



ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE

SEPTEMBER 16, 2019

September Agenda

1. Alliant Energy Center Phase 1 Preliminary Design Presentation
2. Breakout Panel Discussion
 1. Local Tax Funding Option Panel
 2. Corporate Outreach Panel
 3. Project Messaging & Building Countywide Support Panel
3. Funding Framework Discussion



Alliant Energy Center Phase 1 Preliminary Design Presentation

Local Tax Funding Options Panel Discussion

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.

Local Tax Funding Options

Panel Takeaways

- **Room Taxes**
 - City of Madison
 - Other communities
 - On-campus hotels
- **Exposition District**
- **Tourism District Taxes**
 - Premier Resort Area Tax
 - Tourism Improvement District

Local Tax Funding Options

Options Coming out of Panels

1. Recommendations to County:

- a. At this time recommend the County not pursue the use of lodging room taxes from Madison or surrounding communities to fund the Phase 1 improvements, expect that:
 - i. As annexation approaches (October 2022), the County should hold discussions with Madison about continuing to direct all or most of the Clarion room taxes to the Alliant Energy Center, and
 - ii. As new hotels are proposed for the campus, the County should hold discussions with Madison about directing some of those room taxes to the Alliant Center.

2. Items for Committee Input and Direction:

- a. Recommend the Committee not continue to pursue an Expo District but that the panel be directed to continue to discuss potential strategies for seeking legislative authorization for other infrastructure funding mechanisms such as those that have been successful in Wisconsin and other states.

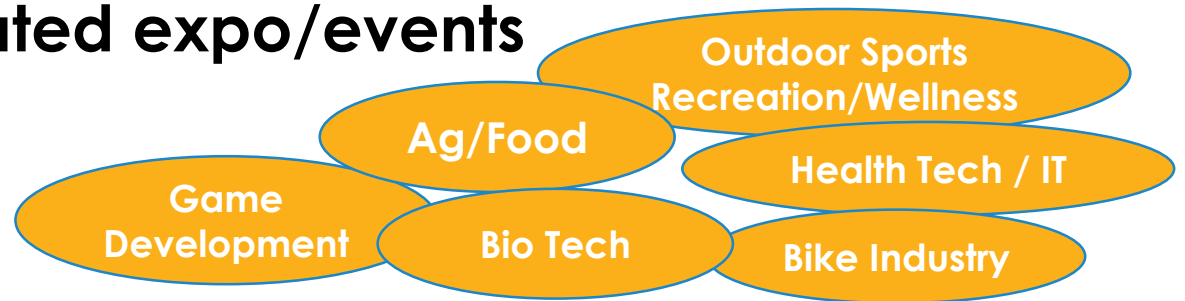
Corporate Outreach Panel Discussion

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.

Corporate Outreach Panel Direction

1. Meeting unique corporate event space convening needs

2. Industry related expo/events



3. Grow business support and momentum through Destination District partnership

Corporate Outreach Options Coming out of Panels

1. Recommendations to County:

- a. Recommend the County partner with Destination Madison to conduct a study to identify what potential home-grown or attracted events and expos could have the greatest ability to help drive growth industries. The study would be:
 - i. Conducted by staff and consultants in collaboration with MadREP, WEDC, Madison Chamber of Commerce, and other interested parties and
 - ii. Aligned with optimizing the planned Phase 1 improvements.

- b. Recommend the County partner with Destination Madison conduct a survey of major regional businesses to identify corporate event convening needs and ways improvements to the campus and surrounding Destination District area can be optimized to help meet the needs of our growing economy.

Project Messaging & Building Countywide Support Panel Discussion

OBJECTIVE: Discuss strategies to garner countywide support for Alliant Energy Center Phase 1 Exhibition Hall expansion and taxpayer investment.

Project Messaging & Building Countywide Support

Stakeholder Survey

- **Survey Objective**

- Collect preliminary input from various community members, stakeholders and opinion leaders about their perspective on the Alliant Energy Center campus redevelopment effort and plans for the surrounding area.

- **Outreach/Audience:**

- Survey will be shared with leaders of key local organizations with the request that they share with their members, partners, supporters, etc.

- **Timeline**

- September – October

Stakeholder Survey Preliminary Responses to Q2



Project Messaging & Building Countywide Support Options Coming out of Panels

1. Items for Committee Input and Direction

- a. Recommend the Committee help circulate the Alliant Energy Center survey through their networks to continue raising awareness and educating the community about the Phase 1 improvements.
- b. Recommend consultants and staff continue working on a coordinated outreach strategy to build awareness in advance of seeking public support for County funding.

2. Status Report

- a. Through the month of September and October the survey will be circulated to a variety of audiences. Panel determined survey information will be synthesized to help hone the project elevator speech, general project communications, and overall outreach strategy aligned with funding.

Funding Framework Discussion