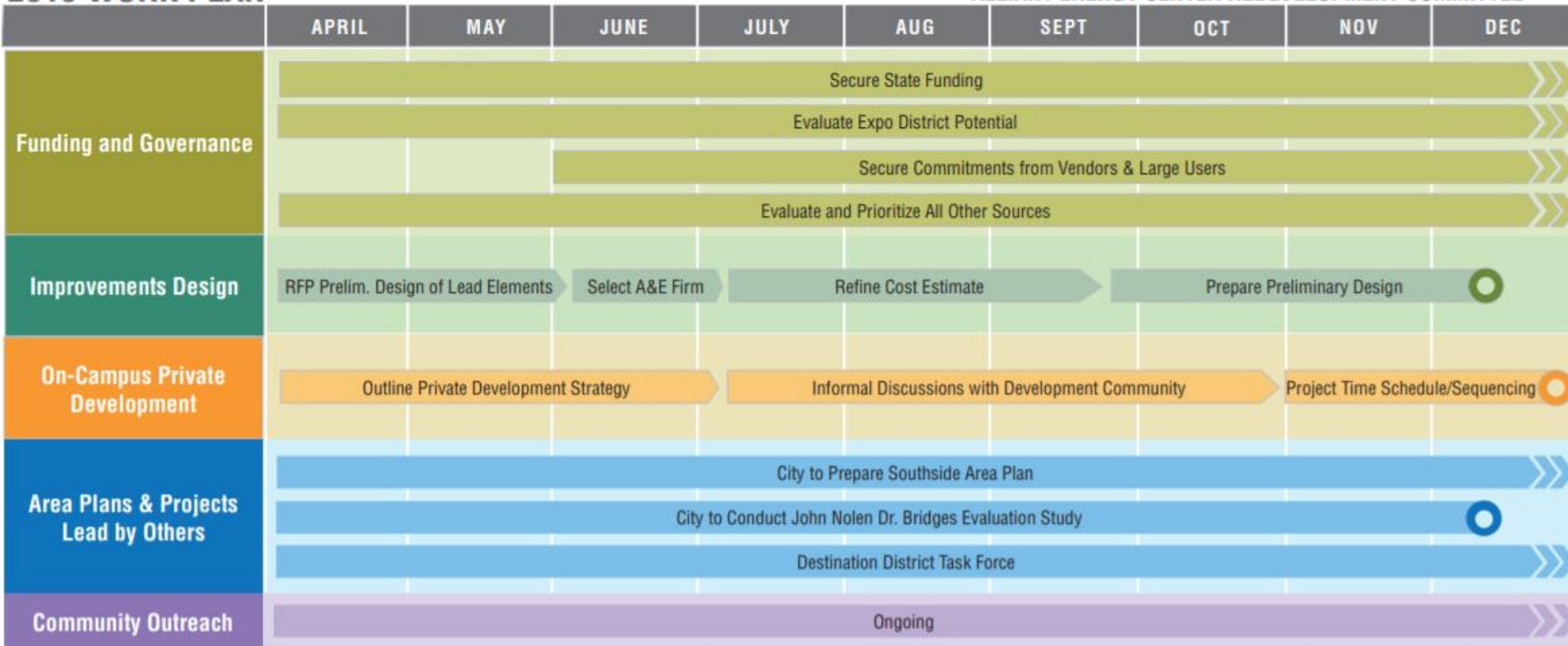
IMPLEMENTATION COLLABORATORS

1. Ignite private sector investment
2. Optimize development on key sites
3. Public/private vision collaborative
4. Proactively plan for destination district parks system



2019 WORK PLAN

ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE



TENTATIVE COMMITTEE AGENDAS (3rd Monday of each month)

MEETING LOCATION: Board Room on the 2nd level of the Exhibition Hall

- ADMINISTRATIVE
- FUNDING AND GOVERNANCE
- IMPROVEMENTS DESIGN
- PRIVATE DEVELOPMENT
- PLANS BY OTHERS

	APRIL 15	MAY 20	JUNE 17	JULY 15	AUG	SEPT 16	OCT 21	NOV 18	DEC 16
APRIL 15	<ul style="list-style-type: none"> • Introductions and Communicate Purpose • Master Plan Overview • Preliminary Design Overview • Destination District (DD) Overview • State Funding Update • Work Plan Overview 	<ul style="list-style-type: none"> • Overview of Funding Options • Overview of Expo Districts 	<ul style="list-style-type: none"> • Breakout Panel Discussions: <ul style="list-style-type: none"> • Project Messaging • Corporate Outreach • Local Tax Options 	<ul style="list-style-type: none"> • Breakout Panels Follow-up Discussions • City South Side Plan Update • Outline of Private Development Strategy • DD Update 	<p style="text-align: center;">- NO FULL COMMITTEE MEETING -</p> <ul style="list-style-type: none"> • Breakout Panel Discussions: <ul style="list-style-type: none"> • Project Messaging • Corporate Outreach • Local Tax Options 	<ul style="list-style-type: none"> • Breakout Panels Follow-up Discussions • Preliminary Design Update 	<ul style="list-style-type: none"> • Funding Strategy Discussions • City Nolen Bridges Update • DD Update • Developer Discussions Update 	<ul style="list-style-type: none"> • Funding Strategy Discussions • Preliminary Plan Update • City South Side Plan Update 	<ul style="list-style-type: none"> • Funding Strategy Discussions • Private Development Time Schedule / Sequencing Update

