



ALLIANT ENERGY CENTER
REDEVELOPMENT COMMITTEE
FEBRUARY 19, 2024

AGENDA

1. Call to Order
2. Approval of Minutes
3. Welcome Laura Herschleb, World Dairy Expo
4. Executive Director's Report
5. Processes for Filling Interim and Permanent Director Position
6. Process for Concluding Market Analysis Update
7. Facilities Matrix
8. Committee Discussion and Questions
9. Public Comment



PROCESS FOR CONCLUDING MARKET ANALYSIS UPDATE

February - Committee discussion and questions

April - Committee recommendations

May - Proposed presentation to County Board
Committee of the Whole

FACILITIES MATRIX

Dane County Alliant Energy Center
 Potential Facility Improvements
 February 12, 2024

| Facility | Type of Construction | Description/Functions | Hunden Report Pages & Location | 2027 Est. Const. Cost | 10-yr Avg. Net Oper. Inc. | Avg. Annual Est. Add'l Room Nights | Community Needs Addressed | Potential Funding Sources & Partners | Notes | Initial Next Steps |
|--|-------------------------|--|--|-----------------------|---------------------------|------------------------------------|--|---|--|--|
| County Led Projects | | | | | | | | | | |
| Exhibition Hall Expansion & Site Improvements | Addition & Improvements | Expo Hall: 90,000 SF Ballroom: 30,000 SF Meeting Rooms: 20,000 SF Serves new/expanded consumer, trade, sport, conferences, conventions, banquets, meetings, civic events, etc. | - See pgs. 107-109, 113, 116 & 117 - See A on site plan | \$175.2M | \$1.7M | 30,100 | - New & expanded community & public event space - Additional jobs at multiple skill levels - Improved storm water management & landscaping - Improved pedestrian connections - Southside Gateway to Center | - State capital funds - State & federal grants - County capital funds - Center operating revenue - Primary users - Naming rights | - Schematic plans completed in 2020 - Requires removal of Huber Center - Recommended companion full-service conference headquarters hotel | - Contract with Strang/Perkins+Will for schematic refinements & updated cost estimate - Prepare detailed funding strategy |
| Pavilion Plaza | Rehab | 30,000 SF of outdoor gathering, display & vendor space on east side of Pavilion 1 and adjacent to Central Plaza.. Regraded area, utilities, green space, lighting, surface, and storm water mitigation | - Not in Hunden Report - See B on site plan | \$1.5M | \$100,000 | N/A | - Used for community & neighborhood gathering and prefunction event space -Used to enhance Pavilion rental | -Funded through State Grant | - Construction to begin in spring 2024, completed by fall - Will be first phase of Central Plaza | - Award construction contract & construct |
| Central Plaza (Includes razing Arena Building & Bob Johnson Training Center) | New | 125,000 SF of outdoor gathering, performance, food/beverage, & expo space serving as visual & pedestrian connection between all facilities & potential private development to the east. May include green space, vendor amenities (water & electric), & community/neighborhood events. | - See pg. 107-109 - See C on site plan | \$4.7M | N/A | N/A | - Community & neighborhood gathering/event space - Would create immediate visual impact | - State & federal grants - County capital funds - Center operating revenue - Naming rights | - Requires removal of Arena Building & unused Bob Johnson Facility - Arena Building is oldest on Campus & current uses can be relocated on Campus - Will tie into Pavilion Plaza | - Refine 2020 schematic plan & cost estimate - County public works to prepare demolition estimate - Prepare funding strategy |



REDEVELOPMENT COMMITTEE MEETING

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| Partnership Projects Already Under Discussion | | | | | | | | | | |
| Indoor Youth Sports Facility | New | 8-12 courts, open floor(s) with supporting locker rooms & concessions hosting youth sports leagues & tournaments (basketball, volleyball, wrestling, etc.). Serve as overflow expo space. Hunden report recommended/assumed rehabbing the Coliseum for this use. | - See pgs. 107-112, 116 & 121 - See D on site plan | \$61.4M | -53,000 | 13,166 | - New indoor sports opportunities for neighborhood youth - Additional jobs at multiple skill levels - Opportunity to attract complementary commercial uses | - Private & non-profit investors & donors - State & federal grants - County capital funds | - Could be located in retrofitted Coliseum or new structure east of Coliseum - Impact on existing parking will need to be evaluated if new facility | - Identify potential partners to help lead the project - Further investigate feasibility of Coliseum reuse vs. new build |
| Private Development South of Rimrock Road | New | 1.78-acre, vacant property partially developable. Interested party has approached Center director. | - Not in Hunden Report - Not on site plan | TBD | Positive | N/A | - Additional tax base - Additional jobs at multiple skill levels - New commercial offerings | - Land could be sold or leased for commercial development complementary to Center's mission | - Appraisal prepared in 2018 | - Continue discussions/negotiations with developer |
| Indoor Pro Soccer Practice & Multi-Purpose Facility | New | 120,000 SF building with limited seating & support facilities for professional women's & youth soccer practice (fall/winter), serve as a show rings for horse shows (spring/summer), other sports activities & events. | - Not in Hunden Report - Not on site plan | TBD | Positive | TBD | - Attract new pro team to area - Opportunity for youth & community use - Cattle housing for World Dairy Expo | - Pro soccer team - Large horse events - County capital funds | - Recent concept not included in Hunden analysis | - Continue discussions with potential pro soccer team to lead the project - Prepare rough cost estimate & operating pro forma |



