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# GMCVB & MASC AEC Work Group Report

Presenting to:  
AEC Task Force

Prepared by:  
Greater Madison Convention  
& Visitors Bureau

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# CONSULTANT, WORK GROUP FACILITATOR

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- Former VP of Global Account Sales for Marriott Corporation
- Board Member of Meeting Professionals International (MPI)
- Advisory Board of International Association of Exposition Managers (IAEM)
- Consultant to over 60 CVBs around the world in Sales, Governance Product Development
- Lecturer at Cornell University

## WORK GROUP PARTICIPANTS

- Chris Armstrong, Avante Properties, Fitchburg CEDA
- Mark Clarke, Formerly World Dairy Expo
- Mark Clear, Madison Common Council (alder liaison to GMCVB)
- Sharon Corrigan, Dane County Board (supervisor liaison to GMCVB)
- Justin Doherty, UW Athletics
- Bill Geist, Zeitgeist Consulting
- Lynn Hobbie, MG&E
- Delora Newton, Greater Madison Chamber of Commerce
- Susan Springman, Mullins Group
- Vince Sweeney, UW Chancellor's Office
- Jeff Tyler, Clear Channel
- Joel Weitz, Vitense Golfland
- Rob Zache, Central Place Real Estate
- Stephen Zanoni, Madison Concourse Hotel & Governor's Club
- Deb Archer & Diane Morgenthaler, GMCVB & MASC

## GUIDING PRINCIPLE

Ensure that short-term AEC plans\* do not interfere with longer-term vision for campus and environs.

\*Includes alerting nearby land owners of intention to improve AEC

## KEY THEMES

- Determine appropriate future core mission of the AEC campus and relevance of existing or future on-campus amenities
- Consider future AEC campus plan in larger context of entire destination
- Build vision/plan to include better public access to the lakes, more/better lakefront amenities, and connects AEC campus to downtown with enhanced transportation modes and corridors.
- Explore “big ideas” for creating unique, once-in-a-lifetime transformative change toward developing a world-class city destination that delivers unique experiences for both locals and visitors.
- Examine creative and successful private/public funding models
- Structure the long-term visioning process/master plan to:
  - > Include private developers
  - > Develop a detailed timeline with measurement points
  - > Allow for flexibility to fully explore ideas and concepts prior to implementation

## STRATEGIC QUESTIONS

- How can we determine the highest-value use for this area, and what funding model is needed to achieve this?
- Does the County have long-term interest in controlling this land or, will the County consider a role different from today's County ownership and management model for the AEC campus/venues?
- Does the County have quantifiable and well-defined understanding of the current impact and benefits of AEC on the County, City, region, or state? (If yes, this could help in establishing a future impact goal.)

## STRATEGIC QUESTIONS

- How do we avoid losing sight of the bigger development opportunity (larger, destination context), if the initial research study focuses only on the AEC campus?
- How do we streamline the process to expedite planning and implementation of the process/project?
- How do we ensure that proposed, interim changes in the immediate area of AEC will not impede longer term visions for the campus (private, municipal, residential, etc.)?
- What is the County's "appetite" for considering development outside the current mandate and expertise associated with AEC?

## ADDITIONAL TOPICS & RECOMMENDATIONS

- Establish Process and Decision making models
- Considerations to bear in mind, including but not limited to:
  - > Funding & operating models
  - > Visitor amenities
  - > Sports & rec
  - > UW interest/presence
  - > Transportation connectivity
  - > City annexation
- List of interested and essential parties
- Existing models to study, visit
- Identify successful destination design firms (Populous, Hammes, etc.) and experts (Doug Ducate, etc.) to engage

THANK YOU.

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