

**ALLIANT ENERGY CENTER  
COMPREHENSIVE MASTER PLAN  
OVERSIGHT COMMITTEE**

DEB ARCHER

*Greater Madison Convention  
& Visitors Bureau*

JONATHAN BECKER

*Dane County Executive Appointee*

ZACH BRANDON

*Greater Madison Chamber of Commerce*

SHERI CARTER

*City of Madison Alder*

SHARON CORRIGAN

*Dane County Board Chair*

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*Greater Madison Convention  
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SHELIA STUBBS

*Dane County Board Supervisor*

**DESTINATION DISTRICT VISION AND  
STRATEGY AD HOC VISION PANEL**

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*Alliant Energy Corporation*

BRETT HALVERSON

*Greater Madison Chamber of Commerce*

TAMMY OLSON

*State Department of Administration*

December 14, 2018

Dear Friends:

On behalf of the Alliant Energy Center Comprehensive Master Plan Oversight Committee and the Destination District Vision and Strategy Ad Hoc Vision Panel, we are pleased to share with you the proposed Campus Master Plan and Destination District Vision Document. Together, these proposals represent a culmination of diligent research, exploration, community input and planning for a key regional asset and the valuable area surrounding it.

The Dane County Board established the Alliant Energy Center Comprehensive Plan Oversight Committee in 2016 to embark on a four-phase effort to develop a strategic vision and market-driven, financially sustainable design and plan for the 164-acre Alliant Energy Center campus. The comprehensive planning process has included opportunities for and incorporation of public input and feedback throughout.

Several studies conducted over the past five years concluded there are opportunities to make significant competitive advancements to the Alliant Energy Center campus through a variety of facility and property enhancements that would make it even more appealing to trade and consumer shows, sporting events, entertainment events, etc.; and more connected and accessible to the rest of the community. Studies also concluded that failing to invest in these improvements would result in creating a fiscal burden.

The vision that drove the master planning process was for the Alliant Energy Center campus to serve as a desired convening venue that provides exceptional and authentic experiences for the community and visitors alike.

In 2017, the Oversight Committee completed a visioning process that set the foundations for a detailed Master Plan. A key outcome from that process was a need to better integrate the campus with its surroundings and to establish a recognizable "destination district" with Alliant Energy Center at its core. The goal is to create a seamlessly integrated campus that serves as a catalyst for a vibrant destination district which drives tax-base growth and provides increased access to economic opportunity for area residents.

The Destination Vision & Strategy process included a 6-month planning effort to explore opportunities and provide an area-wide vision framework for the Alliant Energy Center Master Planning and future planning and improvement efforts. The Public/Private collaborative effort sought to create a 15-year vision to transform under-optimized lands between the downtown and the beltline into a vibrant destination and economic catalyst for our region, transforming it into a cohesive and recognizable destination district anchored by the Alliant Energy Center, lakefront and extensive public open spaces.

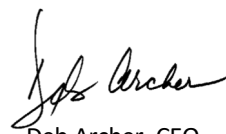
The shared vision is that the Destination District become a recognizable and cohesive "go to" hub of activity anchored by expansive lakefront and park areas, the Alliant Energy Center and lively private development at its core. Hotels, restaurants and entertainment, employers, and a range of new mixed-income housing will build a critical mass of activity, drive new community revenue and create an attractive place-enriched user experience and gateway that visitors and residents seek.

Together, we are confident these two proposed plans will help provide a solid framework for enhancing a key area of this community that is brimming with potential.

Sincerely,



Sharon Corrigan, Chair  
*Dane County Board  
Chair, Alliant Energy Center Comprehensive  
Master Plan Oversight Committee*



Deb Archer, CEO  
*Greater Madison Convention & Visitors Bureau  
Chair, Destination District Vision & Strategy  
Ad Hoc Vision Panel*