VANDEWALLE & ASSOCIATES INC. REVISED 7.29.19



PLANNING PROCESS OVERVIEW

AEC Redevelopment Committee 2019

Focus of Committee Work in 2020:

Breakout Panel Discussions

1. Local Tax Funding Option Panel
2. Corporate Outreach Panel
3. Project Messaging & Building Countywide Support Panel

AEC Redevelopment Committee

- Sharon Corrigan/Patrick Miles, Chair
- Ruben Anthony
- Shelia Stubbs
- Mark Clarke/Brent McHenry
- Sheri Carter
- Heather Stouder
- Tom DeChant
- Deb Archer (2020)
- Brewer Stouffer
- Gary Wolter (2020)
- Rob Crain
- Dave Ripp
- Terese Berceau (2020)

Local Tax Funding Options Panel

Panel Objective: Determine feasibility and interest in pursuing a Local Exposition District or sharing of City of Madison room tax and/or County sales tax to fund Alliant Energy Center Phase 1.

Panel Takeaways

- **Room Taxes**
 - City of Madison
 - Other communities
 - On-campus hotels
- **Exposition District**
- **Tourism District Taxes**
 - Premier Resort Area Tax
 - Tourism Improvement District

Local Tax Funding Options

Options Coming out of Panels

1. Recommendations to County:

- a. County not pursue the use of lodging room taxes from Madison or surrounding communities to fund the Phase 1 improvements, expect that:
 - i. As annexation approaches (October 2022), the County should hold discussions with City about continuing to direct all or most of the Clarion room taxes to the Alliant Center, and
 - ii. As new hotels are proposed for the campus, the County should hold discussions with City about directing some of those room taxes to the Alliant Center.

2. Items for Committee Input and Direction:

- a. Committee not to pursue an Expo District but panel directed to continue discussing potential strategies for seeking legislative authorization for other tourism infrastructure funding mechanisms

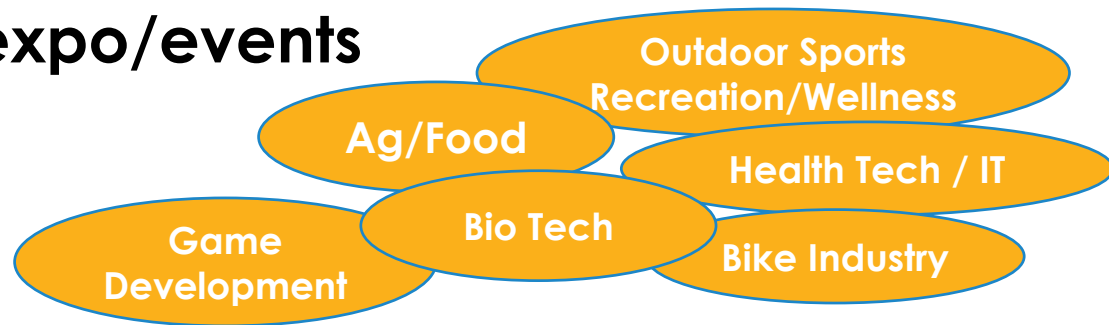
Corporate Outreach Panel

Panel Direction

Panel Objective: Ensure facility best serves future regional corporate convening needs and be a full-scale convention center targeted to host conventions/event that help drive our regional growth industries.

1. **Meeting unique corporate event space convening needs**

2. **Industry related expo/events**



3. **Grow business support and momentum through Destination District partnership**

Corporate Outreach Options Coming out of Panels

1. Recommendations to County:

- a. County partner with Destination Madison to conduct a study to identify what potential home-grown or attracted events and expos could have the greatest ability to help drive our region's growth industries. The study would be:
 - i. Conducted by staff and consultants in collaboration with MadREP, WEDC, and Madison Chamber of Commerce, and
 - ii. Aligned with optimizing the planned Phase 1 improvements.

- b. County conduct a survey of major regional businesses to identify corporate event convening needs and ways improvements to the campus can be optimized to help meet the needs of our growing economy

Project Messaging & Building Countywide Support Stakeholder Survey

PANEL OBJECTIVE: Garner countywide support for Alliant Energy Center Phase 1 Exhibition Hall expansion and taxpayer investment.

