

An aerial photograph of Madison, Wisconsin, featuring the Alliant Energy Center arena and its surrounding infrastructure. The arena is a large, white, circular structure with a distinctive white, tent-like roof. It is surrounded by extensive parking lots filled with cars and several large industrial-style buildings. In the background, the city skyline is visible, including the Wisconsin State Capitol building, situated near the Koshong Point and the Monona Peninsula. The city is bordered by the Koshong Point and the Monona Peninsula, with the water of Monona Lake and Kegonsa Lake visible. A major highway, likely I-490, runs through the foreground and middle ground, with several overpasses and ramps. The surrounding area is a mix of green spaces, trees, and residential or commercial buildings. The text "Alliant Energy Center" and "Madison, WI" is overlaid in white on the right side of the image.

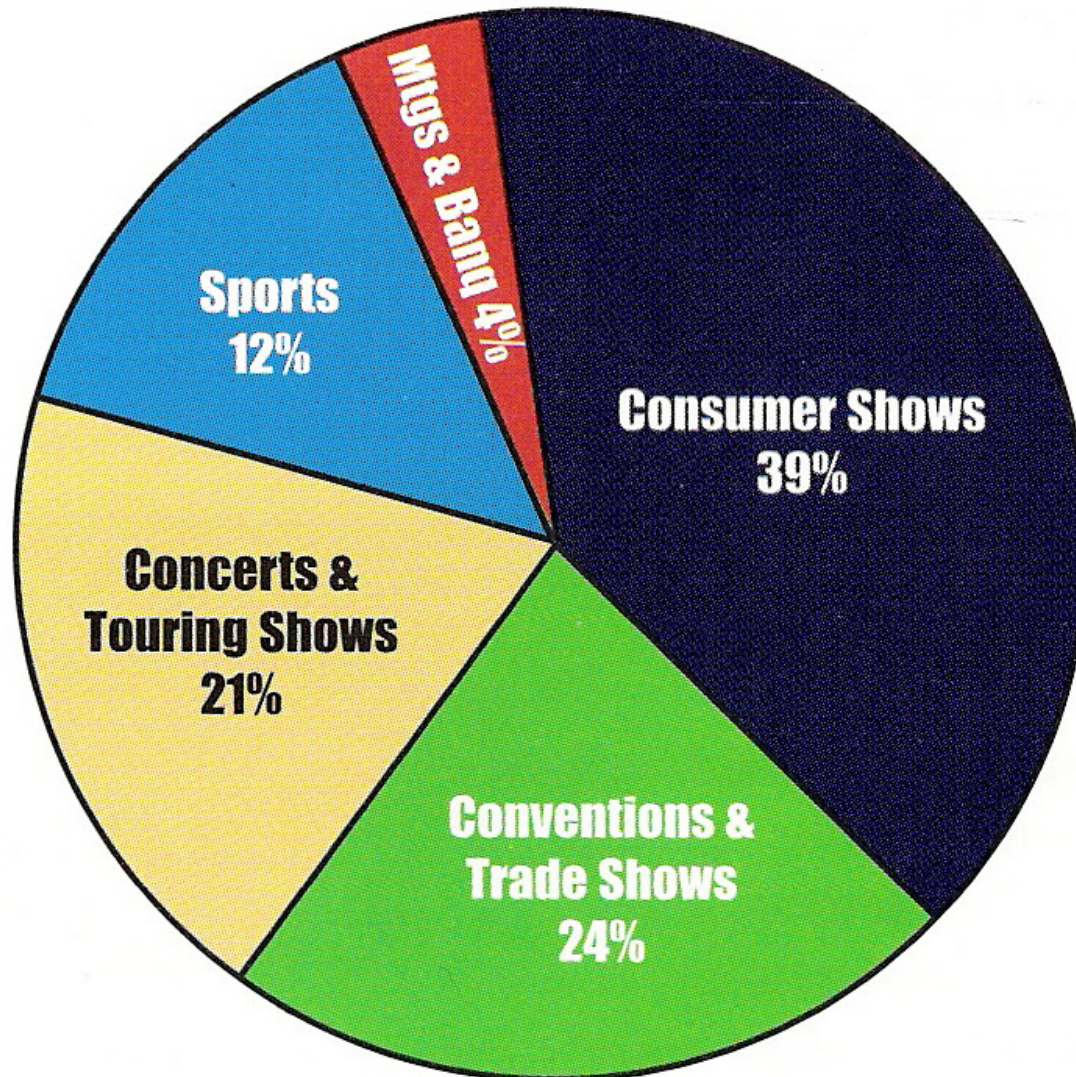
Alliant Energy Center

Madison, WI

What is AEC

- ❖ 164 acre multi-use complex
 - 8500 seat Coliseum
 - 155,000 sq' Exhibition hall
 - Outside event island
 - Multi species livestock facilities
 - Hockey capabilities
- ❖ Approximately 500 events per year
- ❖ Average between 900,000 - 1,000,000 per year through the campus

Annual Attendance - 900,000+



Annual Economic Impact

- ❖ 900,000 + visitors
- ❖ 75,000 hotel room nights
- ❖ \$2.1 million room taxes
- ❖ \$87 million dollars direct expenditures
(Without multiplier effect)



