



BOARD OF SUPERVISORS County of Dane

ROOM 362, CITY-COUNTY BUILDING
210 MARTIN LUTHER KING, JR. BOULEVARD
MADISON, WISCONSIN 53703-3342
608/266-5758 • FAX 266-4361 •
TTY: Call Wisconsin Relay 7-1-1



FOR IMMEDIATE RELEASE:

May 23, 2023

FOR MORE INFORMATION CONTACT:

County Board Supervisor Chuck Erickson
(608) 212-8753

Alliant Energy Center Redevelopment Committee Reactivated

Approximately two weeks ago, the Alliant Energy Center Redevelopment Committee reconvened for the first time since late 2021. The Committee was created by the Dane County Board in 2019 to implement the campus Master Plan adopted in 2018 by addressing financing and governance issues associated with campus redevelopment and guiding public and private investment in the Alliant Energy Center with the goal to make it a catalyst for growth and economic vitality for the entire area. The Committee paused its activities during the pandemic. The Master Plan and other documents related to the Committee's work can be found here: <https://aecstudy.countyofdane.com/>

The Redevelopment Committee's meeting included an overview and update of where various pieces of the work were left in 2021, as well as the role of the Committee and efforts currently underway. The Committee's first order of business will be directing an update of the 2017 market study to identify changes in the convening marketplace since the pandemic and the facility improvements needed for the Alliant Energy Center to remain competitive. Funding for this work was included in the 2023 County budget, which also includes funds to begin some of the initial design work for the priority facility enhancements. This work will begin immediately with initial findings expected in early fall.

"The COVID pandemic took a toll on the Alliant Energy Center and other meeting and event facilities in our community," said Ellie Westman Chin, Destination Madison President & CEO and member of the Redevelopment Committee. "However, we are seeing a rebound in visitors to Dane County and a desire by our residents for new opportunities to gather. Now is the perfect time to assess the market and identify the types of events the Alliant Energy Center can host to be the most successful and financially viable in the future."

Going forward, the Committee will be meeting bi-monthly to explore potential funding sources for the improvements and strategies for maximizing synergies with other initiatives in the area around the campus including the City of Madison's Lake Monona Waterfront project, John Nolen bridge replacement project, neighboring private development projects, south Park Street redevelopment, and the work of the Destination District Task Force.

"With all of the work being done in the area around the campus, it is very timely to pull this group of stakeholders together again to look at a strategic vision for the Alliant campus in the future. It's great to see this Committee reengaged with the goal to make the Alliant Energy Center a vibrant and sustainable asset to the larger community," said County Board Supervisor Chuck Erickson (District 23), Chair of the AEC Redevelopment Committee.

The next AEC Redevelopment Committee meeting will be June 15 at 11:30 am at the Alliant Energy Center Expo Hall.

About the County Board of Supervisors:

The 37-member, nonpartisan Dane County Board of Supervisors represents the needs and welfare of all residents of Dane County, Wisconsin, and sets policy for Dane County operations in the areas of human needs, infrastructure, criminal justice, the environment and County finance. The County Board meets twice monthly at 7 p.m. Agendas are available at <https://dane.legistar.com/Calendar.aspx>