



ALLIANT ENERGY CENTER
REDEVELOPMENT COMMITTEE
MAY 9, 2023

AGENDA

1. Introductions
2. Election of Committee Chair and Vice Chair
3. Role of the Committee
 1. Review of funds allocated in 2023 County budget
4. Overview of Committee's/County's Last Actions in 2021
 1. Master Developer RFP
 2. Expo Hall Expansion Schematic Plans
5. State of the Alliant Energy Center
6. Market Study and Master Plan Update
7. Madison Area Sports Facility Study
8. Future Meeting Dates
9. Interest in Optional Campus Tour
10. Potential Items for June Committee Meeting Agenda



Alliant Energy Center Redevelopment Committee

Committee Members

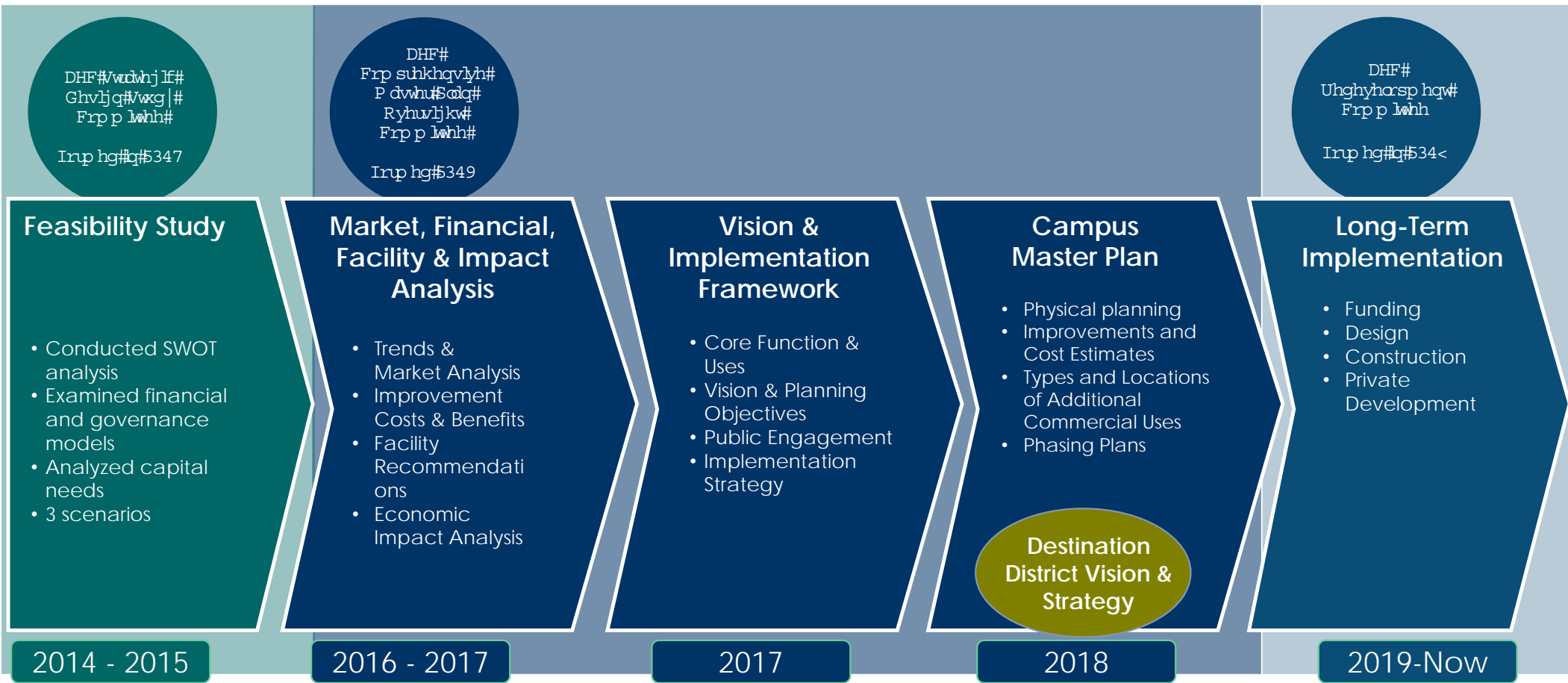
- Sup. Chuck Erickson
- Sup. Jeff Glazer
- Sup. Dave Ripp
- Adam Heffron
- Ruben Anthony
- Zach Zwiefel
- Isadore Knox
- Heather Stouder
- Ellie Westman Chin
- Rob Crain
- Pam Christenson
- Brewer Stouffer
- Tom DeChant

Purpose

Provide guidance on financing and governing issues associated with the campus redevelopment as well as review of public and private investment in the Alliant Energy Center.

