

# Alliant Energy Center Comprehensive Master Plan

OVERSIGHT COMMITTEE

March 19, 2018

# Meeting Purpose

- **Purpose:** Finalize the approach for prioritizing the major facility improvements for the purpose of informing the master planning process. Discuss market demand findings and project updates.
- **Desired Outcomes:** To receive Committee input and direction on:
  - Condensed list of recommended improvements
  - Assumptions
  - Revised criteria that will be used to guide facility improvement prioritization

# How important are these recommendations to **the long-term future** of the Alliant Energy Center Campus?

## Consensus in Responses

Answer Options	Very Important	Somewhat Important	Minimally Important	Not Important	Don't Know	Rating Average	Response Count
<b>Coliseum Renovations:</b> Include expanded concourses, new entrances, expanded premium seating area	8	4	0	0	0	3.67	12
<b>Exhibition Hall Expansion:</b> Recommended 50,000 sq ft	9	3	0	0	0	3.75	12
<b>Additional Meeting Rooms:</b> Development of 20,000 sq ft of meeting space	8	4	0	0	0	3.67	12
<b>New Hotels:</b> Two branded hotels connected to the Hall	10	2	0	0	0	3.83	12

## Variation in Responses

Answer Options	Very Important	Somewhat Important	Minimally Important	Not Important	Don't Know	Rating Average	Response
<b>New Restaurants:</b> Development of 6-8 walkable dining options in a village atmosphere on AEC Campus	5	5	1	0	1	3.08	12
<b>Pavilion Improvement:</b> Development of a permanent show ring	4	6	2	0	0	3.17	12
<b>Parking Expansion:</b> HSP recommends structured parking	6	4	1	1	0	3.25	12

# Currently, how important are each of these existing functions to you in terms of **generating economic impact and/or meeting community needs?**

## Consensus in Responses

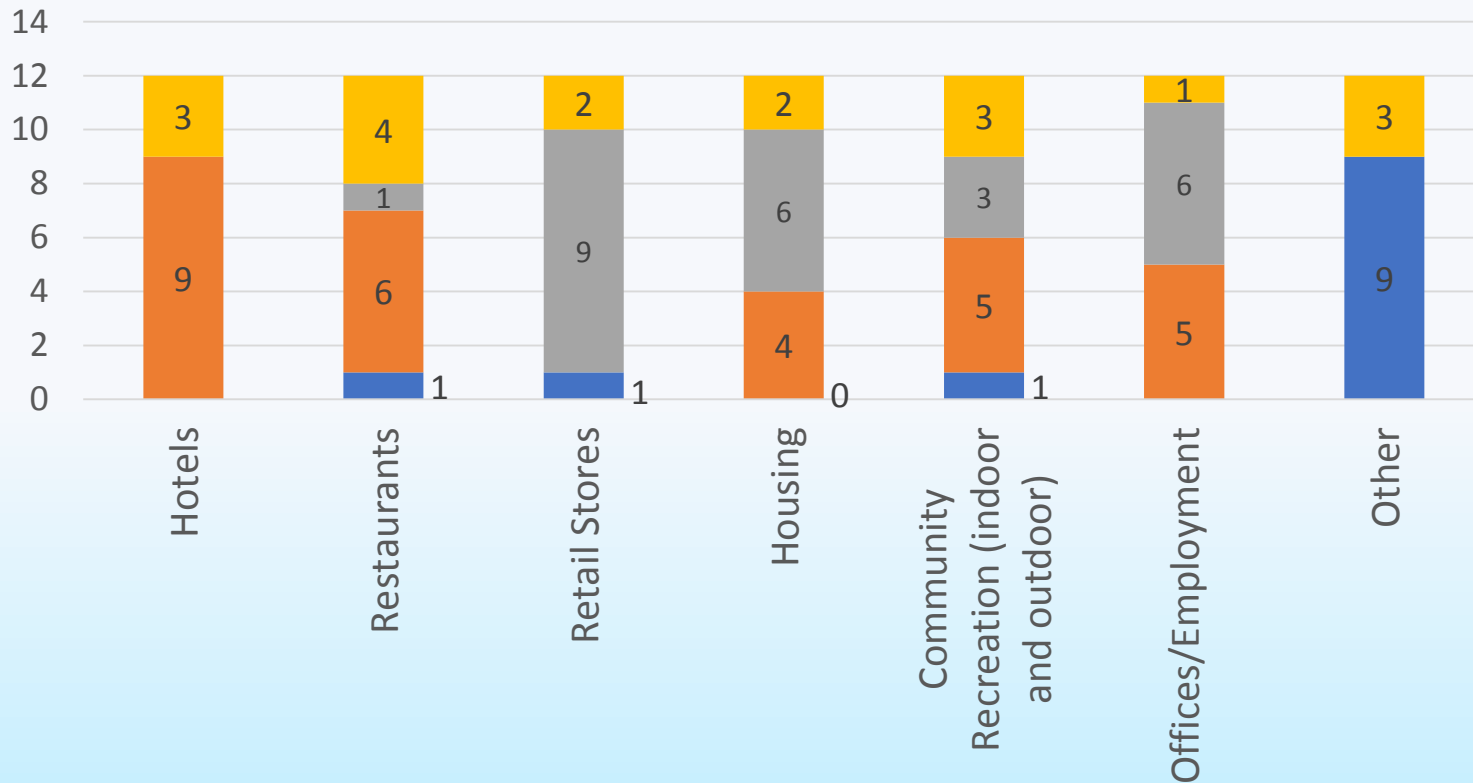
Answer Options	Very Important	Somewhat Important	Minimally Important	Not Important	Don't Know	Rating Average	Response Count
Conference/Convention Center (state/national organizations)	12	0	0	0	0	4.00	12
Trade/Consumer Shows	11	1	0	0	0	3.92	12
Agricultural Events Center	10	2	0	0	0	3.83	12