- **Survey Objective**

- Collect preliminary input from various community members, stakeholders and opinion leaders about their perspective on the Alliant Energy Center campus redevelopment effort and plans for the surrounding area.

- **Outreach/Audience:**

- Survey will be shared with leaders of key local organizations with the request that they share with their members, partners, supporters, etc.

- **Timeline**

- September – October

Stakeholder Survey Preliminary Responses to Q1



Project Messaging & Building Countywide Support Options Coming out of Panels

1. Recommendations

- a. Circulate the Alliant Energy Center survey through their networks.
- b. Continued working on a coordinated outreach strategy to build support for County funding.

2. Status Report

- a. From Sept. – Oct. survey was circulated to a variety of audiences. Panel determined survey information would be synthesized to help hone the project elevator speech, general project communications, and overall outreach strategy aligned with funding.

2019 Preliminary Design – Recap

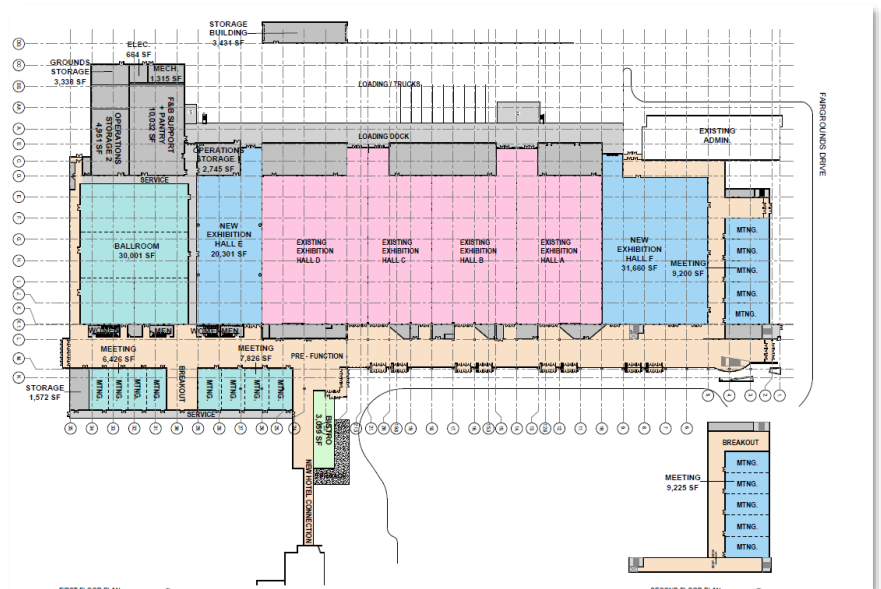
Built upon the Master Plan by providing more detail on functionality and space needs for all Phase 1 elements

- Provided preliminary findings for the design and cost estimates
- Revealed more detailed factors related to design and programming that must be considered in addition to cost factors
- Determined that design revisions were needed due to inflation from delayed construction and significant structural costs for a two-story building
- Directed that schematic design evaluate a single story addition with a build-to budget and construction year of 2023



