

Alliant Energy Center Comprehensive Master Plan

Oversight Committee

January 22, 2018



Today's Agenda

1. Status Update of Master Plan RFP
2. Status Update of Multijurisdictional Plan
3. Update on New Development Surrounding the AEC
4. Update on Economic Impacts of CrossFit Games
5. AEC Master Planning Process: Conceptual Timeline



AUGUST 3-6, 2017
ALLIANT ENERGY CENTER

THE FITTEST CITY WELCOMES THE FITTEST ON EARTH.



MADISON AREA
SPORTS
COMMISSION™

CrossFit™

CrossFit

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CROSSFIT GAMES SUMMARY

Demographic Data

Age:

46 %: 25-34

27 %: 35-44

Education:

48 %: 4 year degree

28 %: Graduate degree

Income:

24 %: \$60-\$100k

30 %: \$100-\$200k

28 %: \$200k+

Spend per person:

\$733

CROSSFIT GAMES SUMMARY

Athletes and fans from around the globe will gathered in Madison August 3-6, 2017 for the 2017 Reebok CrossFit Games—a grueling strength and fitness competition that ultimately crowns “The Fittest on Earth”.



640
ATHLETES



72,270
TICKETS SOLD

13,000+
HOTEL ROOMS



\$7.2
MILLION



in visitor
spending

852
VOLUNTEERS



CROSSFIT GAMES SUMMARY

Direct Business Sales by Sector (Total):

- Lodging: \$1.9 mil
- F&B: \$1.7 mil
- Retail: \$1.8 mil
- Transportation: \$670 k
- Recreation: \$604 k
- Other: \$460 k

EI Details:

- \$7.1 mil direct/\$13 mil indirect
- Personal income: \$2.2 mil
- Jobs supported: 2250

CROSSFIT GAMES SUMMARY

Taxes:

- Federal: \$634 k direct; \$1.1 mil indirect
- State: \$507 k direct; \$737 k indirect
- Sales: \$301 k direct; \$375 k indirect
- Local Total: \$558 k direct; \$799 k indirect

CROSSFIT GAMES SUMMARY

PR Impact:

- \$2.1 million in earned media

Highlights:

- *CONNECT Sports*
Top 2017 Articles: How Madison Won the CrossFIT Games
- *CBS*
CBS Sports, CBSSports.com, CBS Network
- *SportsTRAVEL*
- **Regional Print, digital, TV, Radio:** Madison, Milwaukee, Rockford, Fox Cities, GBay

CONCEPTUAL TIMELINE

DRAFT

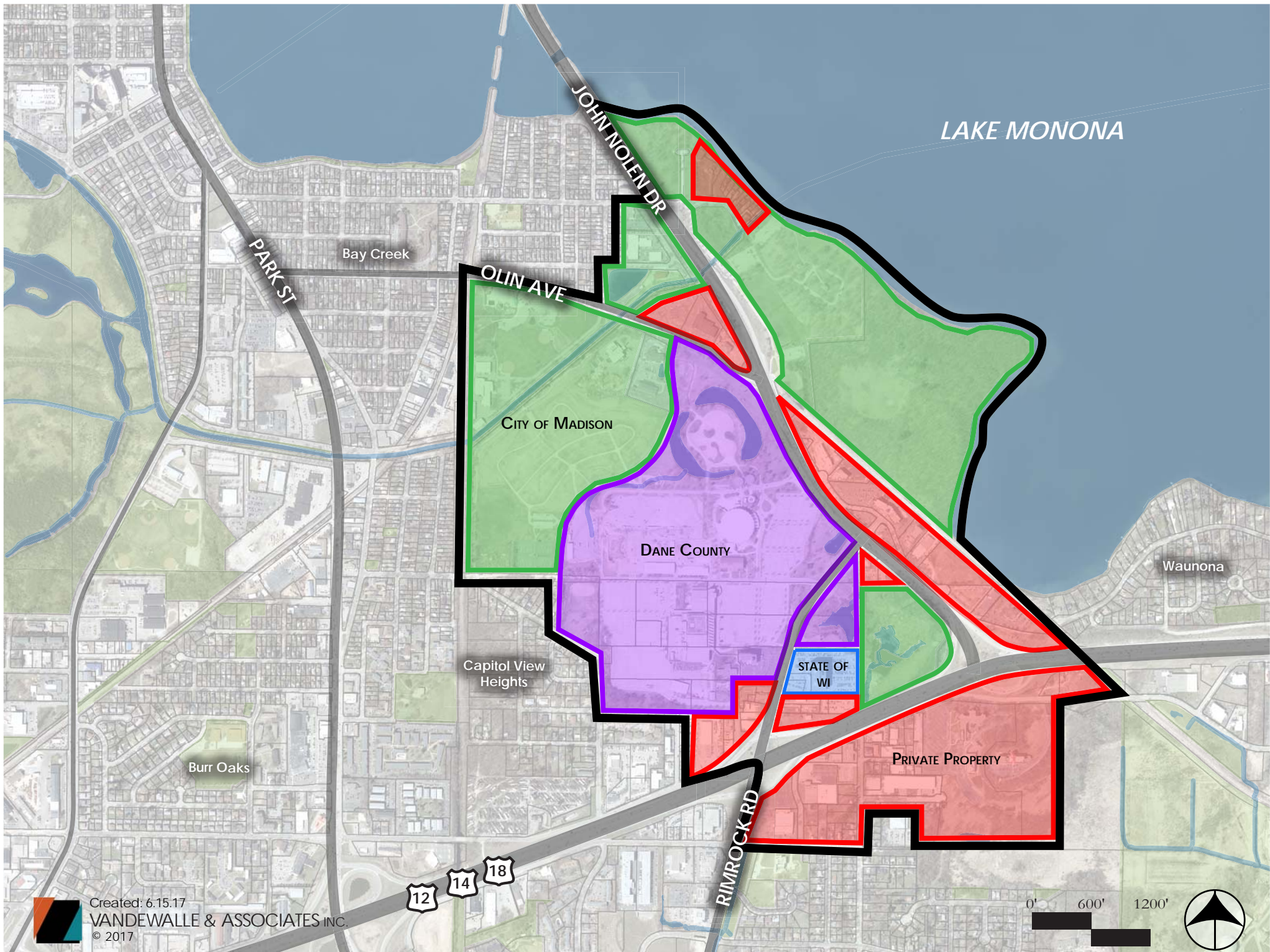
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY
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ALLIANT ENERGY CENTER MASTER PLANNING PROCESS:

OVERSIGHT COMMITTEE	TASKS											
	<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 	<p>CAMPUS MASTER PLAN / OVERSIGHT MEETING</p> <ul style="list-style-type: none"> Project Scope & Key Issues Facility Priorities 	<ul style="list-style-type: none"> Facility Improvement Prioritization Discussions 	<ul style="list-style-type: none"> Finalize Initial Facility Improvement Priorities Funding & Governance Alternatives 	<ul style="list-style-type: none"> Funding & Governance Alternatives 	<p>CAMPUS MASTER PLAN / OVERSIGHT MEETING</p> <ul style="list-style-type: none"> Initial Facility & Grounds Improvement Concepts 	<ul style="list-style-type: none"> Funding & Governance Alternatives 	<p>CAMPUS MASTER PLAN / OVERSIGHT MEETING</p> <ul style="list-style-type: none"> Campus layout Alternatives 	<ul style="list-style-type: none"> Funding & Governance Alternatives 	<p>CAMPUS MASTER PLAN / OVERSIGHT MEETING</p> <ul style="list-style-type: none"> Final Recommendations
CAMPUS MASTER PLANNING CONSULTANT	TASKS											
	<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 Gathering 	<ul style="list-style-type: none"> Facility & Grounds Evaluation 	<ul style="list-style-type: none"> Facility & Grounds Evaluation 	<ul style="list-style-type: none"> Facility & Grounds Evaluation & Concept Development 	<ul style="list-style-type: none"> Facility & Grounds Evaluation and Concept Development 	<p>Meet with PEER REVIEW PANEL</p> <p>Meet with USERS PANEL</p>	<p>MASTER PLAN & AREA PLAN COORDINATION MEETING</p>	<ul style="list-style-type: none"> Facility & Grounds Evaluation & Concept Refinements Campus Layout Concepts <p>PUBLIC MEETING</p> <ul style="list-style-type: none"> Facility needs Campus layout issues 	<ul style="list-style-type: none"> Facility & Grounds Concept Refinement Campus Layout Concepts <p>Meet with PEER REVIEW PANEL</p> <p>Meet with USERS PANEL</p>	<ul style="list-style-type: none"> Campus Layout Concepts

MULTI-JURISDICTIONAL PLANNING (MJP) PROCESS:

MULTI-JURISDICTIONAL PLANNING TEAM	TASKS											
	<ul style="list-style-type: none"> Partnership Development 	<ul style="list-style-type: none"> Partnership Development 	<ul style="list-style-type: none"> Finalize Agreements, Advisory Group, & Funding 	<p>PROJECT KICK-OFF:</p> <ul style="list-style-type: none"> Scope & Schedule Review Past Plans & Vision Review Data Gathering 	<ul style="list-style-type: none"> Data Gathering & Base Map Development <p>MJP ADVISORY GROUP Meeting</p>	<ul style="list-style-type: none"> Key Issues 	<p>PUBLIC MEETING</p> <ul style="list-style-type: none"> Visioning and Key Issues <p>MJP ADVISORY GROUP Meeting</p>	<ul style="list-style-type: none"> Concept Development Land use and intensities Park improvements Multi-modal transportation Image Lake access Neighborhood connections and buffering AEC integration 	<ul style="list-style-type: none"> Concept Development <p>MJP ADVISORY GROUP Meeting</p>	<ul style="list-style-type: none"> Concept Development <p>PUBLIC MEETING</p> <ul style="list-style-type: none"> Initial Concepts 	<ul style="list-style-type: none"> Concept Refinement 	<ul style="list-style-type: none"> Concept Finalization <p>MJP ADVISORY GROUP Meeting</p>



LAKE MONONA

PARK ST

JOHN NOIEN DR

OLIN AVE

CITY OF MADISON

DANE COUNTY

STATE OF WI

PRIVATE PROPERTY

Waunona

Capitol View Heights

Burr Oaks

12 14 18

0' 600' 1200'



Madison

Park Street

Wingra Creek

UW
ARBORETUM

Madison College
South

Field of Dreams

Novation
Campus

Connected

Nolen
Centennial Vision

Cohesive

Walkable
Destination
District

Badger Rock
School

ALLIANT
ENERGY
CENTER
CAMPUS

Monon

Fitchburg

9 SPRINGS EWAY