## Variation in Responses

Answer Options	Very Important	Somewhat Important	Minimally Important	Not Important	Don't Know	Rating Average	Response
Sporting Event Venue	5	5	2	0	0	3.25	12
Community Meeting/Events Center (weddings, local organizations)	3	2	5	2	0	2.50	12

# Which functions should be available on the AEC campus and which should be provided on adjacent private property?

■ Don't Know ■ Both (AEC Campus & Adjacent) ■ Adjacent Private Property ■ AEC Campus



# Polco results

- Festivals and Consumer Shows were the most frequently attended events at 26-27% followed by Concerts at 18%
- 88% felt concerts, festivals, and sports are an important part of living in Dane County
- 65% believe supporting a high quality of life is the AEC's most important role (as opposed to generating economic impacts)
- 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 27%

# Summary of Discussions

- Hunden Strategic Partners
- AEC & Greater Madison CVB

# Summary of Discussion

## Hunden Strategic Partners

- Did not perform economic impacts for each recommended improvement
- Priorities dependent upon funding availability and other criteria



# Summary of Discussions

## AEC & CVB

- **Sources of revenue for AEC**
  1. Rental Space
  2. Concession and Catering
  3. Parking
  4. Rental of Equipment
- **Trade shows are the most lucrative**
  - Last 2-3 days
  - Capture vendors from out of state
  - Buy out parking
- **Conventions are 2<sup>nd</sup>**
  - Put more heads in beds
  - Have more catering

# Summary of Discussions

- **Not capturing youth sports market**
  - Would need a 6-8 court facility
  - Raised seating or accordion seating
  - Coliseum is an important piece on the sports side but it's too expensive to rent
- **Trade shows needs more flat space**
- **Conventions need more breakout space**
- **Trends in today's market**
  - Open common gathering space with lots of plugs
  - Places where people can gather
  - Cultural, thematic, original design is important

# Summary of Discussions

- **Exhibition Hall expansion is critical**
  - Immediate need for more flat space
  - Need more Class A exhibition space
  - Shows need a space in a continuous area
- **Ballroom**
  - Drives convention and food
  - Must be permanently carpeted
  - Breakout space is important
- **Coliseum**
  - Necessary facility for major trade/consumer events
  - Greater revenue opportunities exist over time
  - Experience is important, lacks wow factor