2020 SCHEMATIC DESIGN

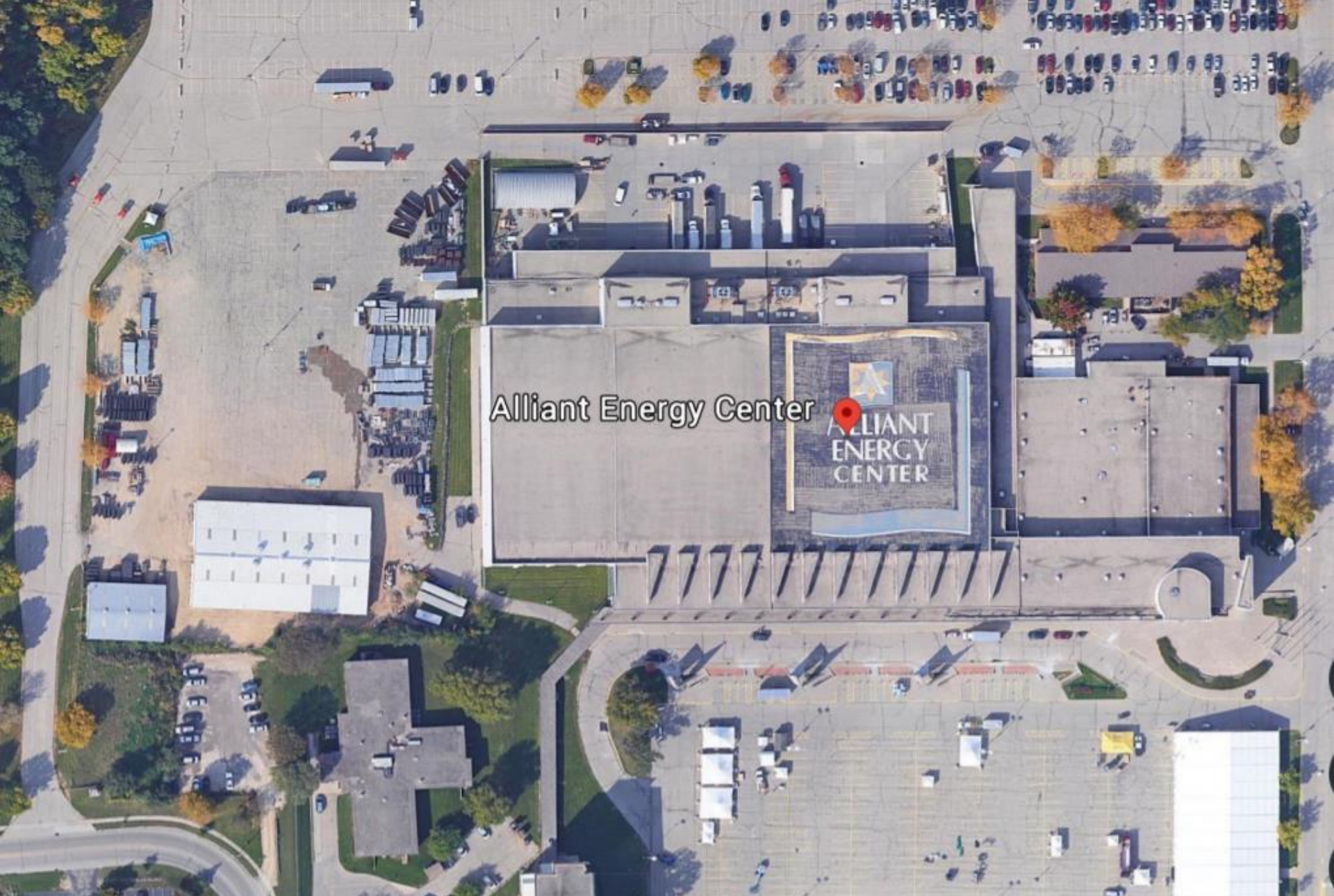
- Focused only on Exhibition Hall expansion as the primary Phase 1 element
- Evaluated potential Exhibition Hall layouts that deliver the best ROI and greatest economic impacts
- All-in design to budget of \$80 million (ended at \$88M)



