

IMPLEMENTATION FRAMEWORK

ORGANIZATIONS	2020	2021	2022	2023	2024	2025 - 28
<div style="background-color: #008000; color: white; padding: 10px; text-align: center; border-radius: 15px; margin-bottom: 10px;"> County/Alliant Energy Center Redevelopment Committee </div> <div style="background-color: #00aaff; color: white; padding: 10px; text-align: center; border-radius: 15px; margin-bottom: 10px;"> City of Madison </div> <div style="background-color: #ffa500; color: white; padding: 10px; text-align: center; border-radius: 15px;"> Destination District Task Force </div>	<ul style="list-style-type: none"> Finalize funding for Phase 1 Complete Phase 1 Schematic Design Broaden understanding and importance of Phase 1 expansion and Destination District throughout Dane County Advance headquarters hotel to be built with Phase 1 Prepare Campus Experience Plan 	<ul style="list-style-type: none"> Secure State Funding Design Development Prepare RFP Private Development in Core Area 	<ul style="list-style-type: none"> Prepare Design and Construction Private Development for Sub Area 	<ul style="list-style-type: none"> Construct Lead Elements: <ul style="list-style-type: none"> Exhibition Hall expansion and concurrent improvements HQ Hotel 	<ul style="list-style-type: none"> Preliminary Design for Remaining Elements: <ul style="list-style-type: none"> Arena Replacement & New Show Ring Plaza Replacement Parking & Stormwater 	<ul style="list-style-type: none"> Complete Lead Elements Final Design & Construction of Remaining Elements Construction of Mixed-use Hub
	<ul style="list-style-type: none"> Prepare South Madison Plan John Nolen Drive Bridges Evaluation Study Law Park Plan 	<ul style="list-style-type: none"> John Nolen Drive Bridge Improvement Design Implement South Madison Plan (Park Plans, TIF, etc.) 	<ul style="list-style-type: none"> Annexation Implement South Madison Plan 	<ul style="list-style-type: none"> Construct Nolen Bridge improvements Implement South Madison Plan 		
	<ul style="list-style-type: none"> Prepare Video and Outreach Coordinate with Parks Department & South Madison Plan Identify & Engage Additional Champions Developer /Property Owner Advancement in Surrounding Area 					

COMMUNICATION GOALS	COMMUNICATION TASKS	2020	2021	2022	2023	2024 - 25
1 General Awareness / Elevate the District as a Next Big Thing	<ul style="list-style-type: none"> ✓ Core Messages & Beliefs that Support Communication Goals 		Community Presentations			
2 Support Phase 1 Funding	<ul style="list-style-type: none"> ✓ Target Audience Identification & Assessment 	State Budget	Community Support for Local Investment	Private Partners Engagement		
3 Southside Community Involvement	<ul style="list-style-type: none"> ✓ Spokesperson Identification and Prep ✓ Message Delivery to Target Audiences 	Public and Private Leadership Role Discussions	Southside Leadership Involvement			
4 Develop Relationships with Potential Users & Investors	<ul style="list-style-type: none"> ✓ Progress Assessment and Revision 	Vendor & Major Event Outreach	Private Developer Outreach & RFP	Various Meetings		