

1 2015 RES-444  
2 REDEVELOPMENT OF THE ALLIANT ENERGY CENTER

3 The Dane County Alliant Energy Center (AEC) is a complex of four venues including the  
4 Veterans Memorial Coliseum, the Exhibition Hall, the New Holland Pavilions, and Willow Island.  
5 The mix of buildings and major events hosted at the facilities has evolved over time. In recent  
6 years, there has been substantial investment to address the needs of the World Dairy Expo and  
7 the Midwest Horse Show, two key AEC annual events. However, there is no comprehensive  
8 master plan for the 164 acre campus.

9 Almost three years ago, the County Board formed the Alliant Energy Center Strategic Design  
10 Study Committee and allocated \$100,000 to hire a consultant to develop a strategic vision and  
11 market-driven, financially sustainable design and plan for the Alliant Energy Center campus.  
12 The recently completed study made recommendations ranging from a low level of improvement  
13 and investment to a full campus expansion and new venue.

14 The Alliant Energy Center Design Study Committee recommends that the Dane County  
15 Board move forward on a master plan for the redevelopment of the AEC campus as  
16 recommended in option 3 of the study, the full campus expansion and new event venue.

17 NOW, THEREFORE, BE IT RESOLVED that the Dane County Board of Supervisors supports  
18 the development of a master plan for the redevelopment and reinvestment of the Alliant Energy  
19 Center property, and specifies that the plan should include the following:

20 1) Identify and assess management and operating models that maximize access to a variety  
21 of revenue options, including but not limited to room tax, food and beverage tax, car rental tax,  
22 TIF;

23 2) Identify options that optimize transit, multi-modal access, and neighborhood development  
24 to maximize economic development in terms of jobs, tax generation, event hosting, etc. of the  
25 campus and surrounding area.

26 3) Engage the neighborhoods and all jurisdictions surrounding the AEC in meaningful  
27 dialogue in the master planning process which includes neighbors being able to fully express  
28 their views with the intent of making recommendations that could potentially be vetted with  
29 discussion.

30 4) Establishment of a Madison & Dane County staff team to identify options and make a  
31 recommendation for a joint new management and investment strategy could be organized. This  
32 analysis should include all of the surrounding properties in addition to the AEC grounds and  
33 explore options to connect the downtown with the AEC.

34 5) Direct already allocated funds to hiring a professional consultant familiar with real estate  
35 developments and economic development in Dane County to help facilitate the staff team and  
36 ensuing master planning process.

37 6) Use county funds already approved to conduct a market study of the AEC facilities to  
38 determine the nature and order of potential improvements to the facilities and grounds and all  
39 costs associated with such improvements. The study will include an analysis of current, past,  
40 and potential future customers.

41 7) Pursue collaboration on an economic opportunity analysis of the development options for  
42 the campus and surrounding area to help direct the master planning process.

43 8) Direct county staff to develop a "plan b" to remove the County from the Exposition  
44 market completely, including a detailed analysis of the County's fiscal exposure and potential  
45 loss or gain. The plan would include offering the AEC grounds via bid to private, public, or  
46 quasi-public entities for commercial and /or residential development.

47 BE IT FINALLY RESOLVED that Madison and Dane County pursue enabling legislation from  
48 the Legislature to create a Tourism or Exposition district that includes some form of tourism  
49 based revenue stream for the venue. Alliant Energy Center is believed to be the only public  
50 venue of its type without a segregated revenue stream such as rental car fee or food and  
51 beverage tax.