Enterprise Operations

- ❖ Self-funded personnel
- ❖ Self-funded capital improvements
- ❖ Self-sufficient operation
- ❖ Self-funded maintenance



Employees

- ❖ 30 Full time (majority are union)
- ❖ 200 Part time





Veterans Memorial Coliseum



Willow Island



Arena



Exhibition Hall



Clarion Hotel



United States • WI • Dane Co. • Madison

Quann Park

Quann/Olim Pkwy

Coliseum Rd N

Bramm St

Quann/Olim Pkwy

Veterans Memorial Coliseum

Alliant Energy Center

W Expo Mall
E Expo Mall

Fairgrounds Dr

Veterans Dr

Alliant Energy Center

Rimrock Rd

MM

MC

John Nolen Dr

Lyckberg Park

Sundstrom St

Koster St

Ardmore Dr

N Rusk Ave

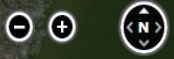
Rimrock Rd

18

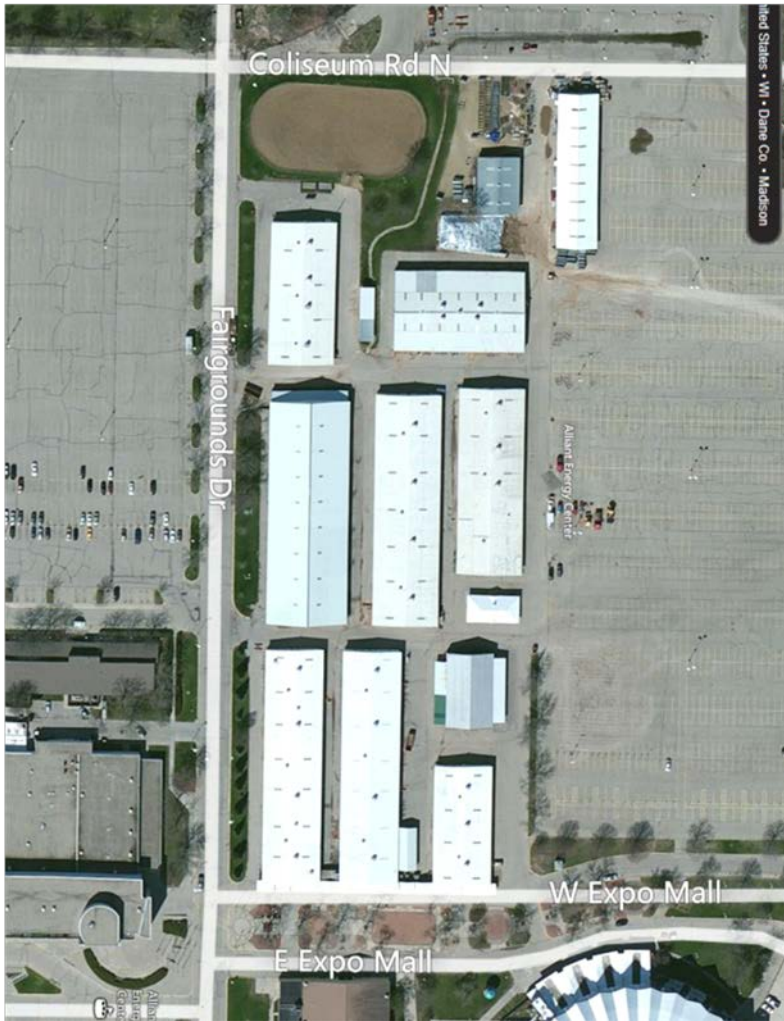
W Beltline Hwy

263

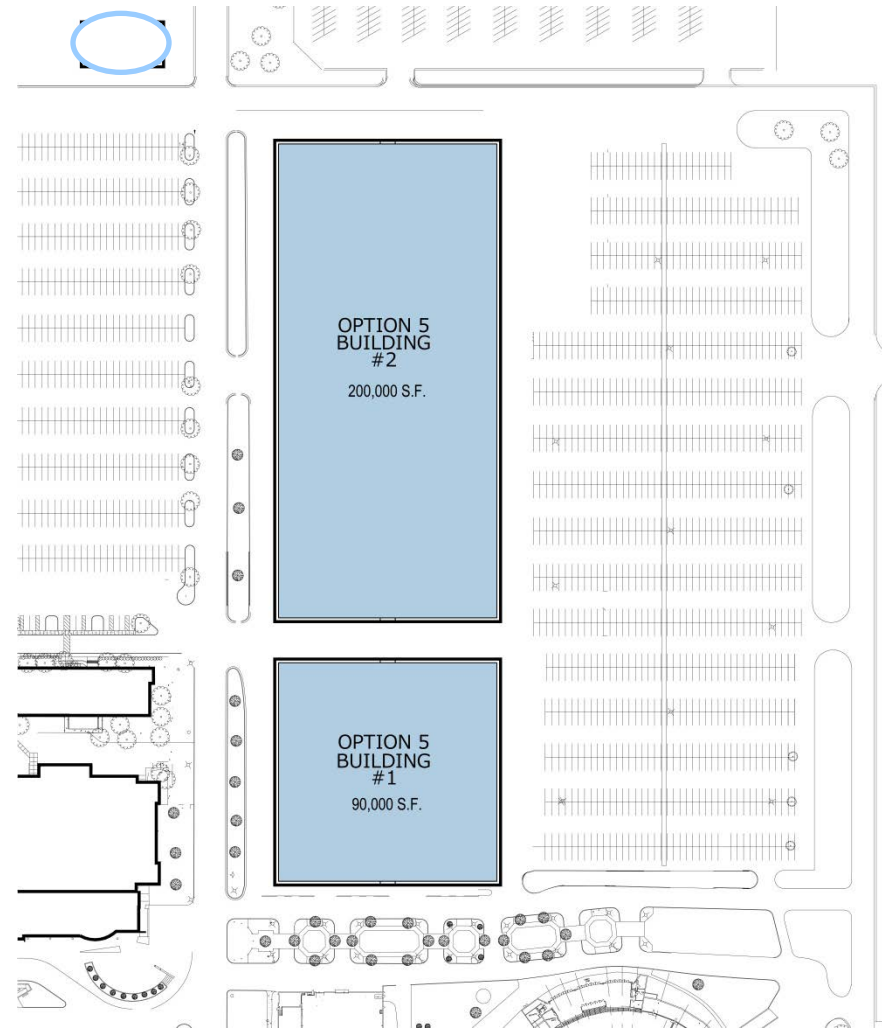
Nob Hill Rd



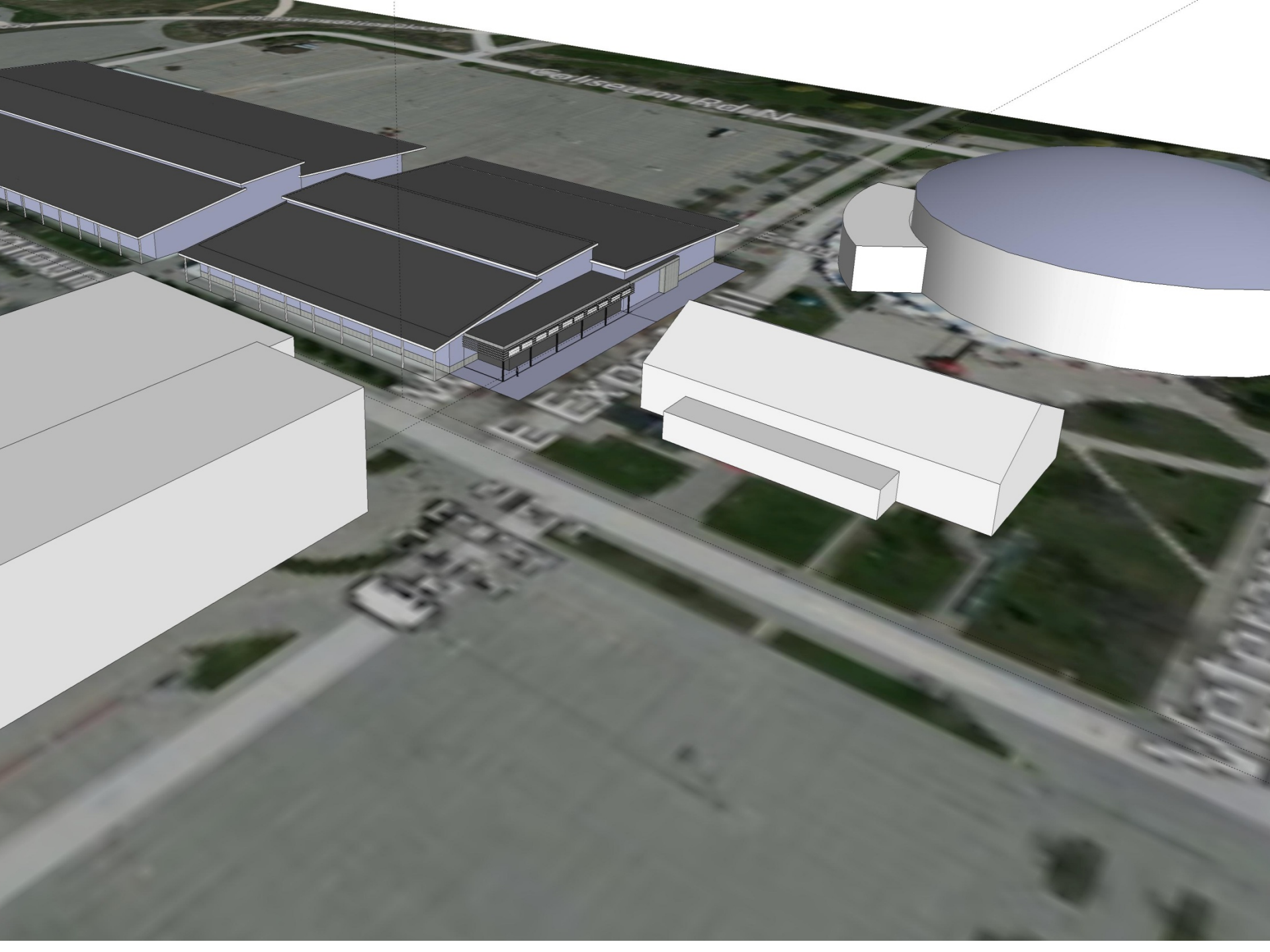
site plan



before



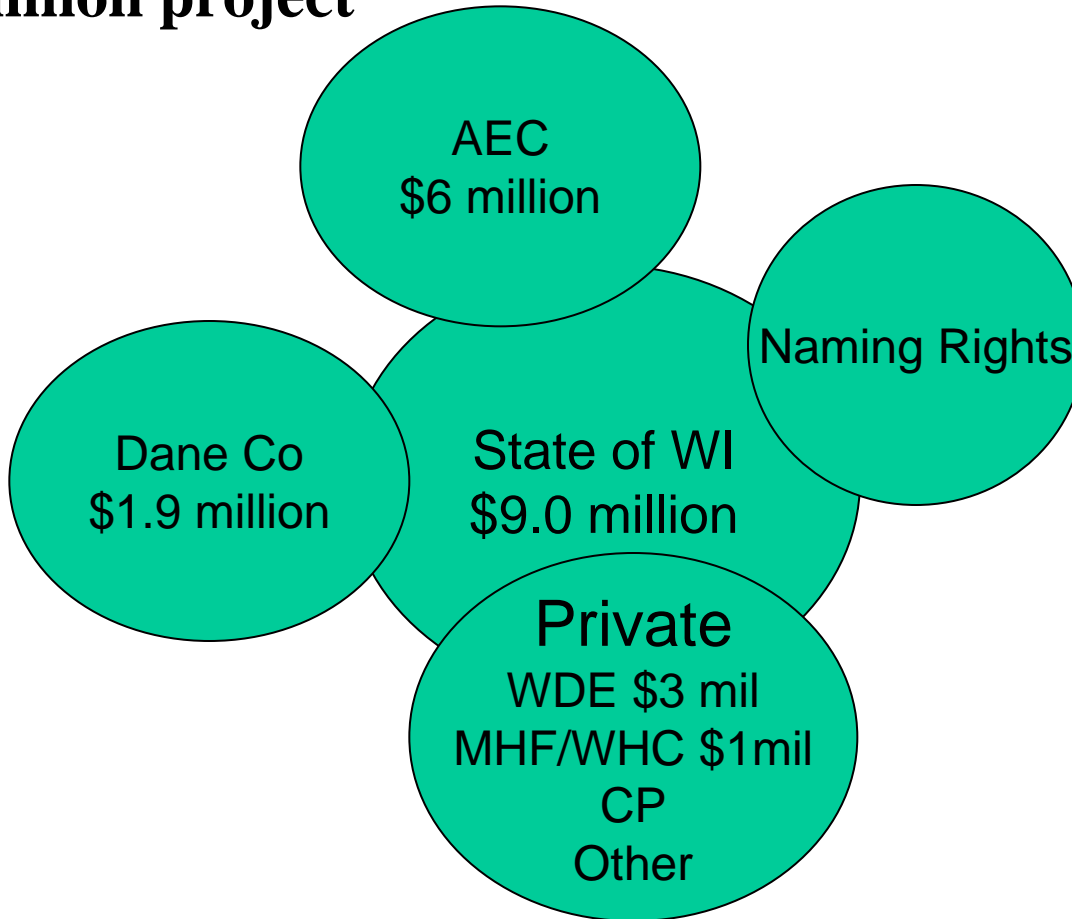
after



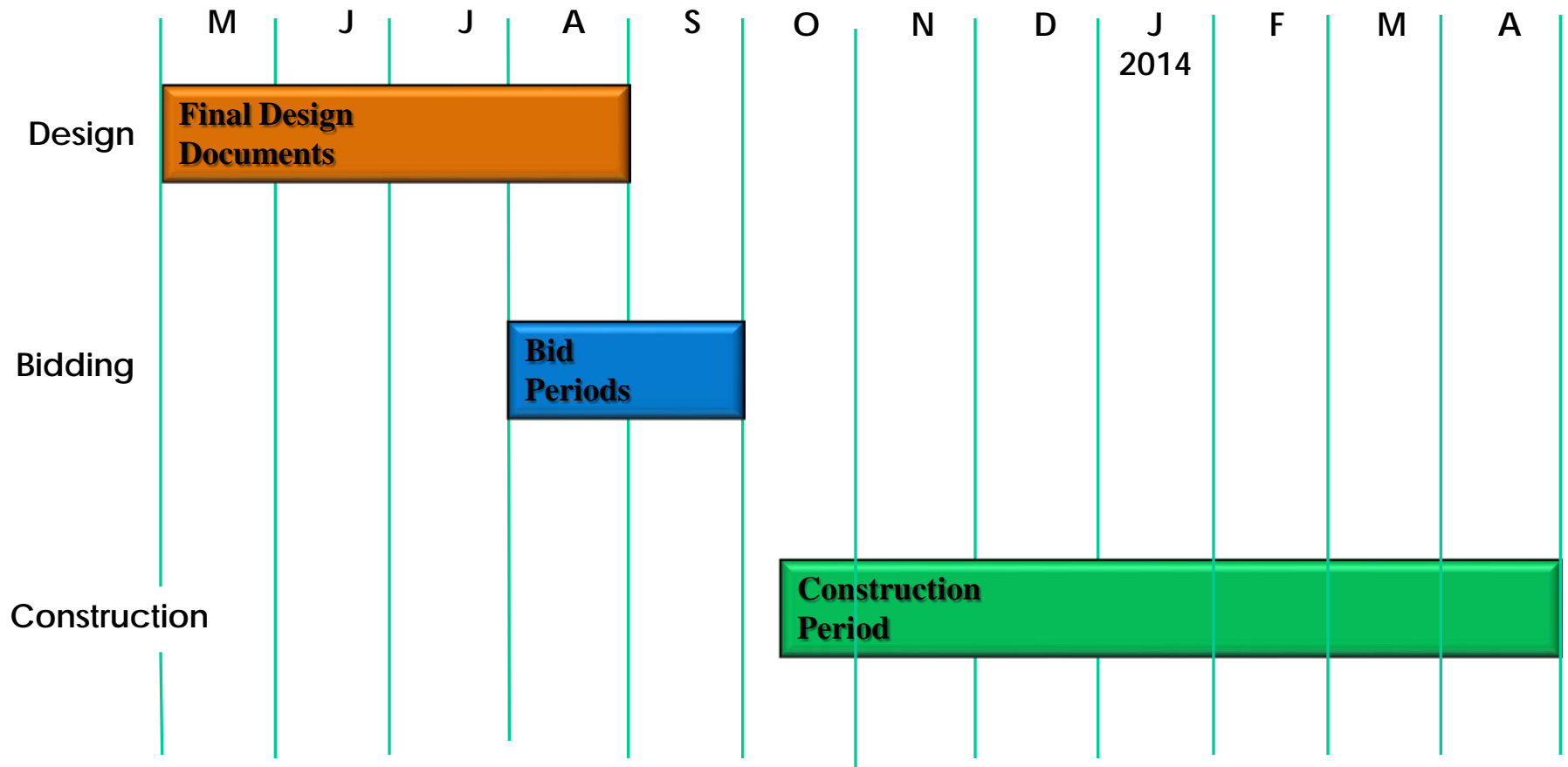


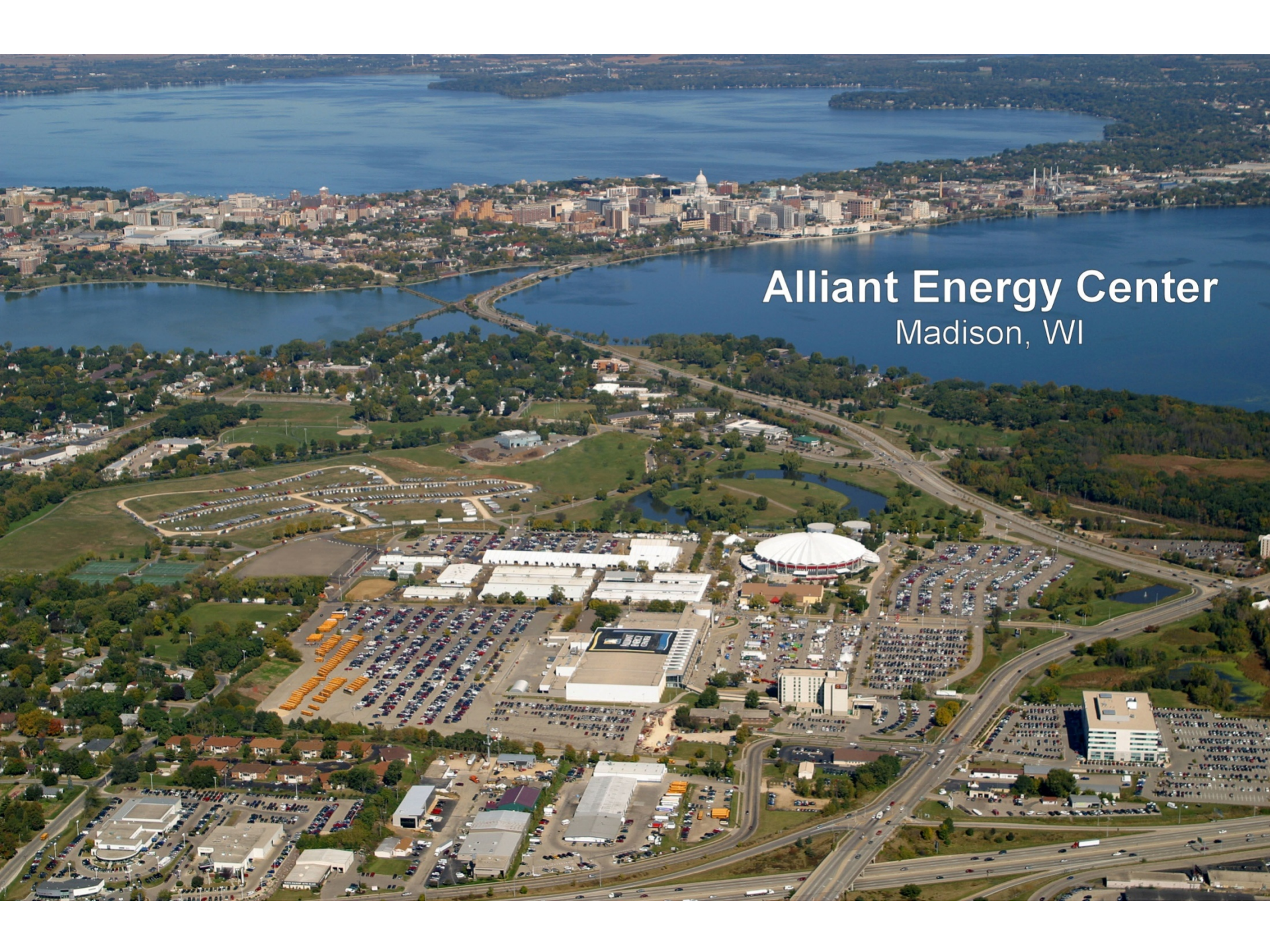
