

**ALLIANT ENERGY CENTER**  
**REDEVELOPMENT COMMITTEE**  
JUNE 15, 2023

# AGENDA

1. Approval of Minutes
2. Election of a Vice-Chair
3. Overview of Updated Market Study and Master Plan Contract Scope
4. Overview of Area Plan and Projects Conducted by Others
5. Overview of Draft Work Plan
6. Discussion of Committee Goals and Objectives



# 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

# MARKET STUDY UPDATE – Purpose/Goals

- Companion report to the original 2017 and 2018 documents
- Focus on market changes and national trends, post-Covid
- Identify market segments with the most immediate business opportunities
- Identify renovations, amenities and services needed to accommodate current and potential clientele
- Determine expected return on investment

# MARKET STUDY UPDATE – Focus Areas

- Expansion of the Expo Hall: Ballroom, meeting rooms, and exhibit spaces
- Addition of perimeter fencing
- Feasibility of an outdoor performing arts center
- Land development options that benefit current event clientele, or attract new events to the venue, as well as provide an amenity or service that event clients, attendees, and exhibitors would benefit from
- Update construction cost estimates

# MARKET STUDY UPDATE – Full Scope

- Task 1: Kickoff, Project Orientation, and Interviews
- Task 2: Updated Alliant Energy Center Campus Profile
- Task 3: Updated Economic and Demographic Analysis
- Task 4: Amphitheater Market & Trends Analysis
- Task 5: Updated Convention Center Industry Trends
- Task 6: Updated Convention, Meetings, and Event Market Analysis
- Task 7: Updated Equine and Livestock Market Analysis; Trends

# MARKET STUDY UPDATE – Full Scope (Continued)

- Task 8: Updated Indoor Sports Market Analysis
- Task 9: Updated National Comparable Ag-Expo-Event Complexes
- Task 10: Updated Recommendations and Market Findings
- Task 11: Updated Cost Estimates and Design Concepts
- Task 12: Updated Demand and Financial Projections
- Task 13: Updated Master Plan Recommendations

# MARKET STUDY UPDATE – Schedule

- **September** – Market Findings
- **October** – Draft Analysis
- **November** – Final Analysis



# PROJECTS AND PLANS CONDUCTED BY OTHERS

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- City of Madison – Transportation
  - John Nolen Reconstruction (Broom to Beltline)
  - John Nolen Drive Drainage Area Study
  - Rimrock Road Reconstruction (Nolen to south of Beltline)
  - Area Bike Lane/Path Improvements
- City of Madison – Lake and Parks
  - Area Park Improvements
  - Monona Waterfront Design Project
- City of Madison – Plan Implementation
  - South Madison Plan
  - TID #51
- WisDOT Beltline Study
- Private Redevelopment Projects
- Destination District Task Force

