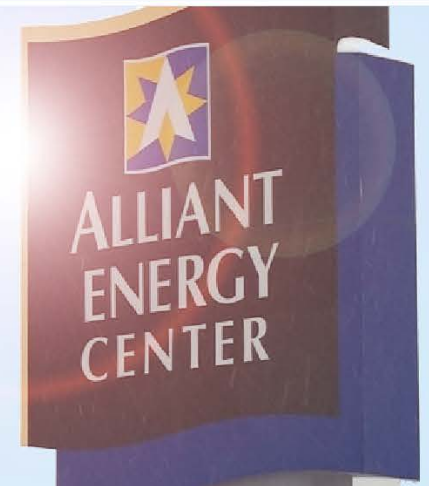


visioning



# Alliant Energy Center Comprehensive Master Plan

OVERSIGHT COMMITTEE

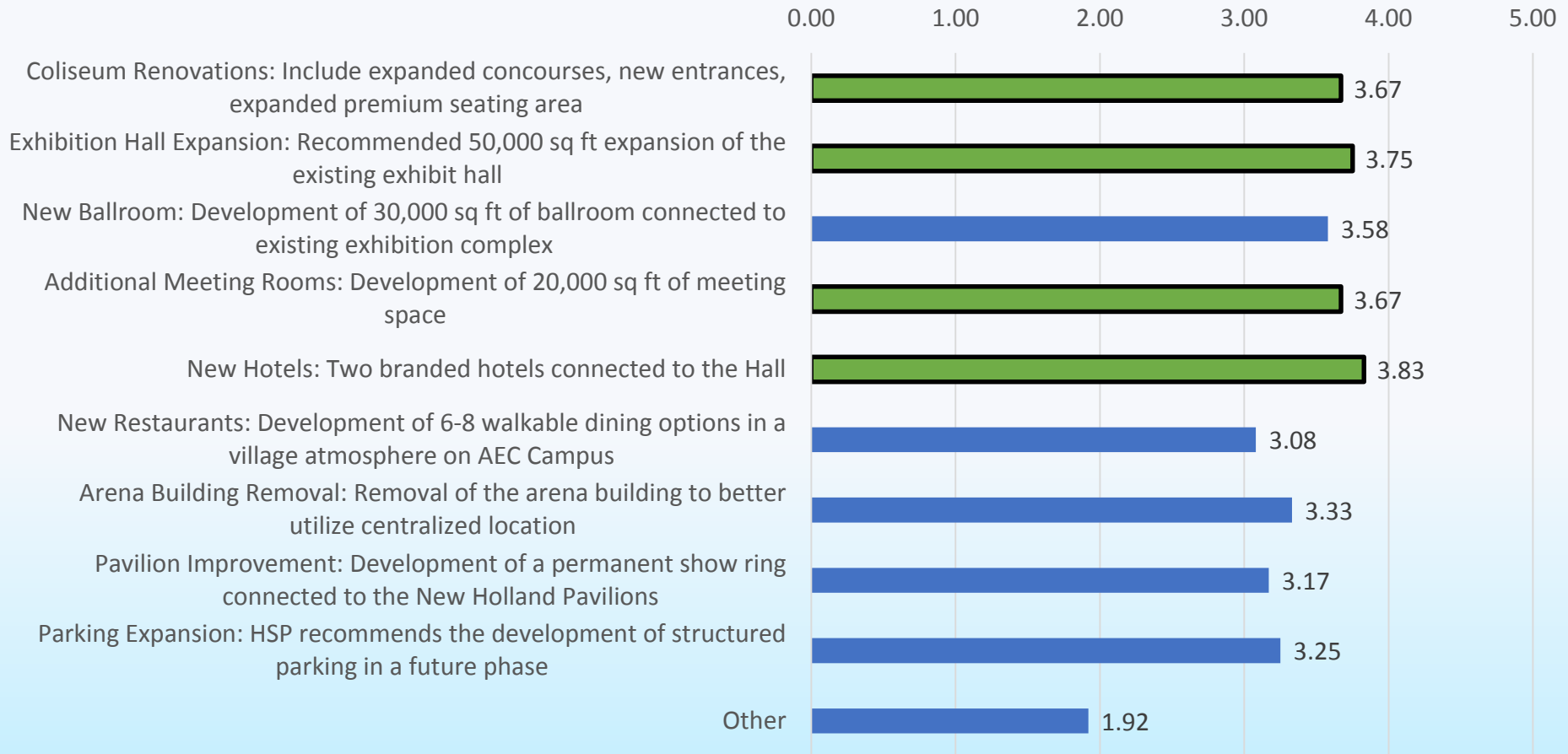
# Today's Discussion Topics

1. Survey Results
2. HSP Analysis Takeaways
3. Foundational Statements
4. Public Engagement Objectives
5. Events Booth
6. Work Plan

# Master Planning Process Overview



# 1. The following is a list of the physical improvements recommended in the Hunden Strategic Partners Study. How important are these recommendations to the long-term future of the Alliant Energy Center Campus?