# AEC Improvements – Estimated Costs



AEC Improvements - Estimated Costs			
	Total Adjusted Cost	Additional Soft Costs	Total Project Cost
<b>Coliseum</b>	\$87,283,930	\$17,456,786	\$104,740,716
Renovation	<b>\$87,283,930</b>	<b>\$17,456,786</b>	<b>\$104,740,716</b>
<b>Exhibition Hall</b>			
Expo Addition Phase I	\$24,525,000		
Expo Addition Phase II	\$21,437,500		
Ballroom	\$19,075,000		
Offices	\$6,131,250		
Meeting Rooms	\$11,445,000		
Garage	\$14,715,000		
<b>Total</b>	<b>\$97,328,750</b>	<b>\$24,332,188</b>	<b>\$121,660,938</b>
<b>Pavilions - Show Ring</b>			
Show Ring	\$5,902,000		
<b>Total</b>	<b>\$5,902,000</b>	<b>\$1,180,400</b>	<b>\$7,082,400</b>
<b>Campus (incl. Willow Island &amp; Quan Park)</b>			
General Landscaping	\$1,090,000		
Wetlands Rejuvenation	\$6,540,000		
Technology Improvements			
<b>Total</b>	<b>\$7,630,000</b>	<b>\$763,000</b>	<b>\$8,393,000</b>
Total Campus Improvements w/o Hotels & Restaurants			<b>\$242 million</b>

# Condensed List of Recommended Improvements

- Veteran's Memorial Coliseum
- Exhibition Hall – Phase I Expansion
- Exhibition Hall – Ballroom
- New Holland Pavilions – Show Ring

# Condensed List of Recommended Improvements

## Veterans Memorial Coliseum

- **Year Constructed:** 1967
- **Recommendation:** Wrap-around concourses, new entrances, expanded premium seating areas, and improved rigging, loading, dressing rooms, restrooms, concessions, and aesthetics to enhance the production, artist, and fan experience.
- **Cost:** \$105 million



# Condensed List of Recommended Improvements

## Exhibition Hall

- **Year Constructed:** 1995
  - **Size:** 255,000 square feet
- A. Expansion Phase I:** 50,000-square foot expansion
  - **Cost:** \$24.5 million
- B. Ballroom:** 30,000 ballroom connected to the Exhibition Hall
  - **Cost:** \$19.1 million



# Condensed List of Recommended Improvements

## New Holland Pavilion Show Ring

- **Year Constructed:** 2014
- **Size:** Two pavilions (Pavilion 1 and Pavilion 2) span 290,000 square feet
- **Recommendation:** Construction of an adjoining permanent show ring
- **Cost:** \$7 million





# Criteria

## Purpose of Developing Criteria

1. Prioritize major facility improvements for the purpose of informing the master planning process
2. Become a basis for developing an initial financing strategy

# List of Criteria

## **1. Economic Return on Investment**

a. Room nights, Spending & Jobs

## **2. Maximize Operation Revenue**

## **3. Evaluate Job Creation that is associated with Improvements**

a. Creating entry level jobs and diversity of jobs that are within walkable proximity

# List of Criteria

## **4. Stimulate Tax Base and Business Vitality in the Surrounding Community and Nearby Neighborhoods**

- a. Catalyzing private development in surrounding areas
- b. Invigorate existing businesses

## **5. Current Demand Needs by Customer**

## **6. Funding Availability**

<u>Improvements</u>	Economic Return on Investment	Maximize Operation Revenue	Evaluate Job Creation that is associated with Improvements	Funding Availability	Current Demand Needs by Customer	Stimulate Tax Base and Business Vitality in the Surrounding Community and Nearby Neighborhoods
Veterans Memorial Coliseum Renovation						
Exhibition Hall - Phase I Expansion						
Exhibition Hall - Ballroom						
New Holland Pavilion - Show ring						

# Assumptions

1. Process of evaluation will not include private development
2. Campus grounds improvements adjacent to facilities need to be incrementally packaged with building facility improvement
3. Using this to identify the place to get started – the master plan will provide a long-term phasing plan for all improvements

# Next Steps

- Perkins & Will Overview, Timeline, and Initial Direction
- Vandewalle Completion of Facilities Evaluation Matrix