

ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE MAY 9, 2023

AGENDA

- Introductions
- 2. Election of Committee Chair and Vice Chair
- Role of the Committee
 - 1. Review of funds allocated in 2023 County budget
- Overview of Committee's/County's Last Actions in 2021
 - 1. Master Developer RFP
 - 2. Expo Hall Expansion Schematic Plans
- 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

DHF# DHF# Frp suhkhqvlyh# DHF#/www.hjlf# Uhghyharsp haw# P dvwhu#Sodq# Ghvljq#/wxq|# Ryhuvljkw# Frpp lwhh Frpp lwhh# Frpp whh# Irup hg#q#534< Irup hg#q#5347 Irup hg#5349 **Feasibility Study** Market, Financial, Vision & Campus Long-Term **Facility & Impact Implementation Master Plan Implementation Framework Analysis** Funding Physical planning Improvements and Design Core Function & Conducted SWOT • Trends & Cost Estimates Construction Uses analysis Market Analysis Types and Locations Private Vision & Planning • Examined financial Improvement of Additional Development Objectives Costs & Benefits and governance Commercial Uses Public Engagement models Facility Phasing Plans Implementation Analyzed capital Recommendati Strategy needs ons 3 scenarios Economic Impact Analysis Destination **District Vision &** Strategy 2014 - 2015 2016 - 2017 2019-Now 2017 2018



REDEVELOPMENT COMMITTEE MEETING

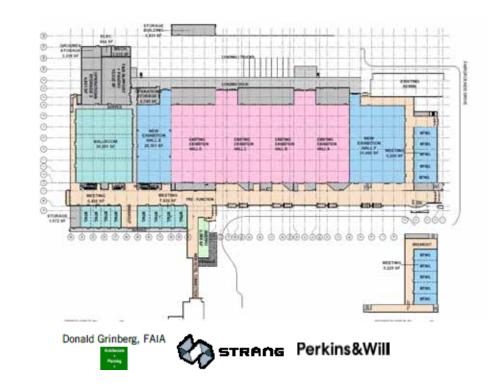
2021 Redevelopment RFP

- 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)













STATE OF ALLIANT ENERGY CENTER



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
 - o Stormwater
 - o Phase One of the MasterPlan



Update of Market, Financial, Facility & Impact Analysis Prepared by Hunden, 2016

hunden strategic partners

Alliant Energy Center Market, Financial, Facility, and Impact

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