Funding

\$20.9 million project



project approach





Alliant Energy Center

Madison, WI

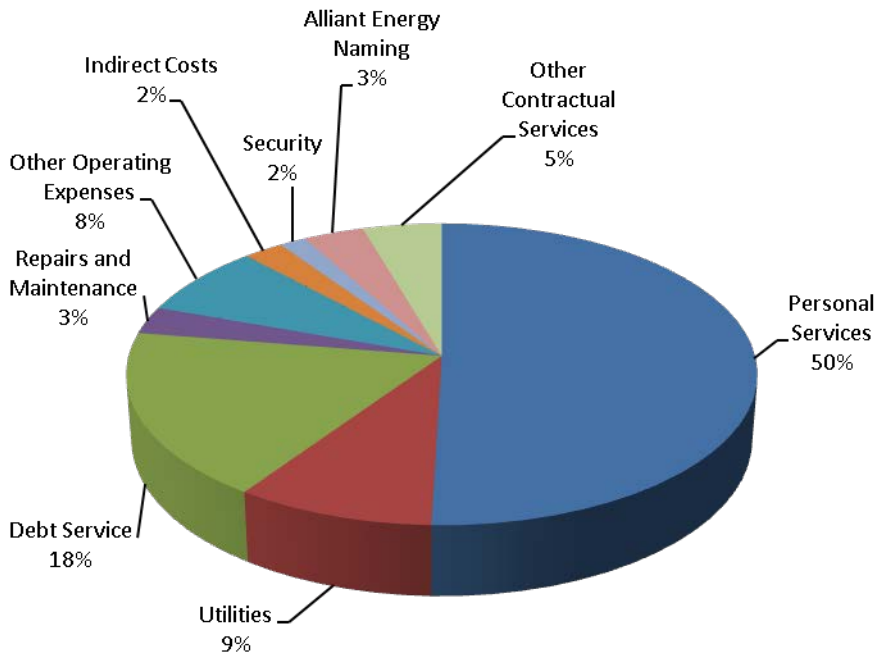
AEC Financial and Operational Summary

June 24, 2013

2013 Budget Summary

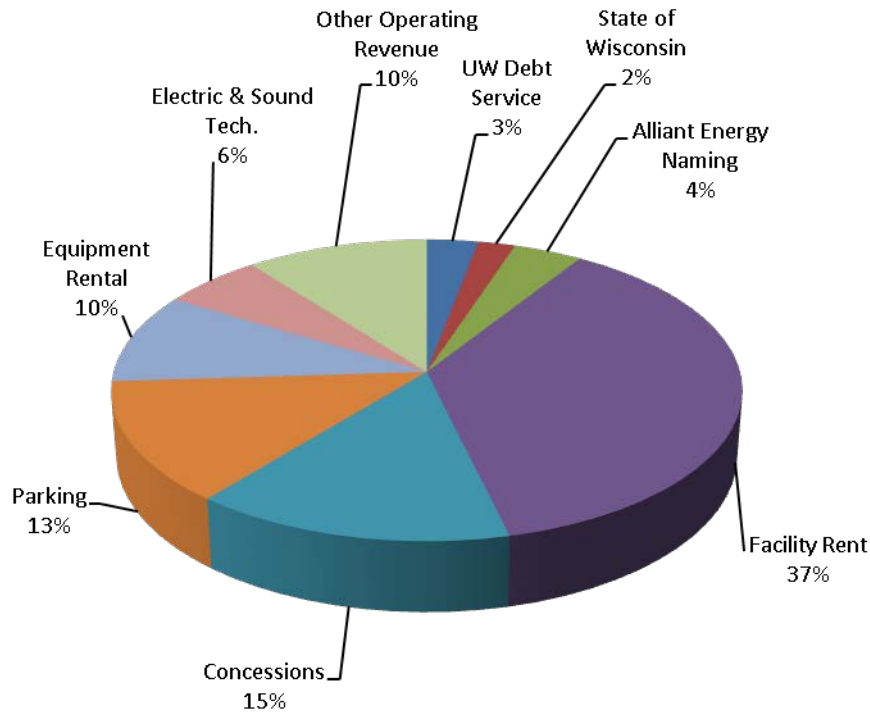
Operating Revenue		\$7,695,300
Operating Expenses		
Personal Services	\$4,463,600	
Utilities	\$806,900	
Other Operating Expenses	\$937,600	
Contractual Services	\$538,400	
Indirect Costs	<u>\$203,682</u>	
Total Operating Expenses		\$6,950,182
Operating Income		\$745,118
Other Income		\$794,200
Other Expenses		(\$309,800)
Debt Service		(\$1,585,600)
Capital Outlay		\$0
Net Revenue/(Expenses)		(\$356,082)

