

## Comparison of POLCO Responses from the Community versus Neighborhoods

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A neighborhood meeting was held on July 18 and 19<sup>th</sup>, 2017 to gather feedback on the Alliant Energy Center (AEC). The neighborhood meeting attendees were asked to answer five questions regarding the AEC. The same survey was posted to the AEC website where the community could respond to the same questions. The following is a summary of the responses from the community versus the neighborhoods.

### **Question 1. I would visit the AEC more frequently if the AEC or the surrounding area had more of the following:**

- The top two responses from community and neighborhoods were similar (A Walkable District Feel & Restaurants & Retail Stores)
- The community felt strongly about the following topics in order – Improved Transit, Active Recreation/Park Facilities, Clubs & Bars with Live Entertainment, Connection to the Lake
- The neighborhood felt strongly about the following topics in order – Active Recreation/Park Facilities, Improved Transit, Connections to the Lake, Clubs & Bars with Live Entertainment

### **Question 2. The most important role that the AEC plays in the County is:**

- The top response from the community and the neighborhoods was similar – both felt “Supporting a high quality of life through a variety of entertainment and informational offerings” was the AEC’s most important role
- The community felt the most important role of the AEC are as follows – Drawing overnight visitors to local hotels, Promoting agriculture and other local industries, Generating tax revenues, Creating jobs
- The neighborhood felt the most important role of the AEC are as follows – Creating jobs, Promoting agriculture and other local industries, Generating tax revenue, Drawing overnight visitors to local hotels

### **Question 3. How important are events like concerts, festivals, and sports at the AEC to living in Dane County?**

- The ranking of importance was the same for both the community and the neighborhoods
- Ranking of importance in order are – Very important, Somewhat Important, Not important
  - o 4% of community chose “not impactful” while 0% of neighborhoods chose “not impactful”

### **Question 4. Of the events that you attend most frequently at the AEC, what is the percentage of attendance for each type listed below?**

- Responses between the community and neighborhoods differed
- The community attended these events most frequently in the following order – Festivals, Consumer Shows/Trade Shows, Concerts, Agricultural Expos, Family Shows, Sporting Events
- The neighborhoods attended these events most frequently in the following order – Consumer Shows/Trade Shows, Festivals, Family Shows, Concerts, Agricultural Expos, Sporting Events

### **Question 5. How many events do you attend at the AEC per year?**

- Both community and neighborhoods top two responses were – 1-2 events, 3-5 events