Donald Grinberg, FAIA

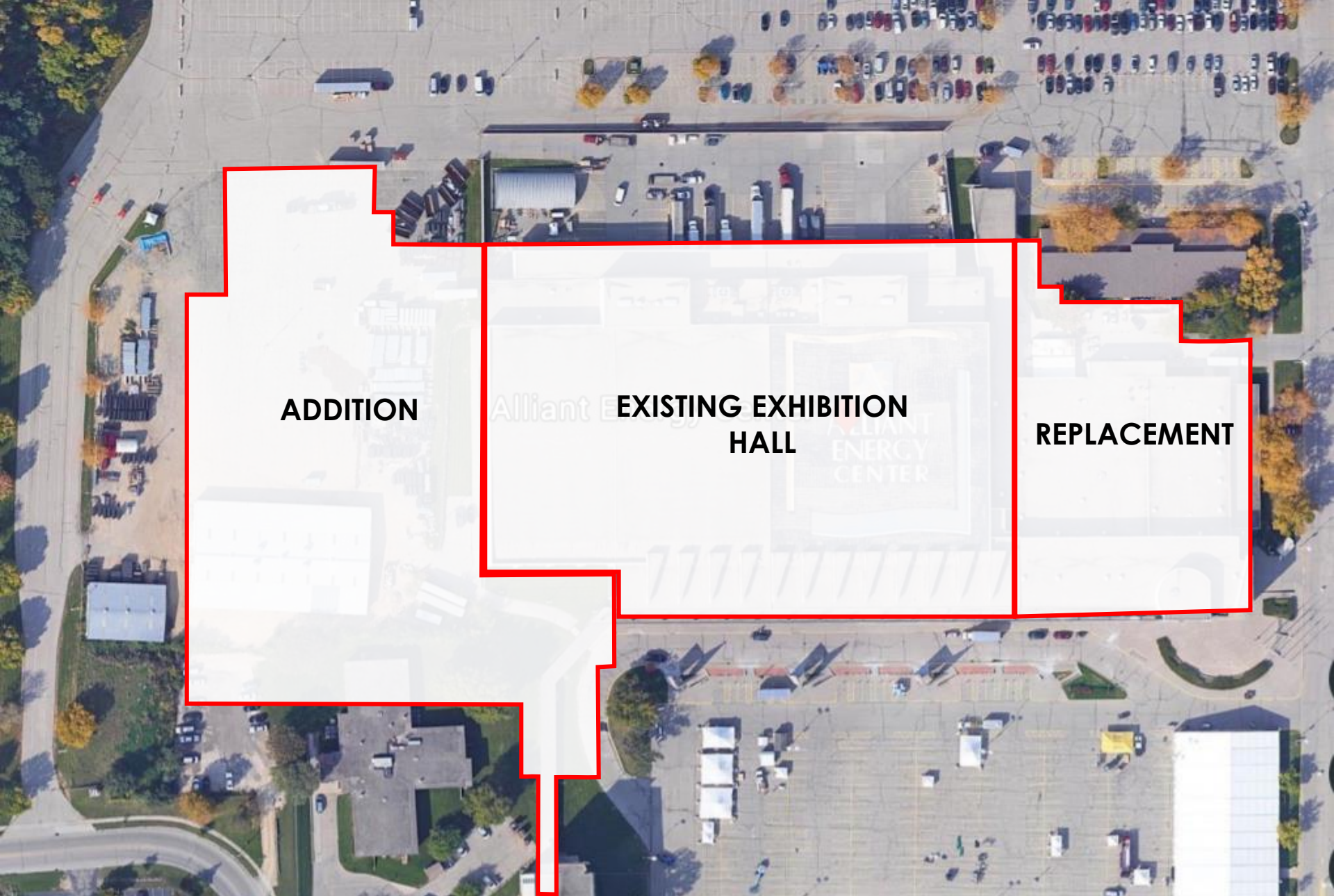


STRANG Perkins&Will





**EXISTING EXHIBITION
HALL**



ADDITION

**EXISTING EXHIBITION
HALL**

REPLACEMENT

SCHEMATIC DESIGN COMPLETION UPDATE

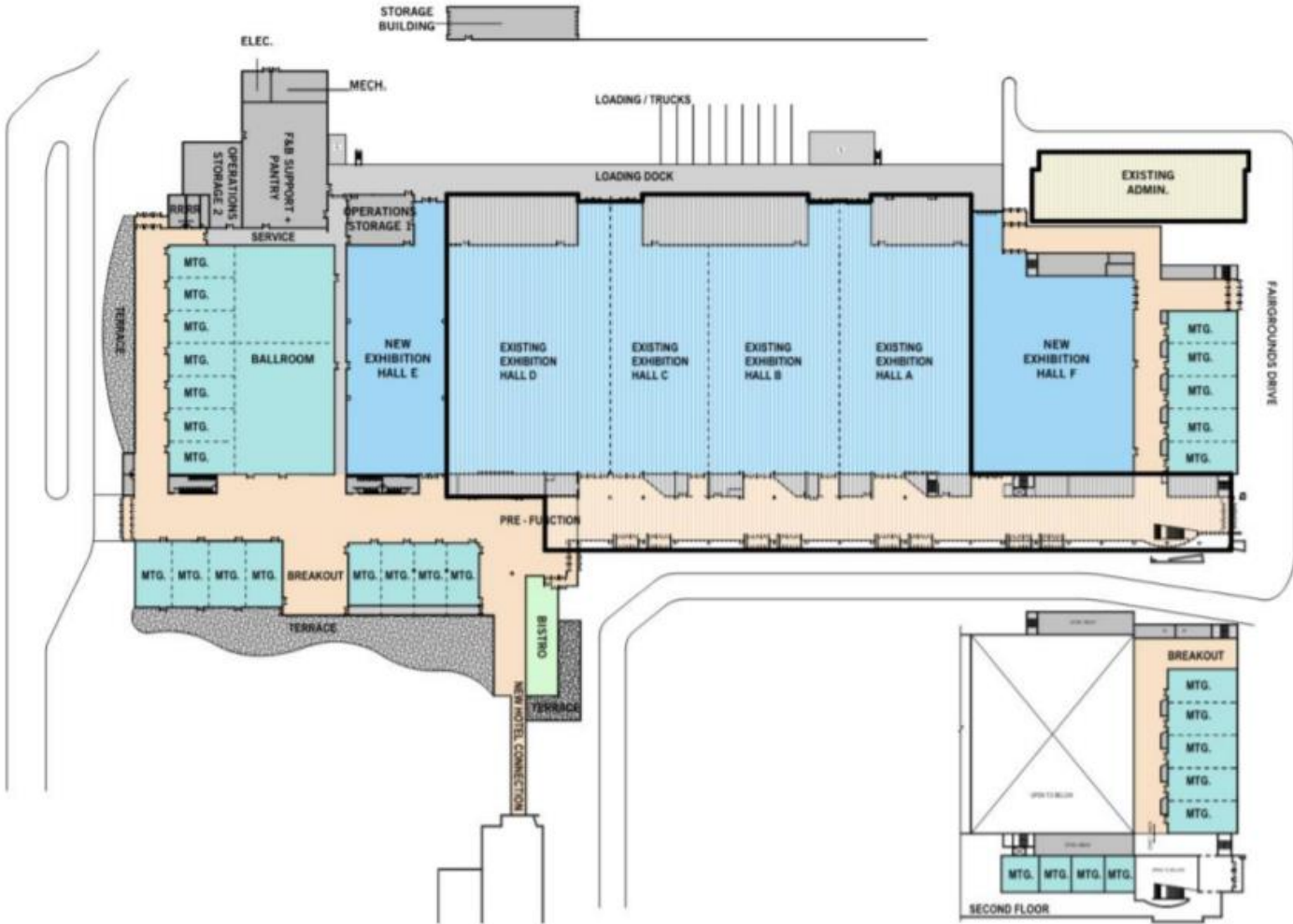
Existing Building Statistics:

