



**ALLIANT ENERGY CENTER**  
**REDEVELOPMENT COMMITTEE**  
OCTOBER 16, 2023

# AGENDA

1. Approval of Minutes
2. Market Analysis and Master Plan Update – Preliminary Findings
3. Neighborhood Meeting Results
4. Community Organizations Forum Results
5. Director's Update
6. Other Committee Updates



# 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







# PUBLIC OUTREACH EVENTS



REDEVELOPMENT COMMITTEE MEETING

# September 14<sup>th</sup> 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





# OCTOBER 12TH COMMUNITY ORGANIZATIONS FORUM

## 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 underrecognized communities

## How to enhance synergies between South Park Street investments and future investments in the Alliant Energy Center

- How to enhance *physical, economic, and social* connections between South Park Street, the Campus, and the lakefront
- How investment in the Campus can be of the *greatest benefit* to South Side residents, businesses, and institutions
- Discussion on strategies to *minimize unintended displacement* of South Side residents and businesses
- Discussion on what *other organizations and individuals* should be part of these discussions going forward



# Enhancing Connections and Synergies with South Side Institutions and Investments

- AEC feels like it's an island
- Break down walls between AEC and South Park
- How is the \$80M impacting the community already? We don't see it!
- Neighbors don't feel invited to be at AEC when there are no events
  - More food trucks
  - Public/private partnerships with food/beverage on AEC campus
  - Let an education program be housed in AEC building
  - Multi pedestrian bridge to connect Park Street to AEC (rail line is a wall to riders)
  - Bus / lite trolley between South Park, AEC, Downtown
- Increase partnerships with schools, etc.
- Multi-plex concept: a 24/7 – 365 campus to create employment and commerce
- Subcommittee of stakeholders to weigh in long term

## How can the Alliant Energy Center better serve the needs of South Side residents and underrecognized communities?

- Employment opportunities
- Business contracting opportunities
- Accessibility, Events, and Activities

# Enhancing Connections and Opportunities for Underrecognized Communities

- Build connections with community-based organizations
  - Urban League
  - Chambers of Commerce
  - MATC/UW special programs
  - Churches and other community based
  - LGBTQ+
- Work with disconnected youth – MMSD and other school districts
  - Work with 14+ youth and be socially innovative with schools and volunteers
  - Recruit from HBCUs.
- Use underutilized spaces for teen social events with volunteers (not parents)
- Like airports, install new signage in multiple languages
- Host community-relevant health focused and other needed education events – can the AEC function as the much-needed South Side Community Center?
- ‘Belonging’ – not just ‘welcoming’
- Improve access to walking, biking and transit from neighborhoods

# DIRECTOR'S UPDATE





# OTHER COMMITTEE UPDATES

- a. Newsletter
- b. Website
- c. Overview of Area Infrastructure Projects and Coordination
- d. Meeting with South Madison Metropolitan Planning Council on October 16<sup>th</sup>
- e. Committee Issue Teams (Long-term Finances, Capital Finances, Public Outreach)
- f. Next Meeting Date – December 18<sup>th</sup>

# Communications

## AEC Website



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

AEC Email Address: [aecvision@countyofdane.com](mailto:aecvision@countyofdane.com)

## AEC Newsletter



- 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



# 2023 / 2024 WORK PLAN

# ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE

	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
<b>Market Study &amp; Master Plan Update</b>	Data collection & interviews		Findings & Recommendations		Final Document & Plans	Prepare scope for design of Phase 1		Prepare schematic designs for Phase 1 Improvements				Final Schematics
<b>Funding Sources &amp; Strategy</b>	Investigate state, federal, & private sources for major improvement				Develop strategies to pursue those most feasible			Prepare materials needed for applications		Submit applications		
	Investigate funding sources & strategy to maintain long-term viability of the Center					Initial findings		Continue to refine strategy				
<b>Improvements to Existing Facilities</b>	Prepare 5-10 year capital improvement plan							Implement Plan				
<b>On-Campus Private Development</b>	Investigate potential for co-locating a public/private indoor sports facility & related commercial development							Pursue sports facility if deemed feasible				
	Revise Private Redevelopment Strategy prepared in 2019							Implement strategy if deemed to be timely				
<b>Area Plans &amp; Projects Lead by Others</b>	Destination District Task Force City of Madison John Nolen Causeway Reconstruction (Broom to Lakeside) City of Madison John Nolen Drive Reconstruction (Lakeside to the Beltline) City of Madison Rimrock Road Reconstruction (Nolen to across the Beltline) City of Madison John Nolen Drive Drainage Area Study and Improvements City of Madison Monona Waterfront Design Project Design Finalized Phase 1 Implementation City of Madison South Madison Plaza Implementation WisDOT Beltline Study South Park Street Redevelopment Private Redevelopment Projects											
<b>Public Communication &amp; Outreach</b>	Ongoing - To be determined											

