



ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE

MARCH 17, 2025

AGENDA

1. Call to Order
2. Approval of Minutes
3. Chair's Report
4. Director's Report
5. Consideration and possible action on RFP
Parameters
6. Future Meeting Items & Dates
7. Public Comment on Items not on the Agenda
8. Such Other Business as Allowed by Law
9. Adjourn



Director's Report

FINANCIAL SUMMARY

REVENUE	FY23	FY24	OVER(UNDER)	% CHANGE
DIRECT EVENT INCOME	\$8,092,010	\$8,561,641	\$469,631	106%
OTHER INCOME	\$991,820	\$898,331	(\$93,489)	91%
TOTAL INCOME	\$9,083,830	\$9,459,972	\$376,142	104%
EXPENSES				
<i>SALARIES & BENEFITS</i>	\$6,305,603	\$6,666,000	\$360,397	106%
<i>OPERATING EXPENSES</i>	\$4,270,944	\$3,771,035	(\$499,909)	88%
TOTAL EXPENSES	\$10,576,547	\$10,437,035	(\$139,512)	99%
NET OPERATING INCOME(LOSS)	(\$1,492,717)	(977,063)	\$515,654	153%

Director's Report

- HUNDEN PARTNERS REPORT
- EXHIBITION HALL EXPANSION
- SPARK BY HILTON
- ATHLETES UNLIMITED

CONSIDERATION OF RFP PARAMETERS

RFP focus:

To invite qualified parties interested in renovating the Dane County Veterans Memorial Coliseum into a state-of-the-art arena for family shows, music concerts, conventions, and sports events.

Respondents may also propose associated development of facilities or private development that would optimize the coliseum reinvestment and enhance the Alliant Energy Center Campus as a top-notch destination and community asset. (map of defined geography for associated development area to be included)

CONSIDERATION OF RFP PARAMETERS

Dane County RFP objectives:

1. Provide a state-of-the-art civic arena for the Dane County region and visitors that attracts and presents family entertainment, music concerts, conventions, and sports events
2. Provides for design, development, renovation/construction of the Coliseum with minimal County financial participation
3. Partner with the county for successful, comprehensive, and sustainable operations of the state-of-the-art Coliseum with minimal county financial participation
4. Provide project construction and operations in a manner that is equitable for workers and consistent with the county's equity and sustainability goals
5. Provides project design and operations in a manner that showcases the Coliseum as a focal point of a vibrant, activate, walkable campus seamlessly connected with the surrounding Destination District and neighborhoods

CONSIDERATION OF RFP PARAMETERS

The RFP will:

1. Be written to invite a Public Private Partnership(P3)
2. Express the project as a priority of the County Executive, The AECRC, and County Board
3. Indicate that a complete interior renovation of the Coliseum is recommended
4. Include financial projections
5. Include partnership details (i.e., private management, revenue sharing, etc.)
6. Allow respondents to address additional space outside the Coliseum that they believe will enhance the project
7. Indicates that the housing is not a desired campus use
8. Prioritize local labor
9. Indicates that the County will maintain ownership of the lands long term
10. Identify approach to how key events can be maintained during Coliseum renovation
11. Ensure respondents make recommendations to accommodate any additional parking needed or displaced

CONSIDERATION OF RFP PARAMETERS

Alliant Energy Center Redevelopment Committee (AECRC) role:

1. AECRC will review the final draft of the RFP prior to release
2. AECRC should be allowed to review submittal summaries before a decision is made to enter negotiations with a respondent
3. AECRC Chairperson or committee representative will be on the committee that is created to review, analyze, and select winning respondent

Discussion Draft – Potential RFP Focus Areas 3/12/25



A. Coliseum Renovation

**B. Plaza / Show Ring
Arena Relocation**

**C. Mixed Use
Development**

D. Willow Island

* Base Map:
Alliant Energy Center
Master Plan 2018



F. FUTURE MEETINGS DATES

- Next scheduled meeting is day after Easter (4/21/25)
- Keep the date, move the date

G. PUBLIC COMMENT ON ITEMS NOT ON AGENDA

H. OTHER BUSINESS AS ALLOWED BY LAW

I. ADJOURN



<https://aecstudy.danecounty.com>