

Strategic Feasibility Study of the Alliant Energy Center
 Work Plan
 7/18/2014

Month	1				2				3				4				5				6				7				8				
Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	
Week of	6/22/2014	6/29/2014	7/6/2014	7/13/2014	7/20/2014	7/27/2014	8/3/2014	8/10/2014	8/17/2014	8/24/2014	8/31/2014	9/7/2014	9/14/2014	9/21/2014	9/28/2014	10/5/2014	10/12/2014	10/19/2014	10/26/2014	11/2/2014	11/9/2014	11/16/2014	11/23/2014	11/30/2014	12/7/2014	12/14/2014	12/21/2014	12/28/2014	1/4/2015	1/11/2015	1/18/2015	1/25/2015	
Project Kickoff																																	
Request of Information																																	
I. SWOT Analysis and Research																																	
Data Gathering and Information Collection																																	
Stakeholder Meetings																																	
County Executive, City of Madison Mayor (TBD)																																	
Summary Stakeholder Interviews, and Notes																																	
II. Exposition Market Analysis																																	
Evaluate Current AEC Business Model																																	
Identify characteristics for evaluation																																	
Summary AEC evaluation																																	
Competitive/Comparable Analysis																																	
Identify comparable characteristics/facilities																																	
Develop planner survey instruments																																	
Conduct phone / internet surveys																																	
Summary competitive/comparable analysis																																	
Market Definition and Trend Analysis																																	
Identify comparable characteristics/facilities																																	
Develop planner survey instruments																																	
Conduct phone / internet surveys																																	
Summary competitive/comparable analysis																																	
Building Program and Business Model Options Analysis																																	
Outline program options																																	
Identify event demand																																	
Pre-Draft SWOT/Market Report for Project Team Input																																	
Draft SWOT/Market Report																																	
III. Capital Investment Needs																																	
Interview Staff																																	
Review Past and Current Capital Improvements																																	
Identify Short and Long Term Investment Options																																	
Outline Sustainability Considerations																																	
Summary Capital Investment Needs																																	
Possible Focus Group World Dairy Expo																																	
IV. Real Estate Potential																																	
Map of Areas Suitable for Development																																	
General Planning Concepts																																	
Recent Transactions, New and Proposed Development																																	
Identify Opportunities for Links to Adjacent/Surrounding Property																																	
Transportation Connections/Considerations																																	
Outline Ways to Drive Economic and Fiscal Returns																																	
V. Finance and Governance Options																																	
Comparable Governance Structures																																	
Comparable Finance Mechanisms																																	
VI. Sustainability																																	
Environmental and Economic																																	
Social Equity																																	
Draft Comprehensive Report Presentation																																	
Table of contents																																	
Key summaries																																	
FINAL Report and Recommendations																																	

AEC Strategic Design Study Committee Meetings

7/24/2014

8/27/2014

9/25/2014

11/5/2014

12/11/2014