# 1. Consensus in Response

Answer Options	Very Important	Somewhat Important	Minimally Important	Not Important	Don't Know	Rating Average	Response Count
Coliseum Renovations: Include expanded concourses, new entrances, expanded premium seating area	8	4	0	0	0	3.67	12
Exhibition Hall Expansion: Recommended 50,000 sq ft expansion of the existing exhibit hall	9	3	0	0	0	3.75	12
Additional Meeting Rooms: Development of 20,000 sq ft of meeting space	8	4	0	0	0	3.67	12
New Hotels: Two branded hotels connected to the Hall	10	2	0	0	0	3.83	12
<i>answered question</i>							12

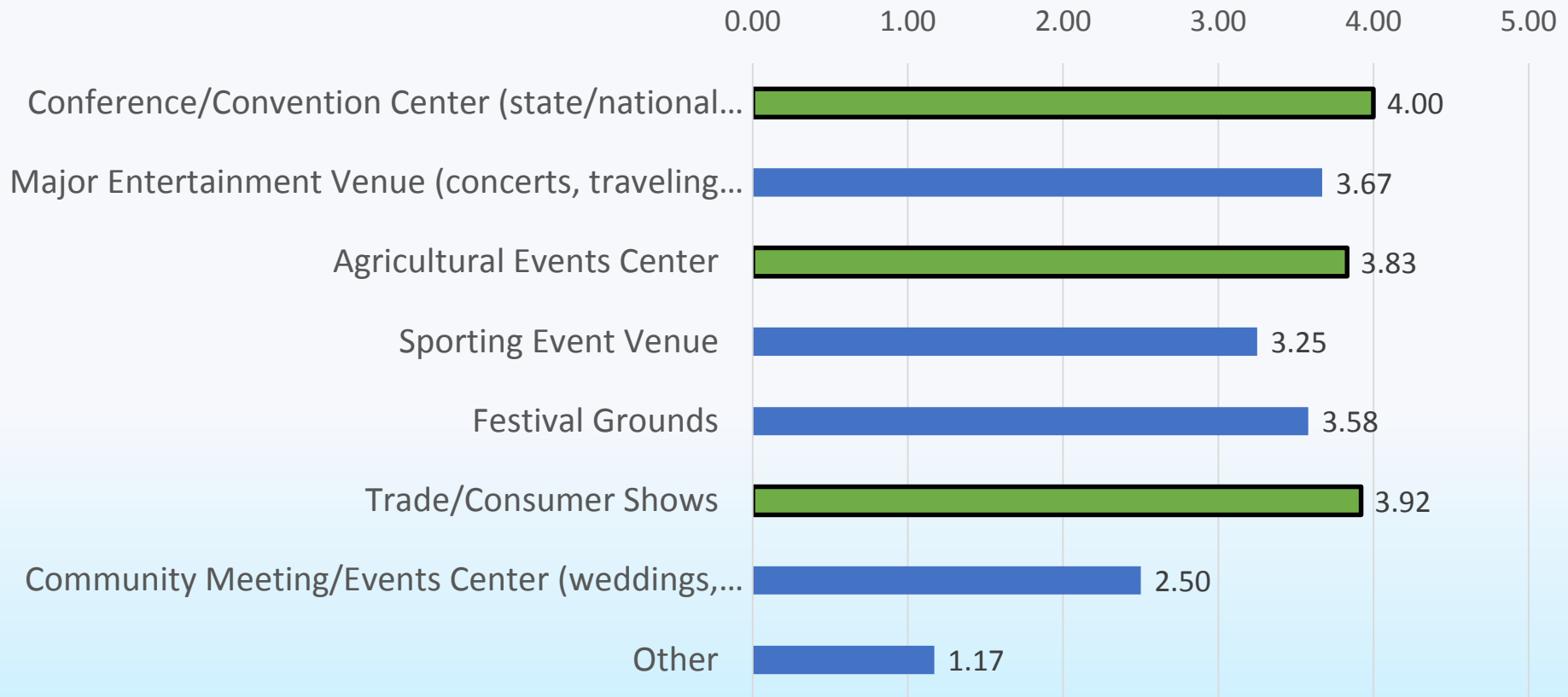
# 1. Variation in Responses

Answer Options	Very Important	Somewhat Important	Minimally Important	Not Important	Don't Know	Rating Average	Response
New Restaurants: Development of 6-8 walkable dining options in a village atmosphere on AEC Campus	5	5	1	0	1	3.08	12
Pavilion Improvement: Development of a permanent show ring connected to the New Holland Pavilions	4	6	2	0	0	3.17	12
Parking Expansion: HSP recommends the development of structured parking in a future phase	6	4	1	1	0	3.25	12

*answered question*

12

## 2. Currently, how important are each of these existing functions to you in terms of generating economic impact and/or meeting community needs?



