



Today's Agenda

1. Experience and Sustainability Components
2. Target Market and Priorities
3. Potential Funding Sources
4. Vision Documents and Framework
5. Engagement Review

Articles



- Defying Convention: 7 Ways Convention Centers are changing to Stay Relevant ~ Successful Meetings
<http://www.successfulmeetings.com/Strategy/Meeting-Strategies/Defying-Convention--7-Ways-Convention-Centers-Are-Changing-to-Stay-Relevant/>
- Five Trends that will Impact Convention Centers in 2017 ~ The IAVM Industry Blog
<http://www.iavm.org/five-trends-will-impact-convention-centers-2017>
- Can a Convention Center Remake a City? ~ PCMA Convene Weekly
<http://www.pcmaconvene.org/places-spaces/destinations/can-a-convention-center-remake-a-city/>
- Convention Center Trends for 2025 ~ Jump Studios
<http://populous.com/posts/convention-center-trends-for-2025/>
- Convention Centers Reimagined ~ The Meeting Magazines - Association Conventions & Facilities
<http://www.themeetingmagazines.com/acf/convention-centers-reimagined/>
- 5 Key Trends that will Impact Convention Centers in 2015 ~ PCMA - Industry Content & Media
<https://www.pcma.org/5-key-trends-will-impact-convention-centers-2015/>
- The Inside-Out Convention Center ~ PCMA Convene
<http://www.pcmaconvene.org/features/cover-story/the-inside-out-convention-center/>

Madison Region Experience



Alive with
opportunity

Defying Convention: 7 Ways Convention Centers are Changing to Stay Relevant

Successful Meetings

1. Making Flexibility a Priority
2. **Centers are an Extension of the Destination**
3. Art and Creativity Move Front and Center
4. Public Areas for Public Discourse
5. Convention Centers must be Healthy and Stimulating
6. **Conference Centers Anchor Neighborhood Development**
7. Rising Demand for Altruistic Activities

Can a Convention Center Remake a City?

PCMA Convene

- *“The Inside-Out Convention Center”* — Senior Editor Barbara Palmer explored how centers are increasingly being designed to include important features that cater to groups’ wellness and their desire for connectivity and flexibility in the way they use the space. In addition, these buildings are **no longer walled-off to the larger community, but are part of the fabric of the cities they inhabit, engaging local residents and delegates alike.**
- Developing a much more inclusive community experience for visitors and locals alike.
- We know visitors enjoy the same experiences locals enjoy. We also recognize that people coming to conventions, exhibitions, and all manner of events will be here for a limited time and one of the **best things we can offer them is the ability to capture the authentic flavor of the city during their visit.**

Convention Center Trends for 2025

Populous - Jump Studios

- **Destination experience and amenities:** Meeting planners are making two choices when they select a convention center: space and destination. **Bringing the destination into the space is essential for developing a unique and exciting experience.** Attendees crave options beyond their meeting spaces **and want to connect with the culture, people and feeling of a destination.**
- **Wellness:** Pushing forward means taking better care of users while they're visiting. Convention center visitors are coming to expect amenities that support their health: better food options, exercise rooms, yoga rooms and healthier integration of technology.

Convention Centers Reimagined

Convention Centers Reimagined ~ The Meeting Magazines

5 Key Trends that will Impact Convention Centers in 2015 ~ PCMA – Industry Content & Media

The Inside-Out Convention Center ~ PCMA Convene

“We try to create a civic presence and bring in hints of authentic local culture; we try to blend what the city is and what the city wants to be.”

— Michael Lockwood

“Millennials don’t see the convention center as the place where the event is happening. They look at the whole city as the venue.”

— Bob Priest-Heck, President and COO of Freeman

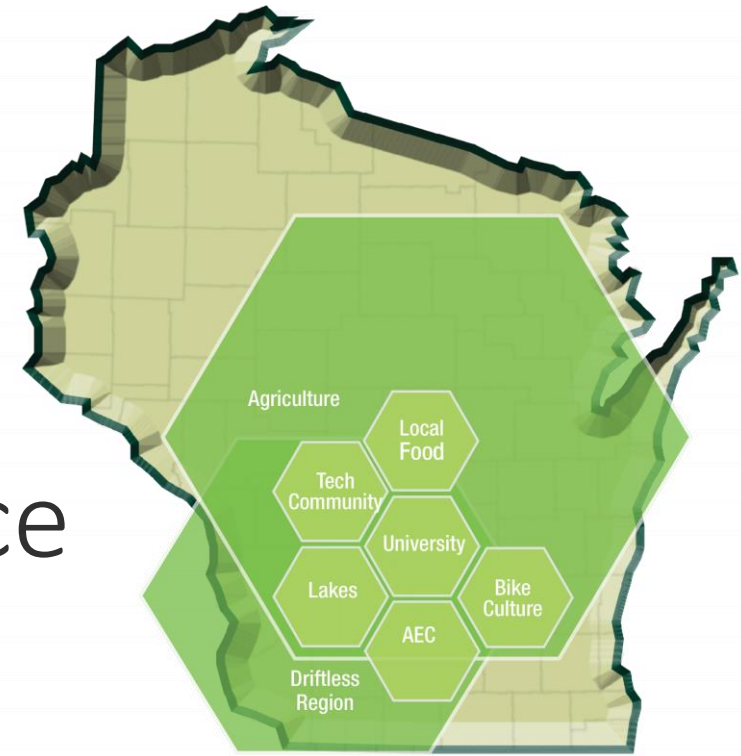
“Bookings will be higher for convention centers that can offer an authentic experience of their cities.”