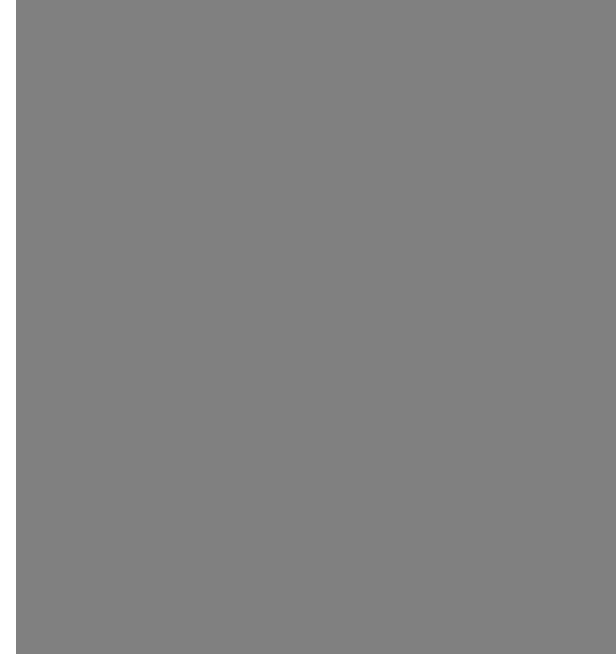
Total Leasable	120,000 s.f.
Exhibit Halls	100,000 s.f.
Meeting Rooms	20,000 s.f.
Ballroom	none

Expanded Building Statistics:

Total Leasable	216,000 s.f.
Exhibit Halls	150,000 s.f.
Meeting Rooms	36,000 s.f.
Ballroom	30,000 s.f.