# 2. Consensus in Responses

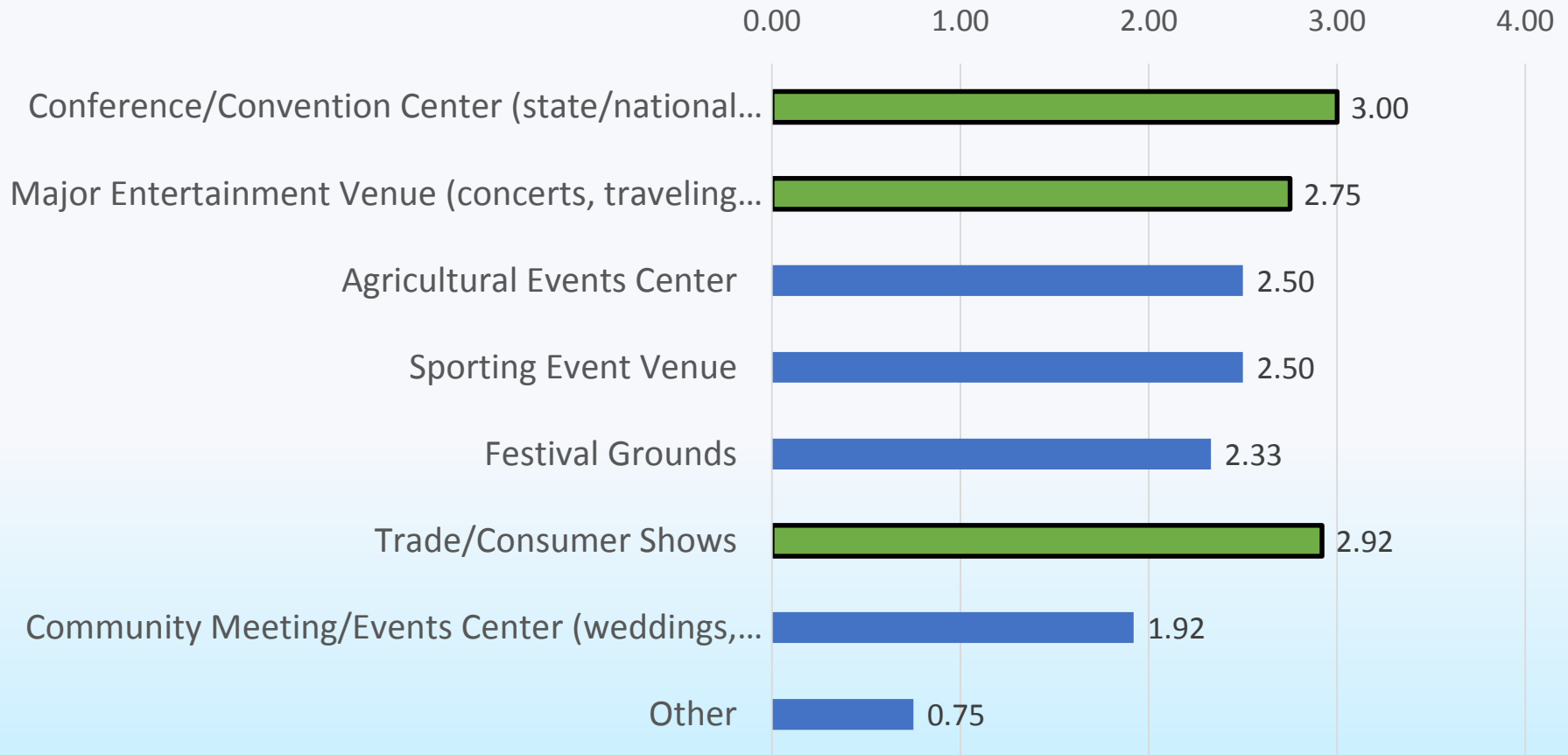
Answer Options	Very Important	Somewhat Important	Minimally Important	Not Important	Don't Know	Rating Average	Response Count
Conference/Convention Center (state/national organizations)	12	0	0	0	0	4.00	12
Agricultural Events Center	10	2	0	0	0	3.83	12
Trade/Consumer Shows	11	1	0	0	0	3.92	12
<i>answered question</i>							12



## 2. Variation in Responses

Answer Options	Very Important	Somewhat Important	Minimally Important	Not Important	Don't Know	Rating Average	Response
Sporting Event Venue	5	5	2	0	0	3.25	12
Community Meeting/Events Center (weddings, local organizations)	3	2	5	2	0	2.50	12
<i>answered question</i>							12