— Lawrence Speck, Lead Architect for the Austin Convention Center

1. How important are the following regional themes to creating a more authentic, Madison region experience for visitors to the AEC campus? Please select your top four choices from the list below.

Answer Options	First Choice	Second Choice	Third Choice	Fourth Choice	Rating Average	Response Count
Agricultural Heritage	7	1	0	0	3.88	8
Bicycling and healthy lifestyles	0	2	0	1	2.33	3
Hitech (Biotech/Healthtech)	1	2	1	0	3.00	4
Capitol City	0	0	1	1	1.50	2
Lakes City	1	1	2	3	2.00	7
Regional/Local Food	0	1	2	0	2.33	3
University Town	0	1	1	2	1.75	4
Environment/Region Natural Resource	0	1	2	2	1.80	5

Foundational Statement- Experience



To become a significantly more attractive and marketable destination, the AEC campus will embody the rich culture and place based assets that define the Madison region. In addition to embracing a Lake City connection, the AEC will benefit from a strong ag heritage and Hitech economy presence, a bicycling and healthy lifestyle theme, regional food offerings, and celebrating the youthful energy of a University and family oriented community.

2. How important are the following sustainable elements in developing the Campus Master Plan and future campus improvements? Please select your top four choices from the list below.

Answer Options	First Choice	Second Choice	Third Choice	Fourth Choice	Rating Average	Response Count
Alternative (to cars) Transportation Options	3	1	0	1	3.20	5
Energy Efficiency	5	2	1	0	3.50	8
LEED Certified Buildings	0	0	0	1	1.00	1
LEED Certified Campus	1	0	0	0	4.00	1
On-site Renewable Energy Systems (e.g., solar, wind, geothermal, etc.)	0	2	1	3	1.83	6
Stormwater Quality/Quantity Management	0	2	4	2	2.00	8
Waste Reduction and Reuse	0	2	3	2	2.00	7

Foundational Statement - Sustainability

Future AEC improvements should prioritize sustainability objectives including maximizing energy efficiency, facilitating alternative transportation improvements and service for district employees and visitors, managing onsite storm water to improve lake quality, incorporating waste reduction and reuse strategies, utilizing on-site renewable energy production, and investigating LEED Certified Campus designation.

Foundational Statements Recap

Core Function

Dane County's 164 acre Alliant Energy Center(AEC) campus is a key asset to Dane County's residents and businesses, and its 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.

Multifaceted Destination District

The addition of a critical mass of activity by integrating additional hotels, food, beverage, retail and entertainment establishments, range of employment opportunities, and new housing on or around AEC campus will benefit visitors and community residents.

Connectivity and Cohesion

The AEC campus area and Dane County community will benefit by improving ties between on-site facilities, integrating the campus into a recognizable district, strengthening linkages to surrounding neighborhood destinations, and seamlessly connecting the AEC to the Lake and Downtown.

Authentic Madison Region Experience

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Sustainability

Future AEC improvements should prioritize sustainability objectives including maximizing energy efficiency, facilitating alternative transportation improvements and service for district employees and visitors, managing onsite storm water to improve lake quality, incorporating waste reduction and reuse strategies, utilizing on-site renewable energy production, and investigating LEED Certified Campus designation.

