



ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE

JUNE 17, 2019

June Agenda

1. Reports to Committee
 - State Joint Finance Committee Action
 - AEC Preliminary Design Contract Award & Schedule Update
 - Additional Updates
2. Breakout Panel Discussions
3. Panel Report Out
4. July Meeting: Funding Options Follow-up Discussion

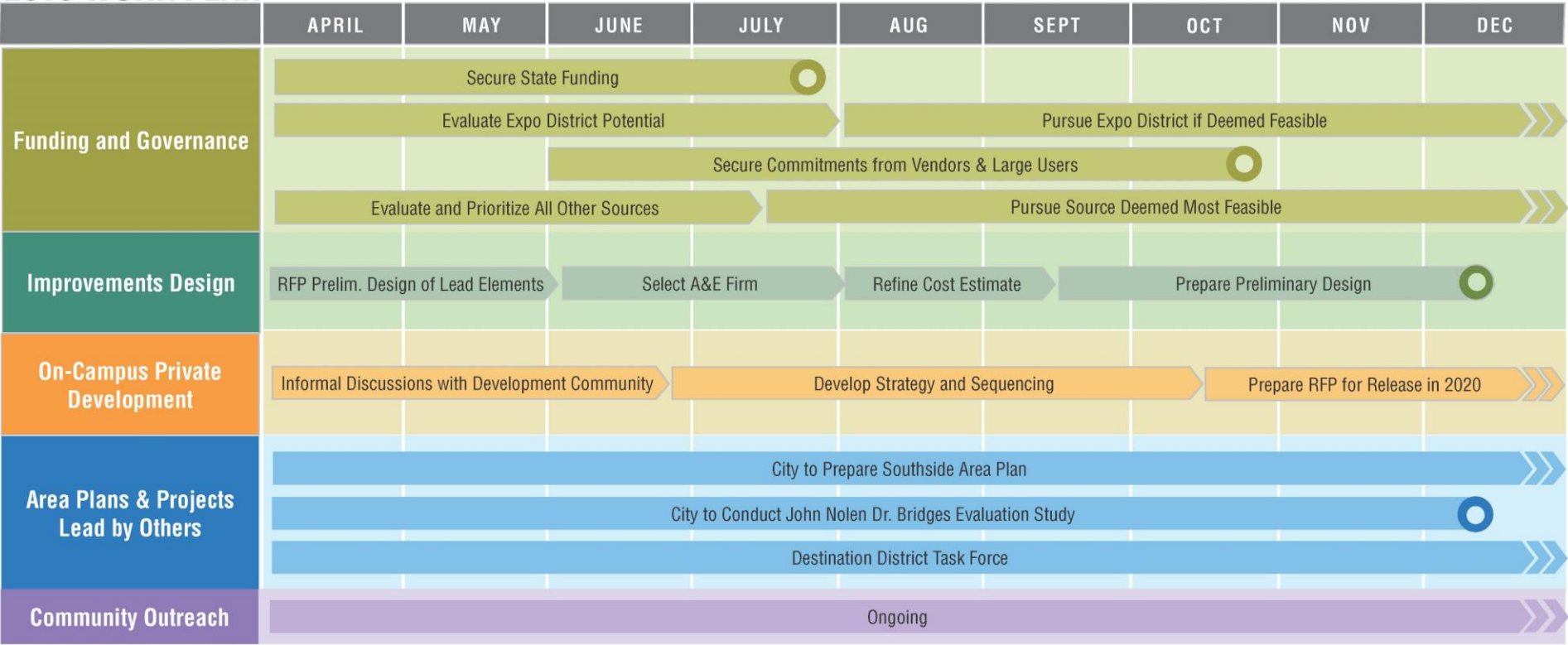
MEETING PURPOSE

Discuss critical topics for gaining community support and identifying important partners and potential funding sources.



2019 WORK PLAN

ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE



TENTATIVE COMMITTEE AGENDAS (3rd Monday of each month)

MEETING LOCATION: Board Room on the 2nd level of the Exhibition Hall

- ADMINISTRATIVE
- FUNDING AND GOVERNANCE
- IMPROVEMENTS DESIGN
- PRIVATE DEVELOPMENT
- PLANS BY OTHERS

	APRIL 15	MAY 20	JUNE 17	JULY 15	AUG	SEPT 16	OCT 21	NOV 18	DEC 16
• Administrative	• Introductions and Communicate Purpose	• Overview of Funding Options	• Breakout Panel Discussions:	• Funding Options Follow-up Discussion	- NO MEETING -	• Funding Options / Feasibility	• Funding Status	• Funding Status	• Funding Status
• Funding and Governance	• Master Plan Overview	• Overview of Expo Districts	• Project Messaging	• DD Update		• Preliminary Design Update	• City South Side Plan Update	• Preliminary Plan Update	• Outline of Private Development RFP
• Improvements Design	• Preliminary Design Overview		• Corporate Outreach	• Outline of Private Development Strategy		• Discussion of Private Development Strategy	• City Nolen Bridges Update	• Discussion of Construction Schedule for Phase One and Private Development	
• Private Development	• Destination District (DD) Overview		• Local Tax Options				• DD Update		
• Plans by Others	• State Funding Update								
	• Work Plan Overview								

VANDEWALLE & ASSOCIATES INC. REVISED 6.13.19



REDEVELOPMENT COMMITTEE MEETING

BREAKOUT PANEL TOPIC:

Project Messaging & Countywide Support

Objective: Garner countywide support for Alliant Energy Center Phase 1 Exhibition Hall expansion and taxpayer investment.

Discussion Questions:

1. What problem are we solving by investing in this project?
2. What larger community needs can be addressed by this project?
3. How is equity, economy, and environment incorporated/addressed in this project?
4. What are strategies to build overall countywide support from the community for this project?
5. Is there other data or information needed or desired to guide decisions on strategies discussed?

BREAKOUT PANEL TOPIC:

Corporate Outreach – Convening Needs & Industry Needs

Objective: Ensure facility best serves future regional corporate convening needs and be a full-scale convention center targeted to host conventions/event that help drive our regional growth industries.

Discussion Questions:

1. How do we identify businesses that have future convening needs that could be accommodated by the expansion?
2. What does the project need to include to address these needs?
3. What are employees or prospective employees interested in, of which the facility can offer?
4. What regional or national events will be able to be hosted here that help our growth industries (position Madison as a leader, attract talent, etc.)
5. What are strategies to engage corporate partners?
6. Is there other data or information needed or desired to guide decisions on strategies discussed?

BREAKOUT PANEL TOPIC: Local Tax Funding Options

Objective: Determine feasibility and interest in pursuing a Local Exposition District or sharing of City of Madison room tax and/or County sales tax to fund Alliant Energy Center Phase 1.

Discussion Questions:

1. Is a Local Exposition District a feasible option to explore and what are primary hurdles?
2. Is there potential to share City room taxes to help fund the project and what might such an arrangement look like?
3. Is using a portion of the County sales tax a possibility?
4. What are strategies for pursuing an expo district?
5. What are strategies for pursuing local room tax and/or sales tax?
6. Is there other data or information needed or desired to guide decisions on strategies discussed?