### 3. In the future, what level of change would you like to see in the number of these functions?



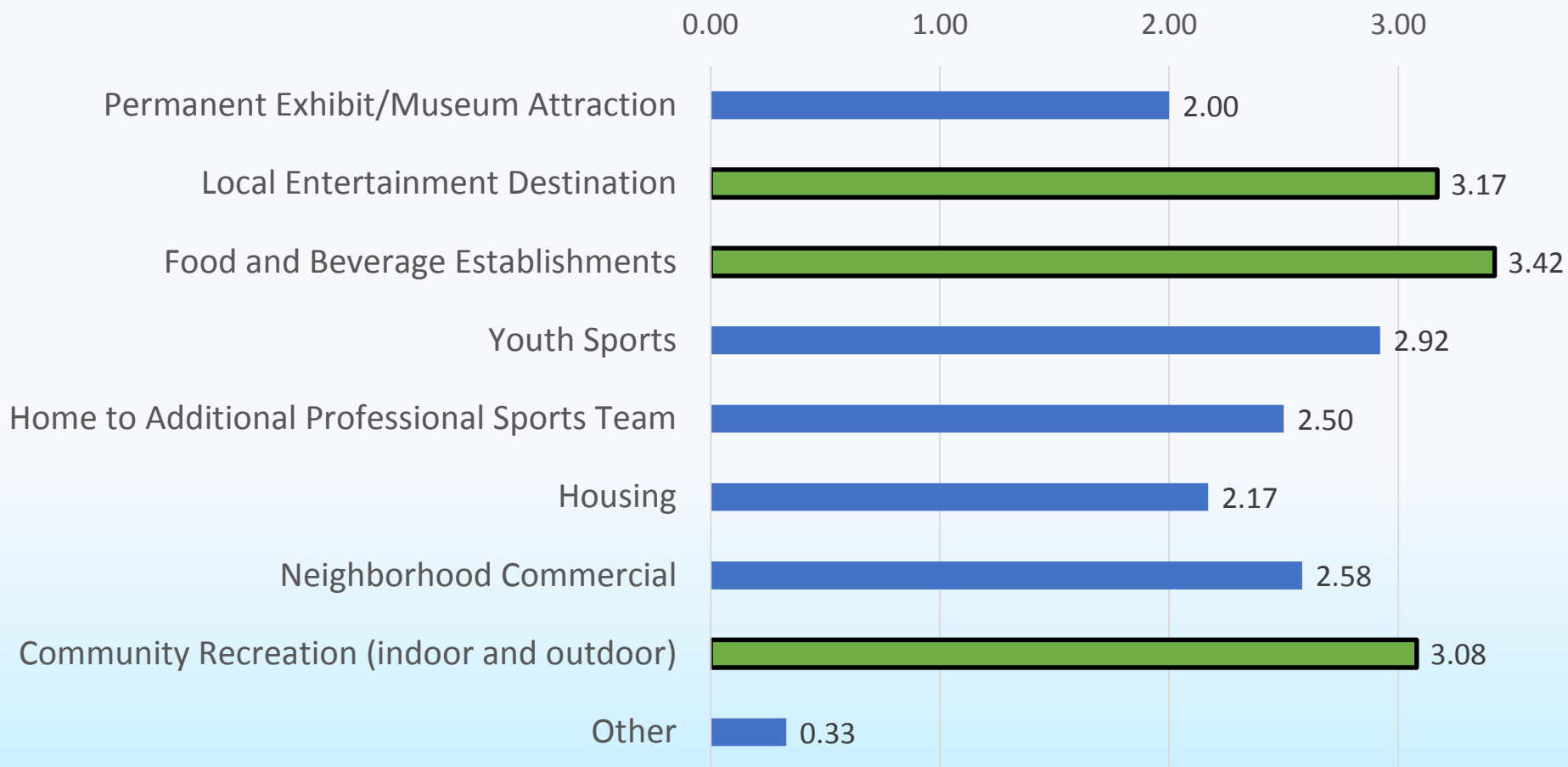
# 3. Consensus in Responses

Answer Options	Increase	Stay the Same	Decrease	Don't Know	Rating Average	Response Count
Conference/Convention Center (state/national organizations)	12	0	0	0	3.00	12
Major Entertainment Venue (concerts, traveling shows)	11	0	0	1	2.75	12
Trade/Consumer Shows	11	1	0	0	2.92	12
<i>answered question</i>						12

# 3. Variation in Responses

Answer Options	Increase	Stay the Same	Decrease	Don't Know	Rating Average	Response Count
Community Meeting/Events Center (weddings, local organizations)	5	2	4	1	1.92	12
<i>answered question</i>						12