Draft: 6/6/17



Target Markets & Priorities



Market Opportunities/Required Improvements Per Hunden Report

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

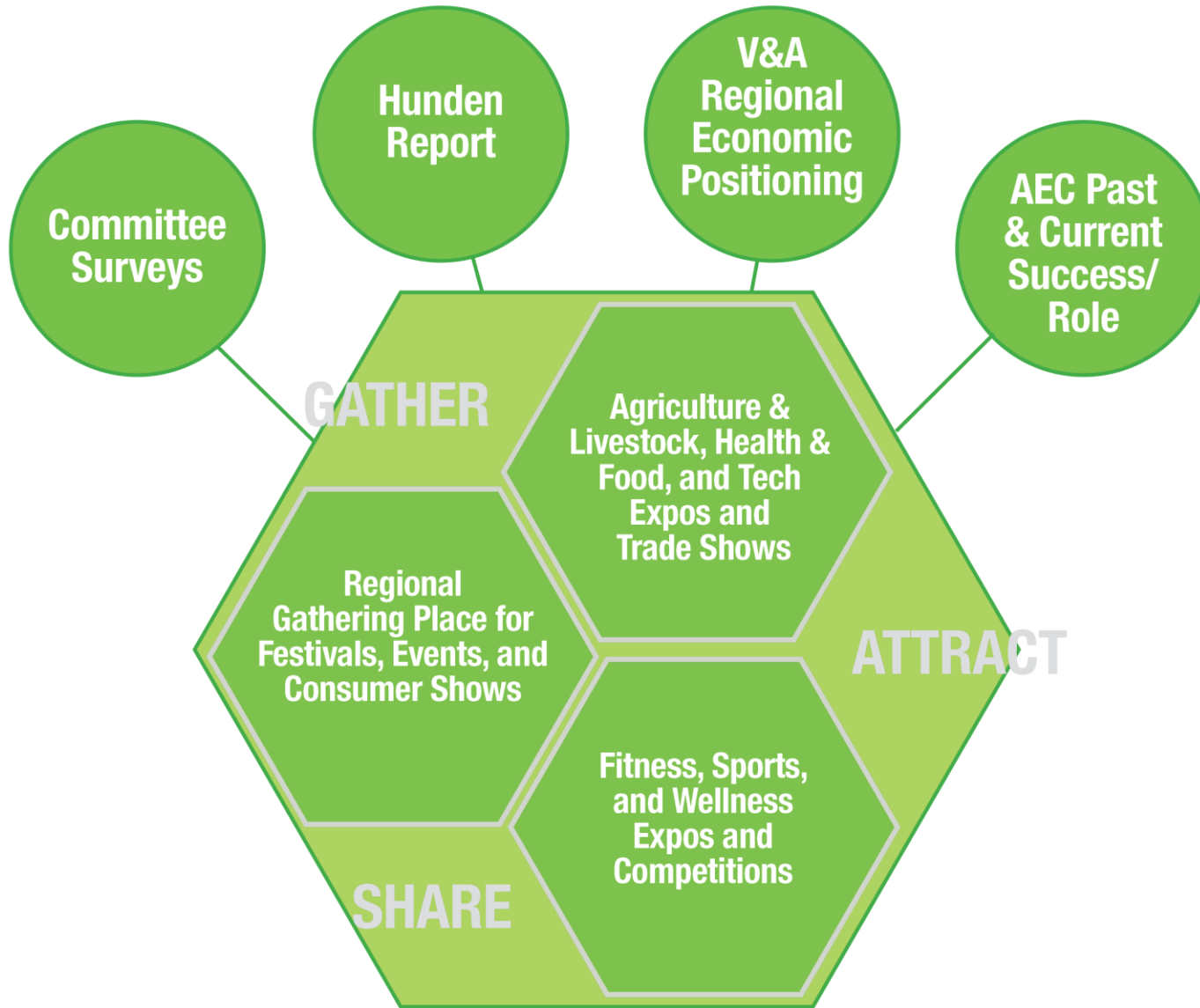
- A more attractive venue for larger livestock events
- Improve connectivity, walkability, and surrounding activity and replace the Arena with a permanent show ring

Festivals

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

3. Which types of events best describe the primary purpose/target market the AEC should look to achieve in the future. Please rank the options with 1 being the greatest priority.

Answer Options	1	2	3	4	5	6	7	8	Avg.
Agricultural Expositions (World Dairy, Horse Fair, County Fair)	6	2	0	0	0	0	1	0	1.89
Community Festivals/Events (Brat Fest, Heart Walk, etc.)	0	1	0	1	1	0	2	4	6.33
Concerts (musical performances by bands, groups or entertainers)	1	2	1	1	2	0	1	1	4.11
Consumer Shows (Garden Expo, Quilt Expo, Fishing Expo)	1	1	4	3	0	0	0	0	3.00
Family Shows (Circus, Globe Trotters, etc.)	0	0	1	1	1	3	3	0	5.67
Participatory Sporting Events (competitive fitness, youth sports, bike racing)	0	0	1	2	2	1	1	2	5.56
Spectating Sporting Events (Capitols Hockey, Roller Derby, State Hockey Tournament)	0	0	0	0	2	4	1	2	6.33
Trade Shows (industry-related conventions and exhibitions that are product and sales-oriented)	1	3	2	1	1	1	0	0	3.11



Potential Funding Sources

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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

Vision Documents and Framework



PRIMARY ROLE

GATHER _____

SHARE _____

ATTRACT _____

VISION

The Alliant Energy Center Campus ...