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| Partnership Projects with Discussion to be Initiated | | | | | | | | | | |
| Entertainment Arena | New | New venue with 10,000-12,000 seats with supporting facilities & amenities hosting concerts, public shows, sports, livestock, consumer, trade & various other events & activities | - See pgs. 107-109 & 120 - See E on site plan | \$347.3M | \$2.9M | 15,200 | - Greater diversity of national touring acts & shows - Additional jobs at multiple skill levels - Will attract/include complementary commercial uses | - Private event promoters - State & federal grants - County capital funds - Naming rights | - Would replace current uses in Coliseum - Could be operated by private entity - Would likely attract/include private commercial development | - Identify private entity to lead feasibility analysis - Determine preferred location - Contracted with LOVB Volleyball as home site for professional Women's Volleyball & an arena football team |
| Coliseum | Demo or Rehab | Demolished or retrofitted for youth sports by adding a new floor above main floor. Coliseum is no longer competitive for modern concerts & events & cannot be adequately retrofitted for those given its round configuration. | Demo: - Not in Hunden Report Rehab: - See pgs. 107-112, 116 & 121 | Demo: TBD Rehab: \$42M | Demo: TBD Rehab: -\$53,000 | Demo: TBD Rehab: 13,200 | Demo: (see Entertainment Arena) Rehab: (see Youth Sports Facility) | Demo: - County capital funds Rehab: - (see Youth Sports Facility) | Demo: - Requires replacement with Entertainment Arena Rehab: - Requires replacement with Entertainment Arena | - Complete youth sports rehab analysis - Identify partner for new Entertainment Arena - Prepare rough demolition cost estimate |
| Private Commercial Development | New | Potential for 2 hotels, 3+ restaurants, entertainment, retail & office development. | - See pgs. 107-109, 116, 122 & 123 - See F on site plan | \$320.1M | \$9.7M | N/A | - Additional tax base - Additional jobs at multiple skill levels - New commercial offerings | - Private developers - TIF | - Need to review existing hotel land lease - Would likely require/be part of new Entertainment Arena | - Identify private entity to determine feasibility & timing |
| Amphitheater | New | Covered outdoor stage with seating for smaller (less than 10,000) for festivals, concerts, performing arts, graduations, & demonstrations. Could be on Willow Island, Central Plaza, or elsewhere on Campus. | - See pgs. 108, 109, 116, 122 & 123 - See G on site plan | \$1.5M | \$319,000 | 5,100 | - Greater diversity of national touring acts & shows - New venue for local acts & community groups | - Private developers & event promoters - State & federal grants - County capital funds - Larger events | - Current demand: BratFest, Gamehole Con, 46 Entertainment, graduations, World Dairy, etc. | - Further investigate promoter interest & needs - Determine appropriate size & location |
| Show Ring | New | 37,500 SF mostly open floor metal building adjacent to Pavilions with limited seating, restrooms, & concessions to host horse shows & serve as additional expo space | - See pgs. 107-109, 114 & 118 - See H on site plan | \$17.2M | (Reduces Pavilions operating deficit by \$1M for net annual loss of \$70,000) | 6,500 | | - State & federal grants - County capital funds - Alliant Center operating revenue - Primary users - Naming rights | - Show rings currently set up in pavilions & Coliseum - If Coliseum removed, shows could be held in new Entertainment Arena or temporary structures | - Further investigate user needs & interest |



REDEVELOPMENT COMMITTEE MEETING



Perkins&Will





COMMITTEE DISCUSSION AND QUESTIONS

2024 COMMITTEE MEETING DATES

Meetings are the 3rd Monday of Even-Numbered Months from 11:30 to 1:00

April 15

June 17

August 19

October 21

December 16



REDEVELOPMENT COMMITTEE MEETING



<https://aecstudy.countyofdane.com>



REDEVELOPMENT COMMITTEE MEETING