## 4. In the future, what level of interest do you have in these additional functions on campus?



# 4. Consensus in Responses

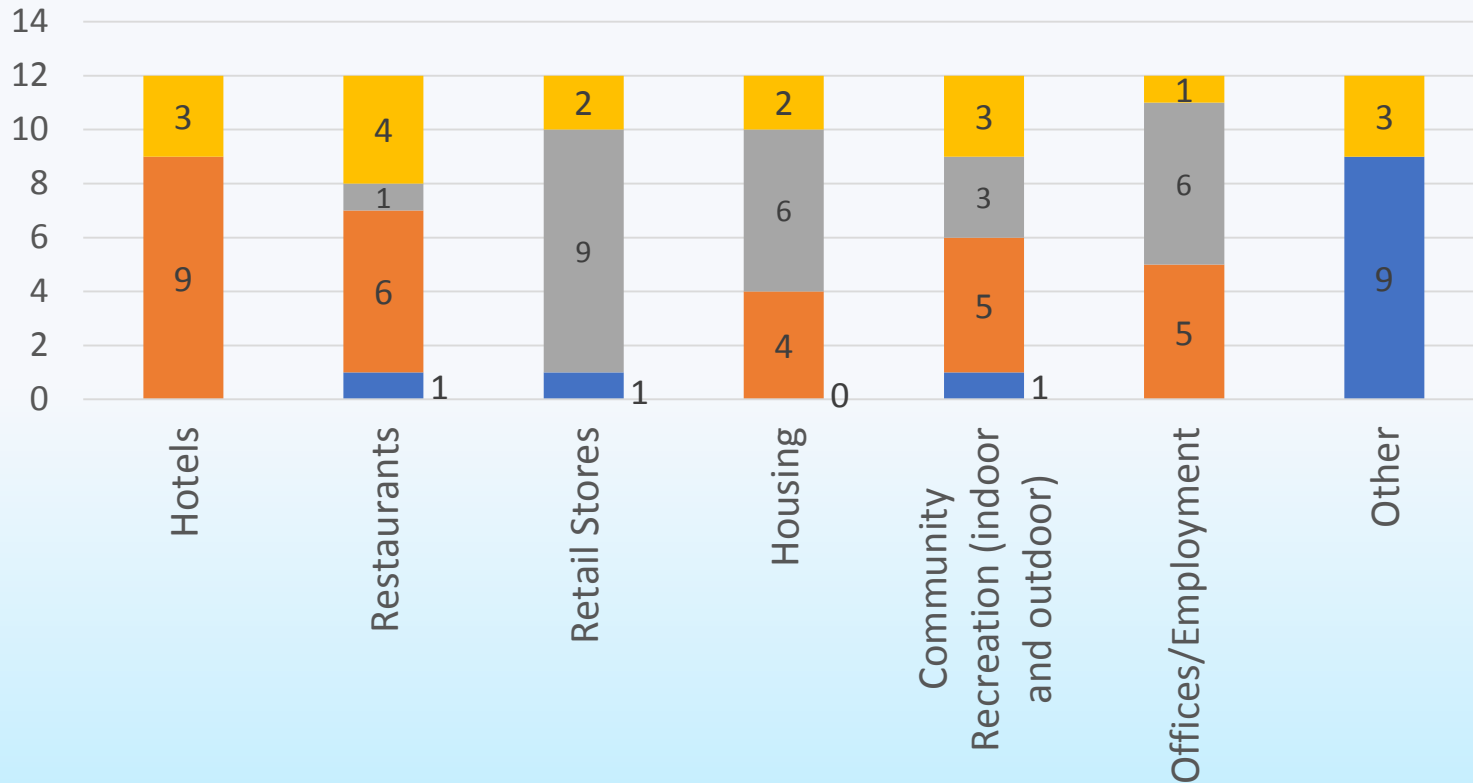
Answer Options	Very Interested	Somewhat Interested	Minimally Interested	Not Interested	Don't Know	Rating Average	Response
Local Entertainment Destination	5	5	1	1	0	3.17	12
Food and Beverage Establishments	7	3	2	0	0	3.42	12
Community Recreation (indoor and outdoor)	4	6	1	1	0	3.08	12
<i>answered question</i>							12

# 4. Variation in Responses

Answer Options	Very Interested	Somewhat Interested	Minimally Interested	Not Interested	Don't Know	Rating Average	Response
Permanent Exhibit/Museum Attraction	3	0	4	4	1	2.00	12
Youth Sports	5	3	3	0	1	2.92	12
Housing	2	3	2	5	0	2.17	12
Neighborhood Commercial	4	3	2	2	1	2.58	12
Community Recreation (indoor and outdoor)	4	6	1	1	0	3.08	12
<i>answered question</i>							12