Note: Improved distribution of and flexibility of meeting space

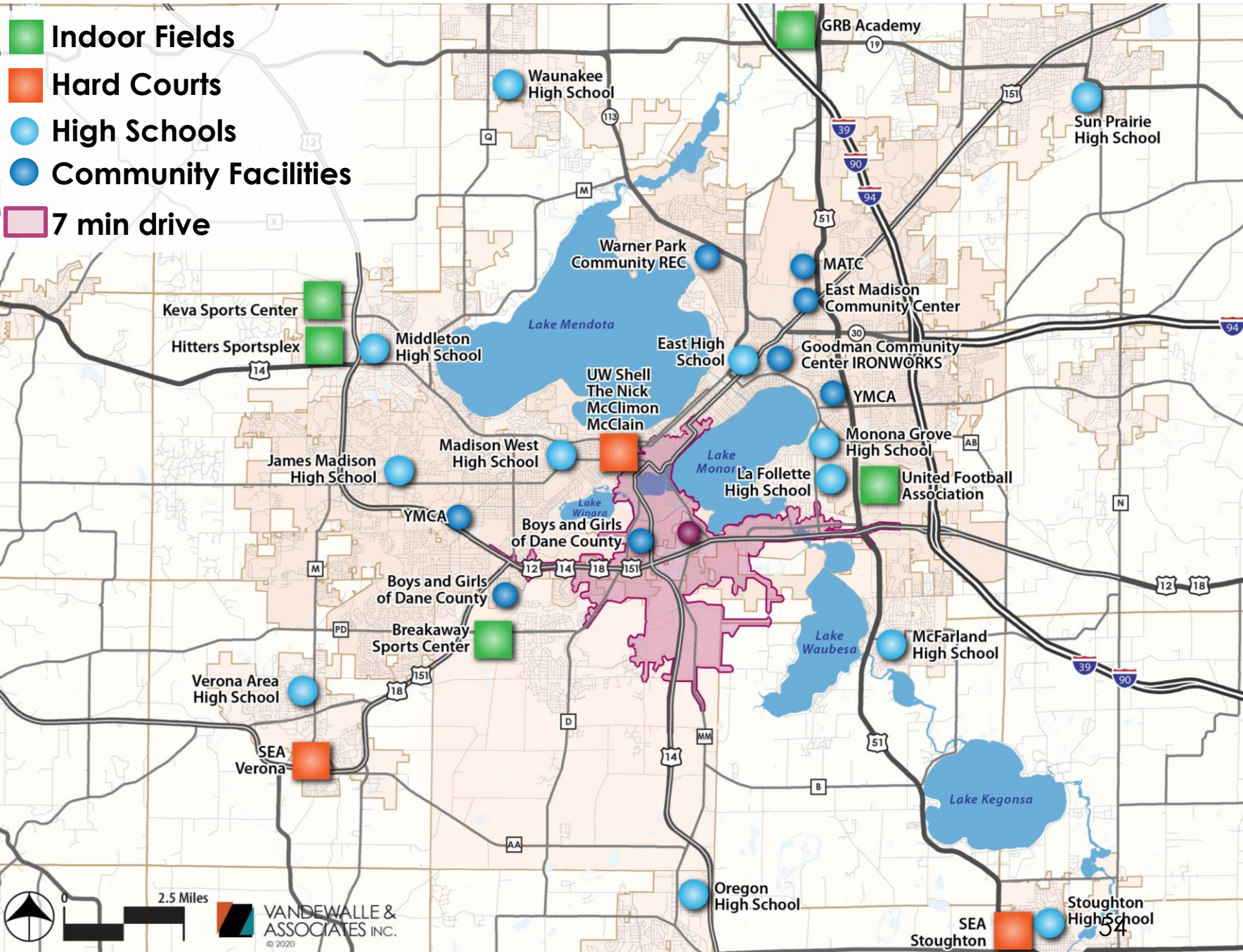




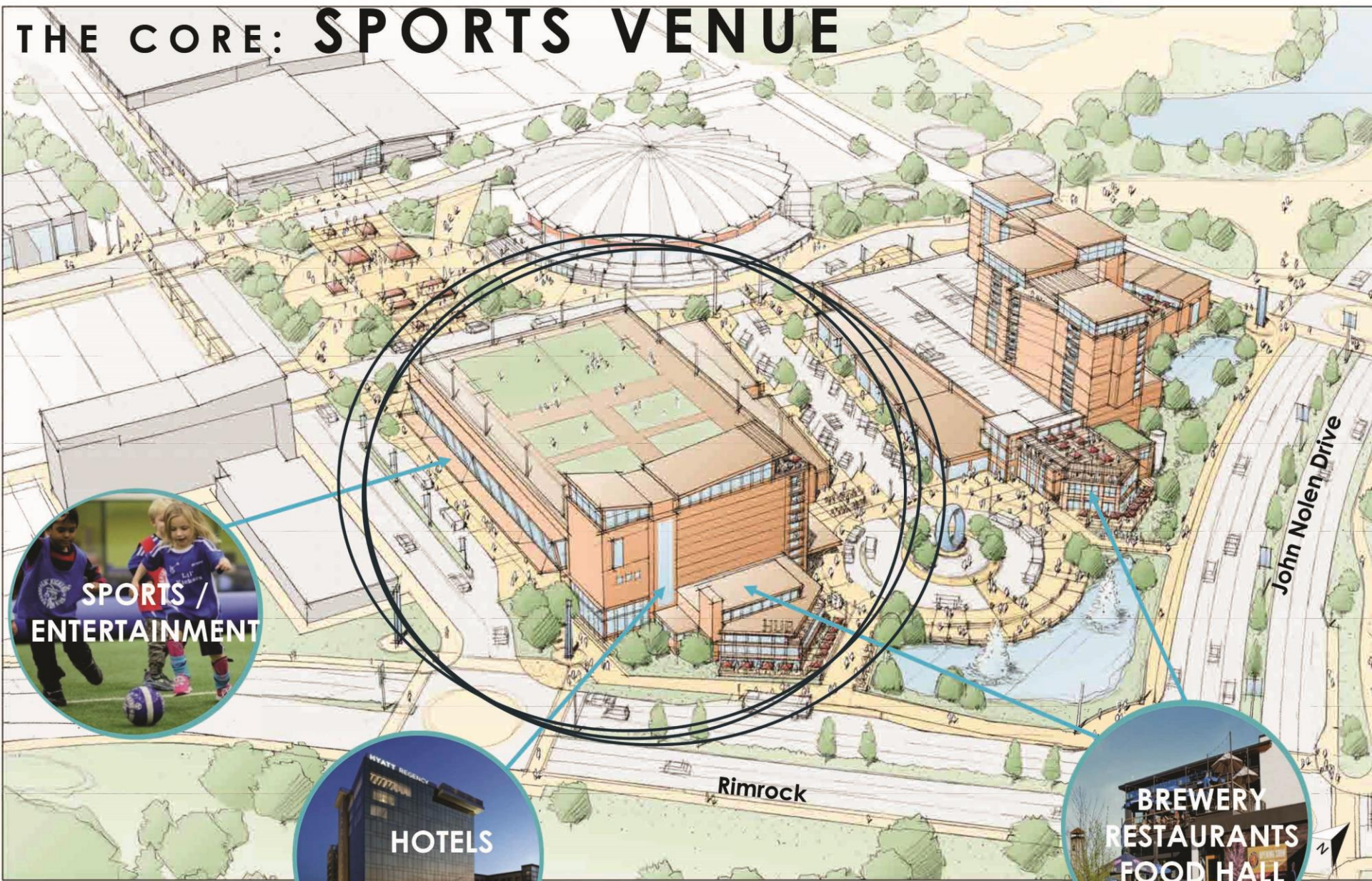
Committee Work 2020

- **January**
 - Sharon resigns as Board chair and Committee chair
 - Mark Clarke resigns and Sharon appointed as interim
 - Patrick Miles appointed as Redevelopment Committee Chair
- **February**
 - Committee meeting held to review schematic design and public outreach survey
- **March** – COVID shutdown
- **April** – final schematic design presentation
- **May** – Brent appointed as Executive Director
- **July** – Schematic design completed
- **Summer/Fall** – advancement of sports facility
- **October** – Committee meeting/project updates

Existing Indoor Facility Mapping



CREATING AN ACTIVITY GENERATOR IN THE CORE: **SPORTS VENUE**



2021 WORK PLAN

ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE

COMMITTEE ROLE: as directed in County Board Resolution 2018-498, duties of the committee include addressing financing and governance issues associated with campus redevelopment as well as review of public and private investment in the Alliant Energy Center.

	1st QUARTER	2nd QUARTER	3rd QUARTER	4th QUARTER
On-Campus Private Development	Assess Private Development Impacts to Campus & Identify Strategies to Address Impacts (i.e. parking, access improvements, utilities, land bridge integration)			
	Assess Annexation Implications			
	Assess Potential Need for Tax Increment Finance District			
	Determine Evaluation Process for Proposed Private Development			
Improvements to Existing Facilities	Determine Needed COVID Response Improvements			
	Develop Plan to Address Deferred Maintenance			
Area Plans & Projects Lead by Others	Destination District Task Force			
