



Potential Vision Components

Economic and Community Role

- *What future roles/purposes can the AEC fulfill for the broader community?*
- *How do we make the AEC more useful and inviting to residents throughout the county and region?*
- *What regional economies/business sectors should the facility cater to?*
- *How can the AEC be used to foster additional business growth and development?*
- *What types of economic impacts do we hope to achieve?*

Function and Uses

- *What are the core functions and uses going forward?*
- *Which additional uses should be on the campus vs. being adjacent?*
- *What is the order of priority for improvements?*

Form, Experience, and Image

- *What could make the AEC a unique Madison experience?*
- *What image do we want to convey to the community and visitors?*
- *What impressions do we want to make on event organizers and visitors?*

Sustainability

- *What are the most important sustainability objectives?*
- *Which sustainable features should be explored in the campus master planning process?*

Access, Transportation, and Connections

- *What other facilities/destinations do we need to improve connections with?*
- *Which methods/modes of connection need to be investigated?*
- *How do we balance improved accessibility and connectivity with security and neighborhood protection needs?*

Adjacent Lands and Neighborhoods

- *How can the AEC become more of a neighborhood asset?*
- *What neighborhood impacts need to be reduced or avoided?*
- *How can the site be a catalyst to optimize the redevelopment potential of the entire area?*
- *How can redevelopment in the surrounding area help catalyze improvements to the AEC and enhanced visitor experiences?*

Funding and Governance

- *Which funding sources and mechanisms need to be investigated?*
- *Which governmental structures need to be investigated?*