2013 Adopted Expenses



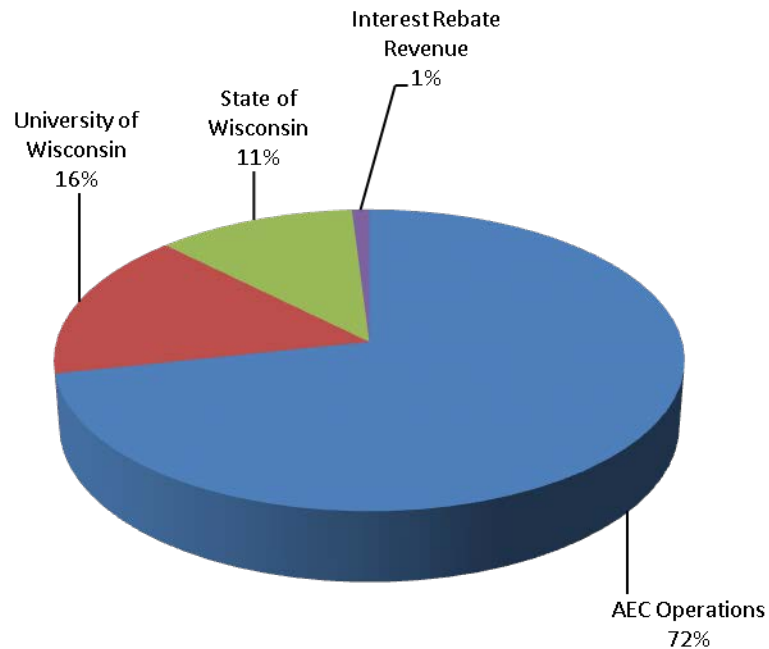
Personal Services	\$4,463,600
Utilities	\$806,900
Debt Service	\$1,585,600
Repairs & Maintenance	\$259,900
Other Operating Expenses	\$677,700
Indirect Costs	\$203,682
Security	\$135,700
Alliant Energy Naming	\$309,800
Other Contractual Services	\$402,700
Total	\$8,845,582

2013 Adopted Revenue



UW Debt Service	\$250,900
State of Wisconsin	\$182,700
Alliant Naming Revenue	\$336,300
Facility Rent	\$3,157,500
Concessions	\$1,244,500
Parking	\$1,110,600
Equipment Rental	\$819,000
Electric & Sound Tech	\$496,100
Other Operating Revenue	\$891,900
Total	\$8,489,500