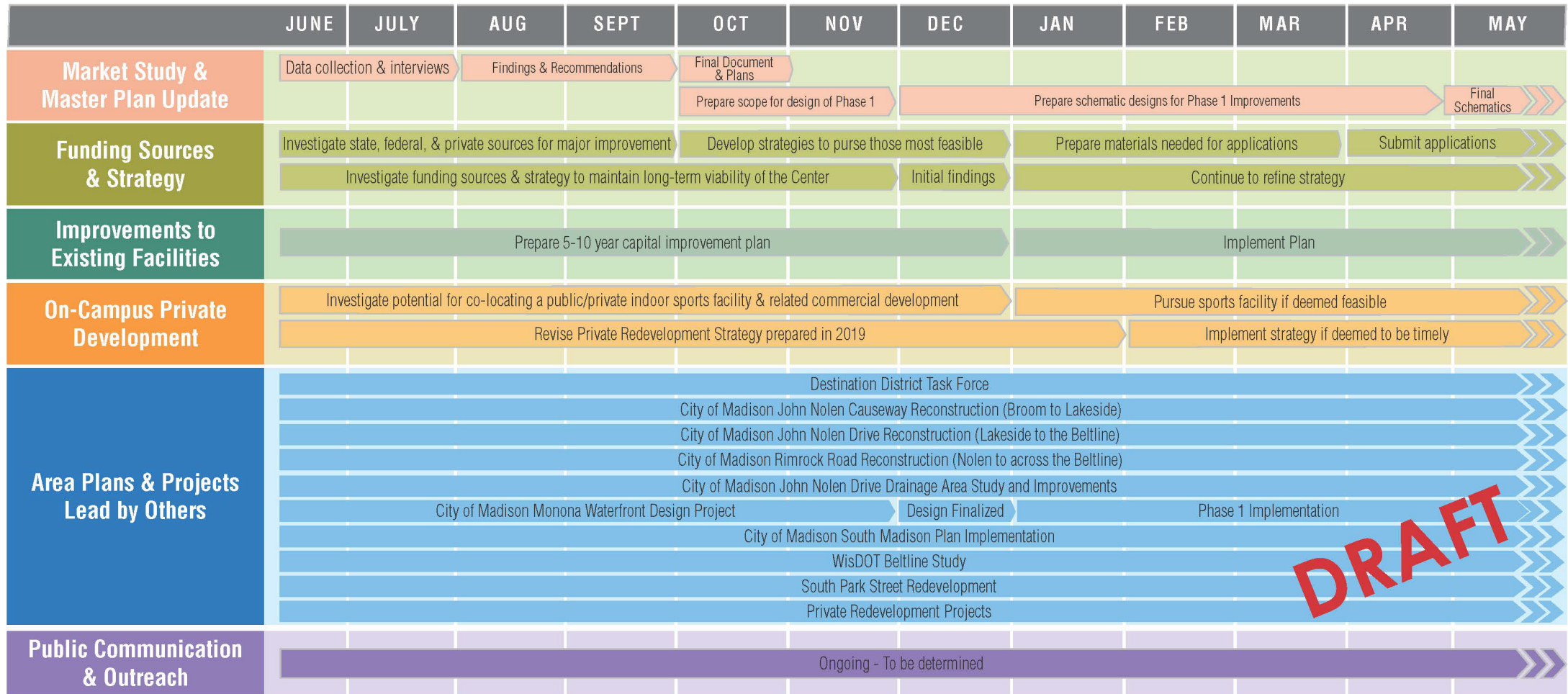
# 2023/2024 WORK PLAN

# WORK PLAN - Goals

- How has the market changed?
- What's happening around us that could create synergies?
- What potential improvements/projects will optimize the campus?
- Which projects should we move forward with?
- How will we fund our needs?
  - Major capital
  - Long term operations

# 2023 / 2024 WORK PLAN

## ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE



**DRAFT**

### TENTATIVE COMMITTEE AGENDAS

MEETING LOCATION: Board Room on the 2nd level of the Exhibition Hall	JUNE 15	AUGUST 21	OCTOBER 16	DECEMBER 18	FEBRUARY 19	APRIL 15
<ul style="list-style-type: none"> <li>ADMINISTRATIVE</li> <li>MARKET STUDY</li> <li>FUNDING</li> <li>IMPROVEMENTS DESIGN</li> <li>PRIVATE DEVELOPMENT</li> <li>PLANS BY OTHERS</li> <li>COMMUNITY OUTREACH</li> </ul>	<ul style="list-style-type: none"> <li>Scope of Market Study Update</li> <li>Work Plan Overview</li> <li>Discussion of Committee Goals</li> </ul>	<ul style="list-style-type: none"> <li>Initial Market Study Findings</li> <li>Update on Capital Funding Sources and Strategy</li> <li>Sports Facility Update</li> <li>Area Plans Update</li> <li>Discuss Public Engagement Events</li> </ul>	<ul style="list-style-type: none"> <li>Final Market Study and Concept Plan</li> <li>Determine Potential for Sports Facility</li> </ul>	<ul style="list-style-type: none"> <li>Update and Discussion of Sources and Strategy for Major Capital Improvements</li> <li>Update and Discussion of Sources and Strategy for Long-Term Viability</li> </ul>	<ul style="list-style-type: none"> <li>Determine Private Redevelopment Strategy</li> <li>Discuss Strategy for Sports Facility</li> <li>Update on Area Capital Improvements</li> </ul>	<ul style="list-style-type: none"> <li>Update on Capital Funding Sources and Strategy</li> <li>Update on Phase 1 Schematic Plans</li> <li>Determine 2024/25 Work Plan</li> </ul>



