



### **Continued Growth Needs Bold Investment Deb Archer**

“Visitors bring a community to life,” says Deb Archer, president and CEO of the Greater Madison Convention and Visitors Bureau. Last year, visitors spent more than \$1.25 billion directly in the greater Madison area. Visitor dollars pouring into the local economy improves the area’s quality of life by creating jobs, stimulating growth and showcasing attractions.

Thousands of visitors come to the Alliant Energy Center each month. They come from across the country and around the world for events such as World Dairy Expo and The Reebok Crossfit Games. They’re supporting local businesses while they’re enjoying their stay. Archer describes the Alliant Energy Center as a “phenomenally functional and important campus in terms of what it brings to this community.” And she notes that in the case of striving to meet the specific needs of the Crossfit Games, the Alliant Energy Center created unique “revenue streams that are rarely seen in a destination.”

That kind of revenue generation is a tremendous community asset. In order to keep the steady stream of visitor dollars flowing, it’s essential that enhancements and improvements be made to the Alliant Energy Center. Attracting conventions and large-scale events is an aggressive business and communities around Wisconsin and across the county are staying competitive by utilizing public and private investment. The Alliant Energy Center needs forward-looking investment and strategic planning in order to stay sustainable.

“We need to make more bold investments to really optimize that campus and what can occur on that campus,” Archer explains. “Enhancements and improvements that can be made can embellish existing business as well as grow business and bring new business to our community.”

**To see full video please visit the following link: [The Importance of the Visitor Economy to Dane County and the AEC Master Planning Process](#)**