



DESTINATION DISTRICT

Instructions

1. Designate a Recorder and a Reporter for your table.
2. Walk through one question at a time (spend 10 minutes on each question).
3. The Recorder should use the flipchart to capture one idea at a time in a “round-robin” format until all ideas have been exhausted.
4. Once all ideas have been added to the flipcharts, each member will use the black dot stickers to identify the ideas of highest priority from all responses to both questions (spend no more than 5 minutes prioritizing).
5. Please use only one sticker, per idea, per person.
6. The Reporter will then present the table’s top 5 priorities to everyone.

Discussion

The 164-acre Alliant Energy Center’s flexible campus serves visitors of global events like World Dairy Expo, and regional festivals like Brat Fest. Transforming the campus and surrounding area into a pedestrian-friendly, destination district with a mix of uses and functions would enhance the experience of AEC visitors and create a destination draw for local residents and employees year-round.

Below are two questions regarding the creation of a destination district on the AEC campus and surrounding properties. Discuss these questions with your group. The designated Recorder should use the flip charts to capture the group’s ideas, in a “round-robin” format.

1. Which types of private development should be targets for the AEC campus and/or surrounding areas? If there is a preferred location, please indicate that too. Responses to this question should be in the following form:

 (type of private development) should be developed (location) .

*Examples: **Retail shops** should be developed **near the AEC**;*

***A food truck vending space** should be developed **near the Coliseum**.*

Example private developments may include restaurants, bars and clubs, music venue, coffee shop, etc.

2. Which types of public improvements would you like to see on the AEC campus and/or the surrounding area? If there is a preferred location, please indicate that too. Responses to this question should be in the following form:

 (type of public improvements) should be developed (location) .

*Example: **A playground for children** should be developed **on the AEC campus**.*

Example public improvements may include a splash pad, bike trail head, greenspace, public plaza, etc.