# 5. Which functions should be available on the AEC campus and which should be provided on adjacent private property?

■ Don't Know  
 ■ Both (AEC Campus & Adjacent)  
 ■ Adjacent Private Property  
 ■ AEC Campus





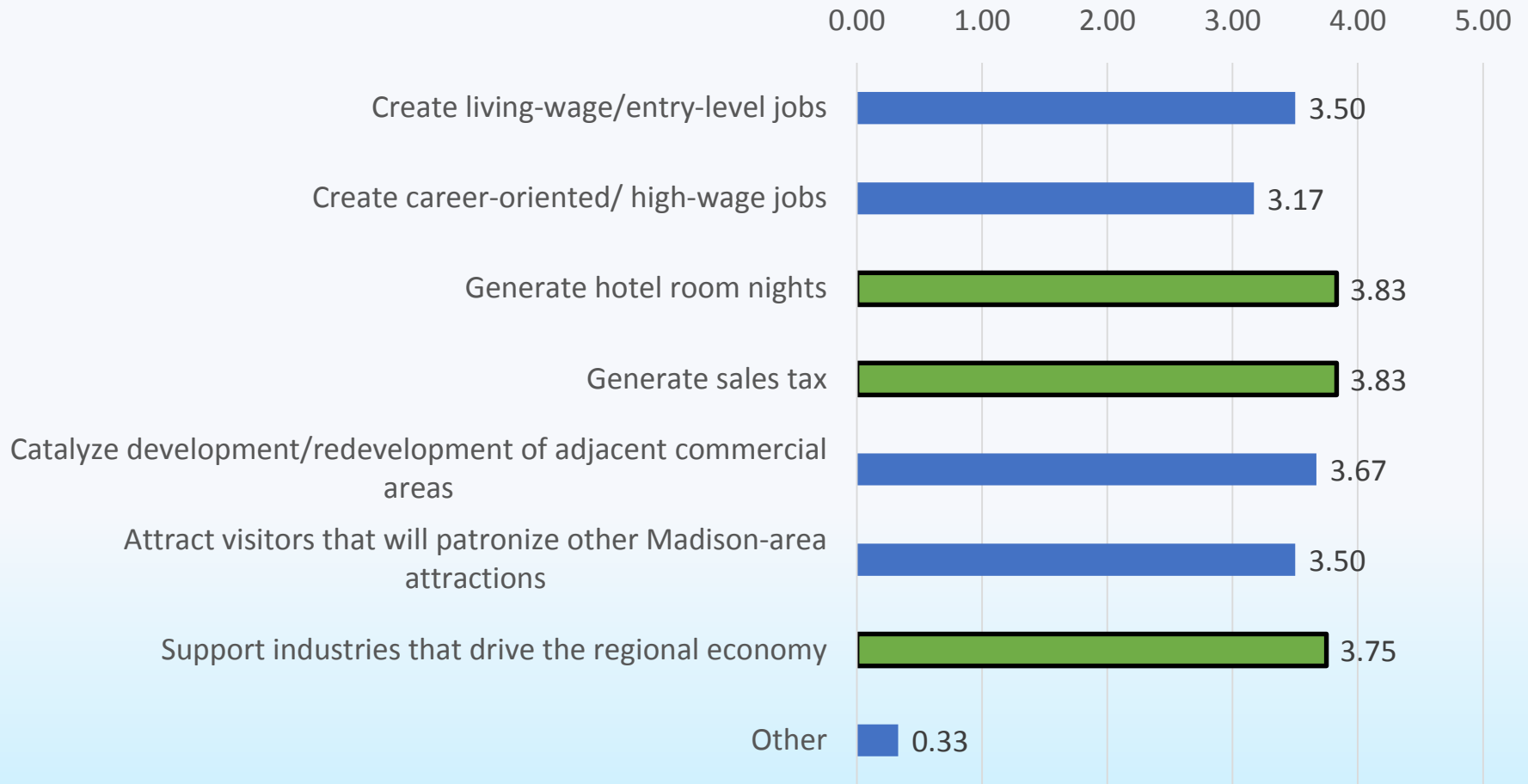
# 5. Consensus in Responses

Answer Options	AEC Campus	Adjacent Private Property	Both (AEC Campus & Adjacent)	Don't Know	Response Count
Hotels	3	0	9	0	12
Restaurants	4	1	6	1	12
Retail Stores	2	9	0	1	12
<i>answered question</i>					12

# 5. Variation in Responses

Answer Options	AEC Campus	Adjacent Private Property	Both (AEC Campus & Adjacent)	Don't Know	Response Count
Housing	2	6	4	0	12
Community Recreation (indoor and outdoor)	3	3	5	1	12
Offices/Employment	1	6	5	0	12
<i>answered question</i>					12