**DRAFT**

## TENTATIVE COMMITTEE AGENDAS

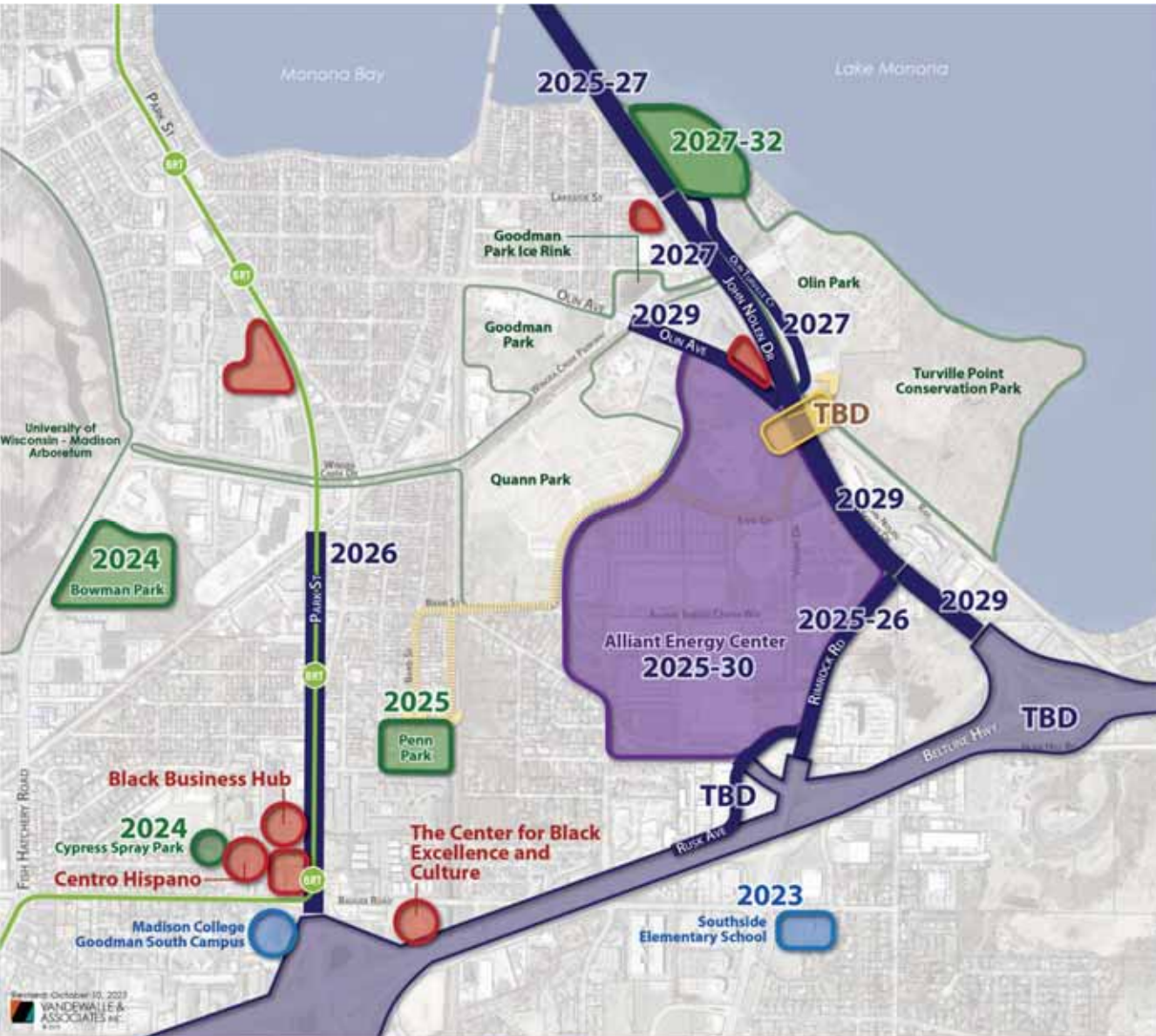
MEETING LOCATION: Board room on the 2nd level of the Exhibition Hall	JUNE 15	AUGUST 21	OCTOBER 16	DECEMBER 18	FEBRUARY 19	APRIL 15
<ul style="list-style-type: none"> <li>ADMINISTRATIVE</li> <li>MARKET STUDY</li> <li>FUNDING</li> <li>IMPROVEMENTS DESIGN</li> <li>PRIVATE DEVELOPMENT</li> <li>PLANS BY OTHERS</li> <li>COMMUNITY OUTREACH</li> </ul>	<ul style="list-style-type: none"> <li>Scope of Market Study Update</li> <li>Work Plan Overview</li> <li>Discussion of Committee Goals</li> </ul>	<ul style="list-style-type: none"> <li>Initial Market Study Findings</li> <li>Update on Capital Funding Sources and Strategy</li> <li>Sports Facility Update</li> <li>Area Plans Update</li> <li>Discuss Public Engagement Events</li> </ul>	<ul style="list-style-type: none"> <li>Final Market Study and Concept Plan</li> <li>Determine Potential for Sports Facility</li> </ul>	<ul style="list-style-type: none"> <li>Update and Discussion of Sources and Strategy for Major Capital Improvements</li> <li>Update and Discussion of Sources and Strategy for Long-Term Viability</li> </ul>	<ul style="list-style-type: none"> <li>Determine Private Redevelopment Strategy</li> <li>Discuss Strategy for Sports Facility</li> <li>Update on Area Capital Improvements</li> </ul>	<ul style="list-style-type: none"> <li>Update on Capital Funding Sources and Strategy</li> <li>Update on Phase 1 Schematic Plans</li> <li>Determine 2024/25 Work Plan</li> </ul>



WANDERWALL & ASSOCIATES INC. REVISED 6.7.2023

Working Draft

# MAJOR PUBLIC IMPROVEMENTS AND DEVELOPMENT PROJECTS



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

Source: TID 51 Project Plan and various project sources



# OTHER UPDATES

- a. Meeting with South Madison Metropolitan Planning Council on October 16<sup>th</sup>
- b. Committee Issue Teams (Long-term Finances, Capital Finances, Public Outreach)
- c. Future Meetings
  - December 18
  - February 19, 2024
  - April 15, 2024





<https://aecstudy.countyofdane.com>



REDEVELOPMENT COMMITTEE MEETING