	City to Conduct John Nolen Dr. Bridges Design Study			
	City to Conduct Law Park/Lake Monona Waterfront Studies & Future Master Plan			
	City to Prepare TID Project Plans			
	City to Finalize South Madison Plan			
	Off-Campus Private Development			
Funding for Improvements	Track Stimulus Funding			
	Evaluate Potential Funding Sources As They Become Available			

DRAFT

TENTATIVE COMMITTEE AGENDAS

MEETING LOCATION: TBD	JANUARY 25	2nd QUARTER	3rd QUARTER	4th QUARTER
<ul style="list-style-type: none"> • ADMINISTRATIVE • PRIVATE DEVELOPMENT • FACILITY IMPROVEMENTS • PLANS BY OTHERS • FUNDING 	<ul style="list-style-type: none"> • Introductions • Work Plan Overview • State of the Center Overview • Private Development - Sports Facility Update • Area Plans/Projects Update <ul style="list-style-type: none"> • South Madison Plan • Law Park/Lake Monona Waterfront • John Nolen Bridges Design Study 	<ul style="list-style-type: none"> • TBD 	<ul style="list-style-type: none"> • TBD 	<ul style="list-style-type: none"> • TBD

VANDEWALLE & ASSOCIATES INC. REVISED 12.16.20



PLANNING PROCESS OVERVIEW



Alliant Energy Center Redevelopment Committee

- Patrick Miles, Chair **X**
- Ruben Anthony
- Shelia Stubbs
- Brent McHenry **X**
- Sheri Carter
- Heather Stouder **X**
- Tom DeChant
- Brewer Stouffer **X**
- Pam Christenson **X**
- Rob Crain
- Dave Ripp
- Ellie Westman Chin
- County Executive Appt.

X – Part of PMT

Destination District Task Force

- Pam Christenson, Chair
- Patrick Miles
- Sheri Carter
- Rob Crain
- Brewer Stouffer
- Chris Patton
- Justice Castaneda
- Mike Victorson
- Isadore Knox
- James Tye
- Matt Mikolajewski
- Brent McHenry
- Eric Knepp
- Ellie Westman Chin
- Rob Gottschalk **X**