## 6. How important is it to you that the AEC create the following economic impacts?



# 6. Consensus in Responses

Answer Options	Very Important	Somewhat Important	Minimally Important	Not Important	Don't Know	Rating Average	Response Count
Generate hotel room nights	10	2	0	0	0	3.83	12
Generate sales tax	10	2	0	0	0	3.83	12
Support industries that drive the regional economy	9	3	0	0	0	3.75	12
<i>answered question</i>							12

# 6. Variation in Responses

Answer Options	Very Important	Somewhat Important	Minimally Important	Not Important	Don't Know	Rating Average	Response Count
Create career-oriented/ high-wage jobs	5	4	3	0	0	3.17	12
<i>answered question</i>							12

# AEC Market, Financial, Facility, and Impact Analysis

Discussion of the Committee's Major Takeaways from the Study

# Foundational Statements

Core Function | Impact | Active Uses

## FOUNDATIONS

### CORE FUNCTION

Dane County's 164-acre Alliant Energy Center (AEC) campus is a key asset to Dane County's residents and businesses. The AEC's core function is to continue serving as the region's premier multi-venue expo, convention and event destination.

### IMPACT

The AEC has significant economic and community impact which can be expanded through increased investment to meet the diversifying needs of the convening industry and growing regional community.

### ACTIVE USES

The addition of a critical mass of activity including additional hotels, food, beverage, retail and entertainment establishments, office and new housing on or around AEC campus would benefit visitors and community residents.

## PLANNING OBJECTIVES

- ▶ Expanded Economic Community Role and Impact
- ▶ Experience, Theme and Form
- ▶ Sustainability
- ▶ Equity
- ▶ Adjacent Lands & Neighborhoods
- ▶ Access, Transportation and Connection

## VISION

INSPIRING  
STRATEGICALLY SOUND  
COMMUNICATED  
SUPPORTED





# Foundational Statements

## **Core Function**

Dane County's 164 acre Alliant Energy Center(AEC) campus is a key asset to Dane County's residents and businesses. The AEC's core function is to continue serving as the region's premier multi-venue expo, convention and event destination.

## **Impact**

The AEC has significant economic and community impact which can be expanded through increased investment to meet the diversifying needs of the convening industry and growing regional community.

## **Active Uses**

The addition of a critical mass of activity including additional hotels, food, beverage, retail and entertainment establishments, office and new housing on or around AEC campus would benefit visitors and community residents.