2013 Debt Service Funding

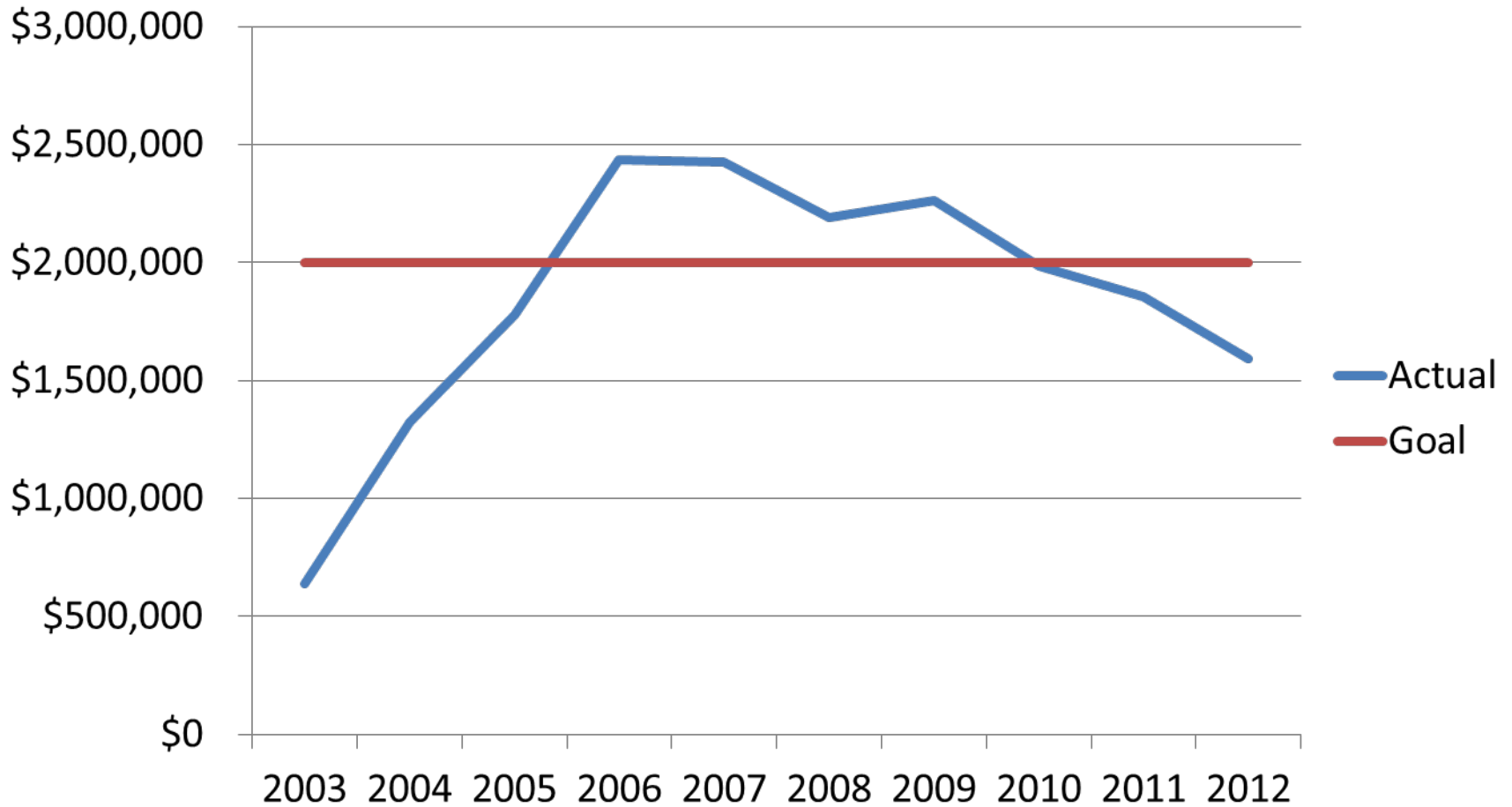


AEC Operations	\$1,136,200
University of Wisconsin	\$250,900
State of Wisconsin	\$182,700
Interest Rebate Revenue	\$15,800
Total	\$1,585,600

Year-end Results 2010, 2011, &

	2010	2011	2012
Operating Revenue	\$7,937,402	\$7,628,725	\$7,764,298
Operating Expenses			
Personal Services	\$4,660,351	\$4,623,238	\$4,526,509
Utilities	\$729,456	\$711,298	\$664,201
Other Operating Expenses	\$1,021,833	\$1,059,267	\$1,010,136
Contractual Services	\$562,175	\$517,009	\$582,997
Indirect Costs	<u>\$202,600</u>	<u>\$213,900</u>	<u>\$186,300</u>
Total Operating Expenses	\$7,176,415	\$7,124,712	\$6,970,143
Operating Income	\$760,987	\$504,013	\$794,155
Other Income	\$791,166	\$802,307	\$788,161
Other Expenses	(\$286,249)	(\$297,737)	(\$298,876)
Debt Service	(\$1,536,665)	(\$1,512,000)	(\$1,587,989)
Capital Outlay	(\$228)	(\$)	(\$6,064)
Net Revenue/(Expenses)	(\$270,989)	(\$503,417)	(\$310,612)

Reserve Fund Balance



2nd Quarter Results 2011, 2012 & 2013

	2011	2012	2013
Operating Revenue	\$4,154,777	\$4,502,217	\$4,382,341
Operating Expenses			
Personal Services	\$2,221,457	\$2,290,056	\$2,271,411
Utilities	\$367,018	\$341,507	\$335,440
Other Operating Expenses	\$472,672	\$447,640	\$522,687
Contractual Services	\$225,038	\$311,159	\$225,739
Indirect Costs	<u>\$106,950</u>	<u>\$93,150</u>	<u>\$101,841</u>
Total Operating Expenses	\$3,393,135	\$3,483,512	\$3,457,117
Operating Income	\$761,642	\$1,018,705	\$925,224
Other Income	\$558,400	\$554,801	\$561,600
Other Expenses	(\$297,737)	(\$298,876)	(\$307,094)
Debt Service	(\$761,550)	(\$794,850)	(\$792,400)
Capital Outlay	\$0	(\$6,064)	(\$6,199)
Net Revenue/(Expenses)	\$260,755	\$473,716	\$381,131

Major Capital Needs

- Replace Exhibition Hall Fire Alarm System - \$265,000
- Parking Lot Light Replacement - \$270,000
- Overhaul Exhibition Hall Lighting System - \$155,000
- Street Sweeper Replacement - \$175,000
- Waterline Upgrades - \$105,000
- Replace Exhibition Hall Risers - \$450,000

Major Capital Needs (con't)

- Replace Coliseum A/C Chiller #4 - \$240,000
- Replace Conference Center Roof - \$185,000
- Exhibition Hall Roof Replacement - \$1,100,000
- Arena Mechanicals - \$200,000
- Ammonia Plant Condensers & Towers - \$155,000

Major Capital Needs (con't)

- Coliseum Boiler Replacement - \$500,000
- Exhibition Hall Chillers - \$200,000
- Exhibition Hall Boilers - \$500,000
- Coliseum Concourse Update - ????
- Coliseum Sidewalks & Concrete - ????
- Dasher Boards - \$175,000
- Arena Roof Replacement - \$120,000
- Parking Lot Repaving - ????

Major Capital Needs (con't)

- Lagoon Dredging - \$100,000
- Rental Equipment Replacement - ?????
- Salt Truck Replacement - \$80,000
- Other Equipment Replacements - ?????
- Camping Upgrades to Willow Island - ?????
- Miscellaneous - \$500,000

- Total (Not including ?????) = \$6,015,000

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June 24, 2013