OVERVIEW OF PRIOR ACTIVITIES

AEC Planning Process Overview

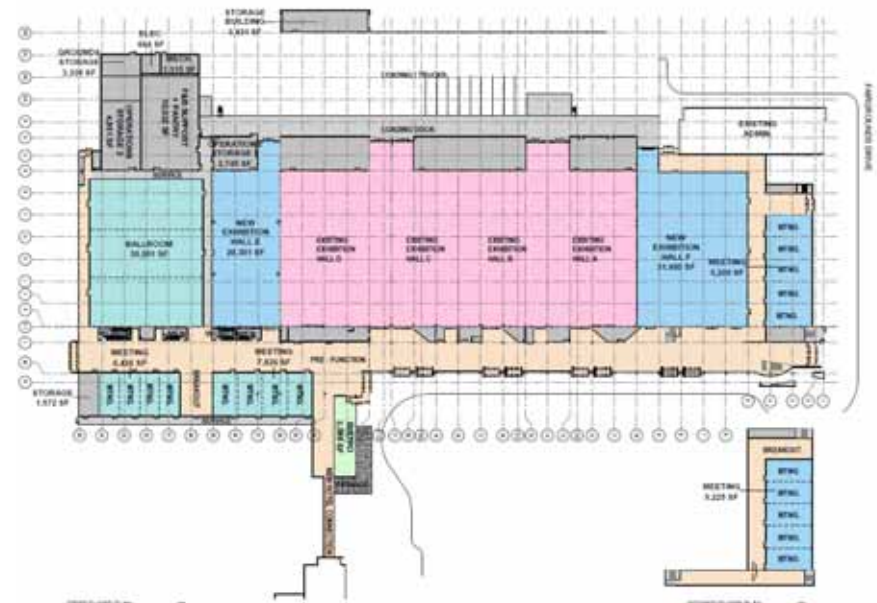


2021 Redevelopment RFP

- Conducted by former Alliant Center Executive Director and County Executive's Office
- Three submittals
- Negotiations with two
- Significant public assistance required
- Process ended without a selection

2020 Schematic Design

- Focused only on Exhibition Hall expansion as the primary Phase 1 element
- Evaluated potential Exhibition Hall layouts that deliver the best ROI and greatest economic impacts
- All-in design to budget of \$80 million (ended at \$88M)

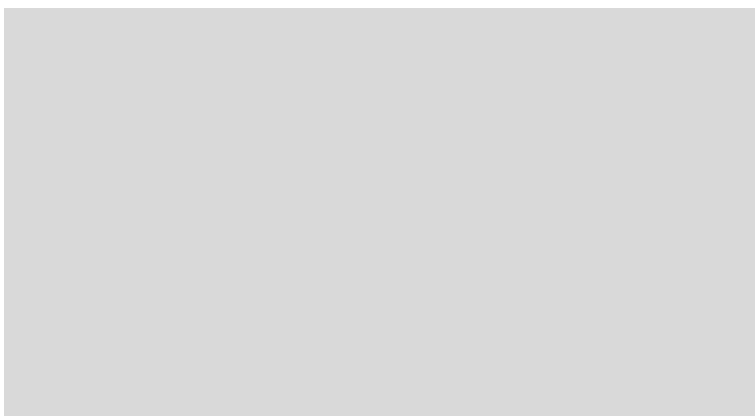


Donald Grinberg, FAIA



STRANG Perkins&Will





STATE OF ALLIANT ENERGY CENTER



REDEVELOPMENT COMMITTEE MEETING

State of Alliant Energy Center

Customer Service

- Administratively
- Culturally
- Planning

Business

- Retain, attract new and lost events
- Marketing
- Sales support

Maintain, Update, and Enhance AEC Campus

- Capital funds from County and State
 - Equipment, building improvements, code and safety upgrades, landscaping, sidewalk and street improvements
 - Stormwater
 - Phase One of the Master Plan

Update of Market, Financial, Facility & Impact Analysis

Prepared by Hunden, 2016



Alliant Energy Center Market, Financial, Facility, and Impact
Analysis

Submitted to:

Mark Clarke
Executive Director
Alliant Energy Center
1919 Alliant Energy Center Way
Madison, WI 53713

March 29, 2017

MADISON AREA SPORTS FACILITY STUDY

Future Meeting Dates

- June (with optional campus tour)
- August
- October
- December