# Public Engagement

Objectives and Events Coordination

# Community Engagement Objectives

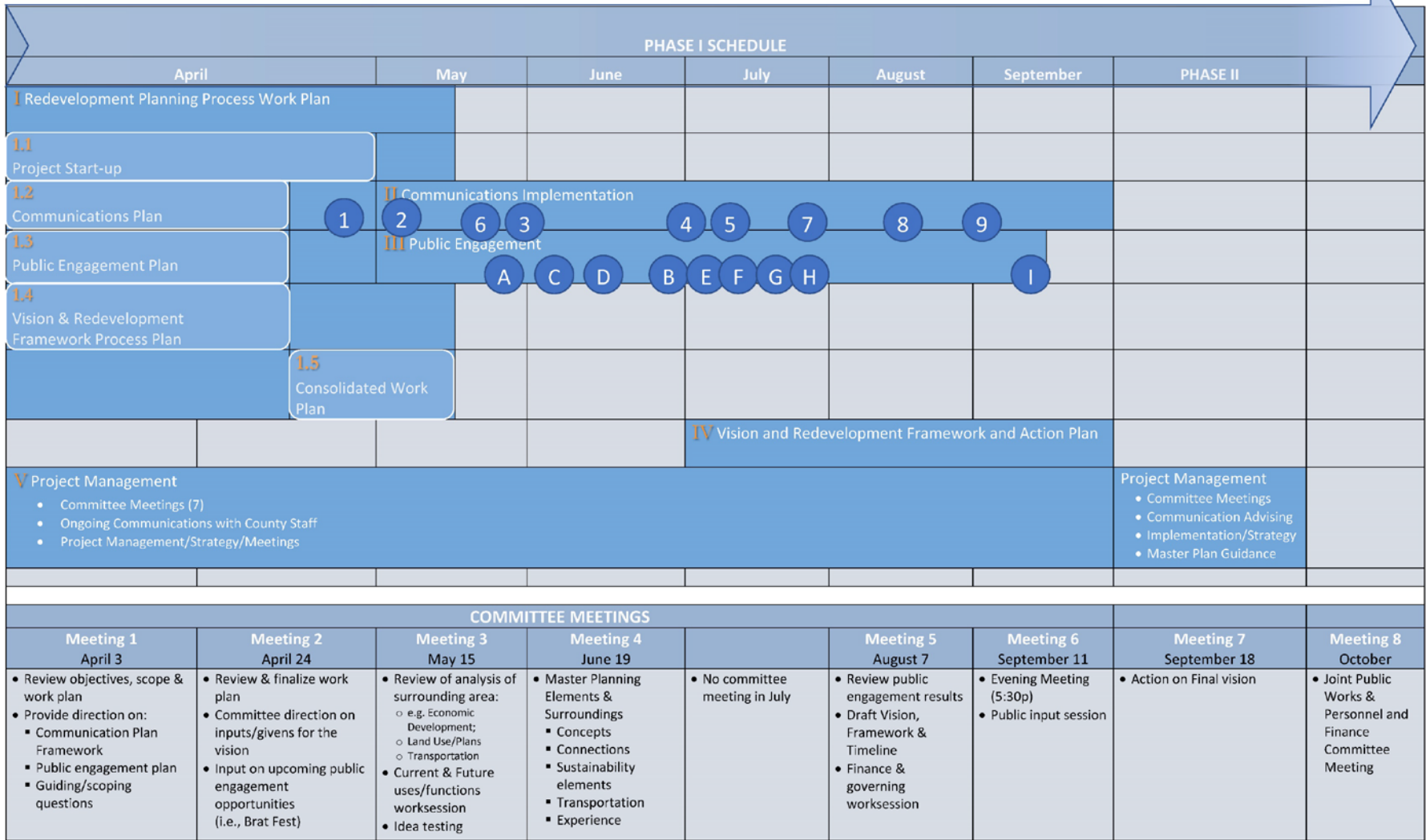
Stakeholder Group	Purpose of Engagement
<b>Surrounding Neighborhoods</b>	<ul style="list-style-type: none"> <li>• To understand current impacts and opportunities</li> <li>• To understand the desired AEC/neighborhood relationship and planning objectives</li> </ul>
<b>Adjacent Commercial Property Owners and Businesses</b>	<ul style="list-style-type: none"> <li>• To understand property owners plans/ area opportunities/challenges</li> <li>• To understand how AEC impacts adjacent businesses</li> </ul>
<b>Business/Stakeholder Leadership</b>	<ul style="list-style-type: none"> <li>• A macro level perspective of the AEC's role, opportunities, and vision</li> </ul>
<b>Broader Dane County Community</b>	<ul style="list-style-type: none"> <li>• To provide awareness about the Master Planning process</li> <li>• To gauge the public's existing and desired interaction with the campus</li> <li>• To communicate findings and next steps</li> </ul>

# Upcoming Event: Brat Fest

- May 26<sup>th</sup>- May 29<sup>th</sup>
- AEC Event Booth Concept



# Finalized Work Plan



## Communication Plan Items

#	Communication Type and Audience	Purpose
1	Press Release to the General Public	To communicate where the committee is in the overall master planning process, what will be accomplished over the 6-month vision development, and the importance of public involvement throughout the entire process
2	Press Release to the General Public	To alert the public to upcoming engagement opportunities
3	Flyer to Neighborhood Residents	To publicize the Neighborhood Engagement meetings
4	Flyer to Adjacent Property Owners	To notify recipients of engagement opportunities
5	Flyer to Business/Stakeholder Leadership	To notify recipients of engagement opportunities
6	One-on-One Meetings with Mayor and County Executive	To share updates and garner initial thoughts and objectives to be addressed in the visioning process
7	Email to County Board members and County staff	To invite recipients to the draft Vision presentation at the Aug 7 Committee meeting
8	Press Release to the General Public and Key Stakeholders	To invite the public and stakeholders to review the draft Vision documents and provide input
9	One-on-One Meetings with Mayor and County Executive	To share the draft vision and garner additional input

## Engagement Plan Items

#	Engagement Type and Audience	Purpose
A	Roundtable Discussion with Neighborhood Leadership	To engage neighborhood leadership around the process and better understand neighborhood concerns and objectives
B	Participatory Workshops with Neighborhood Residents	To engage neighborhood residents around the process and better understand neighborhood concerns and objectives
C	Focus Group of Property Owners	To understand the property owner's future plans, redevelopment potential, and project concerns and objectives
D	Focus Group of Adjacent Business Owners	To understand the adjacent business owner's future plans, redevelopment potential, and project concerns and objectives
E	Roundtable Discussion with Area Business/Stakeholder Leadership	To understand the business community's current and desired relationship with the AEC Campus
F	Campus Tour for the General Public	To increase the public's understanding of the AEC Campus abilities and constraints
G	Survey for the General Public and Event Participants	To collect feedback from the general public in order to better inform the AEC vision
H	Targeted Events Engagement for Event Participants	To collect feedback from the general public in order to better inform the AEC vision
I	Public Meeting for the General Public	To share the vision process findings with the general public