# 2023 / 2024 WORK PLAN

## ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE

	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
<b>Market Study &amp; Master Plan Update</b>	Data collection & interviews		Findings & Recommendations		Final Document & Plans	Prepare scope for design of Phase 1		Prepare schematic designs for Phase 1 Improvements				Final Schematics
<b>Funding Sources &amp; Strategy</b>	Investigate state, federal, & private sources for major improvement				Develop strategies to pursue those most feasible			Prepare materials needed for applications			Submit applications	
	Investigate funding sources & strategy to maintain long-term viability of the Center						Initial findings	Continue to refine strategy				
<b>Improvements to Existing Facilities</b>	Prepare 5-10 year capital improvement plan							Implement Plan				
<b>On-Campus Private Development</b>	Investigate potential for co-locating a public/private indoor sports facility & related commercial development							Pursue sports facility if deemed feasible				
	Revise Private Redevelopment Strategy prepared in 2019								Implement strategy if deemed to be timely			
<b>Area Plans &amp; Projects Lead by Others</b>	Destination District Task Force											
	City of Madison John Nolen Causeway Reconstruction (Broom to Lakeside)											
	City of Madison John Nolen Drive Reconstruction (Lakeside to the Beltline)											
	City of Madison Rimrock Road Reconstruction (Nolen to across the Beltline)											
	City of Madison John Nolen Drive Drainage Area Study and Improvements											
	City of Madison Monona Waterfront Design Project						Design Finalized	Phase 1 Implementation				
	City of Madison South Madison Plan Implementation											
	WisDOT Beltline Study											
	South Park Street Redevelopment											
	Private Redevelopment Projects											
<b>Public Communication &amp; Outreach</b>	Ongoing - To be determined											

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# WORK PLAN – Tentative Committee Agendas

JUNE 15	AUGUST 21	OCTOBER 16	DECEMBER 18	FEBRUARY 19	APRIL 15
<ul style="list-style-type: none"><li>• Scope of Market Study Update</li><li>• Work Plan Overview</li><li>• Discussion of Committee Goals</li></ul>	<ul style="list-style-type: none"><li>• Initial Market Study Findings</li><li>• Update on Capital Funding Sources and Strategy</li><li>• Sports Facility Update</li><li>• Area Plans Update</li><li>• Discuss Public Engagement Events</li></ul>	<ul style="list-style-type: none"><li>• Final Market Study and Concept Plan</li><li>• Determine Potential for Sports Facility</li></ul>	<ul style="list-style-type: none"><li>• Update and Discussion of Sources and Strategy for Major Capital Improvements</li><li>• Update and Discussion of Sources and Strategy for Long-Term Viability</li></ul>	<ul style="list-style-type: none"><li>• Determine Private Redevelopment Strategy</li><li>• Discuss Strategy for Sports Facility</li><li>• Update on Area Capital Improvements</li></ul>	<ul style="list-style-type: none"><li>• Update on Capital Funding Sources and Strategy</li><li>• Update on Phase 1 Schematic Plans</li><li>• Determine 2024/25 Work Plan</li></ul>

# COMMITTEE GOALS & OBJECTIVES



# COMMITTEE GOALS & OBJECTIVES – Prompts

- What will Committee success look like in two years?
- What are potential obstacles and what strategies might we use to overcome them?
- What items could be emphasized more in the market study and master plan update?
- What important issues in the short term should not be overlooked?
- Which individuals or groups do we need to get input from as our plans come together?
- How can this Committee be most effective in helping guide/actively implement the plans and optimize the potential of the Center?
- What areas of the Work Plan are you most interested in and would be willing to spend additional time on?

# FUTURE MEETING DATES (Third Monday of the Month)

- August 21
- October 16
- December 18
- February 19, 2024
- April 15, 2024





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REDEVELOPMENT COMMITTEE MEETING