DESTINATION _____


DIFFERENTIATED _____

EXPERIENCE _____

Agriculture & Livestock, Health & Food, and Tech Expos and Trade Shows

Regional Gathering Place for Festivals, Events, and Consumer Shows

Fitness, Sports, and Wellness Expos and Competitions




VISION COMPONENTS

CONNECTIVITY AND COHESION _____

DESTINATION DISTRICT _____

AUTHENTIC MADISON WISCONSIN EXPERIENCE _____

SUSTAINABILITY _____

MULTIMODAL _____



Vision Documents and Framework

IMPLEMENTATION FRAMEWORK



IMPLEMENTATION ACTION STEPS



INITIATIVE	ACTION STEPS	TIMING	LEAD	PARTNERS
1. AEC CONCEPT MASTER PLAN				
2. DISTRICT/ CORRIDOR PLAN				
3. GOVERNANCE				
4. FUNDING				
5. MARKET STRATEGY/ BRANDING				
6. OPERATIONS/ BUSINESS PLAN				
7. PUBLIC ENGAGEMENT				



Engagement Review

Brat Fest, Polco, and remaining
Engagement



STAKEHOLDER	FORMAT	PURPOSE	STATUS
Alexander & Company	Interview	Discuss property owner plans for key sites	COMPLETE
Badger Bus	Interview	Discuss property owner plans for key sites	TBD
Adjacent Commercial Property Owner and Businesses	Roundtable	To understand property owner plans, recommendations for improvements, and current and desired interactions with the AEC	COMPLETE
Leadership Meeting (SMPC)	Roundtable	To get a pulse for the neighborhood challenges and desires, and discuss the broader charrettes	Scheduled
Business Leadership	Roundtable	To present initial findings and garner input and support	Scheduled
CVB Board	Presentation	To keep the CVB Board up to date on the Visioning process	Scheduled
Neighborhood Mtg #1	Charrette	To allow the neighborhood an opportunity to influence the vision	TBD- July
Neighborhood Mtg #2	Charrette	To allow the neighborhood an opportunity to influence the vision	TBD- July
General Public	Survey	To solicit feedback	Ongoing
General Public	Public Hearing	To present the initial draft to the Committee in a public forum	Scheduled
Mayor	Meeting	To inform and solicit feedback and ideas	Scheduled
County Executive	Meeting	To inform and solicit feedback and ideas	TBD- June/July



Neighborhood Meetings

- Two Charrette Style engagement sessions to be held in July
- Purpose is to meaningfully engage the neighborhood regarding:
 - the AEC Master Planning process,
 - how the AEC can be a better neighbor,
 - uses and activities the neighborhood would like to see on site, and
 - their big ideas for the AEC campus and surrounding area

Brat Fest: Big Ideas for the AEC

Physical

- Improved access for disabled visitors (access to all facilities and the parks, bathrooms & porta-potties)
- Information & Assistance Booth needed
- Improved landscaping (using native plant species)
- More Walking/ Running paths and bike parking
- Improved Concert venue with improved loading, rigging, and backstage areas
- More Exhibition Space

Uses

- Ice skating rink
- Farmer's Market
- Amphitheater
- Restaurants

Programs & Events

- More events and entertainment for youth and people of color
- Paintball/Laser Tag
- Car Shows
- Improved WiFi
- More Solar energy
- More Festivals and outdoor music

Business Roundtable Key Takeaways

Attendants: Credit Union (2), Clarion (2), DOR, Sheraton, HI Express (2)

Regarding Campus

- Positives
 - AEC events drive business
- Challenges
 - Poor Pedestrian access,
 - Needs better signage
- Needs
 - Greenspace/Respite Area
 - Parking structure
 - Destination uses: food trucks, playground, retail, coffee shop
 - Clear walking path

Regarding Surrounding Area

- Positives
 - Bike Path Access
- Challenges
 - Lack of Lake Access
 - Gateway aesthetics,
 - Crossing John Nolan is hazardous
 - Traffic back ups from the Beltline
- Needs
 - Need Restaurant Diversity
 - Need Retail
 - Covered/Elevated Ped Bridge

Polco Survey- Snapshot

- Open 4 weeks
- 626 responses, over 150+ respondents
- 21 comments
- Closes July 23rd

Polco Results Summary

- Concerts, festivals, and sports are important, but respondents attended Consumer Shows/Tradeshows and Ag Expos most frequently
- Entertainment and Informational offerings are the AEC's most important role
- 52% of respondents attend 1-2 events a year; 33% attend 3-5
- When asked what would make them visit the campus more frequently, most respondents said "A Walkable District Feel" (35%), Restaurants and Retail was second with 25%