

1 SUB 1 to 2015 RES-444 AS AMENDED BY EXECUTIVE COMMITTEE  
2 REDEVELOPMENT OF THE ALLIANT ENERGY CENTER  
3

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

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

16  
17 The Alliant Energy Center Design Study Committee recommends that the Dane County  
18 Board move forward on a master plan for the redevelopment of the AEC campus as  
19 recommended in option 3 of the study, the full campus expansion and new event venue.  
20 Further planning is needed to determine how to move forward at the AEC.

21  
22 NOW, THEREFORE, BE IT RESOLVED that the Dane County Board of Supervisors supports  
23 the development of a master plan for the redevelopment and reinvestment of the Alliant Energy  
24 Center property, and specifies that the plan should include the following:

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- 26 1) Identification and assessment of management and operating models that maximize  
27 access to a variety of revenue options, including but not limited to room tax, food and  
28 beverage tax, car rental tax, TIF;
  - 29  
30 2) Identification of options that optimize transit, multi-modal access, and neighborhood  
31 development to maximize economic development in terms of jobs, tax generation, event  
32 hosting, etc. of the campus and surrounding area.
  - 33  
34 3) Engagement of the neighborhoods and all jurisdictions surrounding the AEC in  
35 meaningful dialogue in the master planning process which includes neighbors being able  
36 to fully express their views with the intent of making recommendations that could  
37 potentially be vetted with discussion.
  - 38  
39 4) Completion of an economic opportunity analysis of the development options for the  
40 campus and surrounding area to help direct the master planning process.
  - 41  
42 5) Completion of a market study of the AEC facilities to determine the nature and order of  
43 potential improvements to the facilities and grounds and all costs associated with such  
44 improvements. The study will include an analysis of current, past, and potential future  
45 customers.

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47 BE IT FURTHER RESOLVED that the County Board Office to work in partnership with AEC  
48 leadership to establish a Madison & Dane County staff team by March 15, 2016 to:

- 49
- 50 1) Identify options and make a recommendation for how a joint new management and  
51 investment strategy could be organized. This analysis should include all of the

52 surrounding properties in addition to the AEC grounds and explore options to connect  
53 the downtown with the AEC.

54  
55 2) Identify funds and direct the Alliant Energy Center director to hire a professional  
56 consultant familiar with real estate developments and economic development in Dane  
57 County to help facilitate the staff team and ensuing master planning process. This step  
58 should be completed by June 15, 2016.

59  
60 3) ~~Develop a "plan b" to remove~~ In advance of the master plan, analyze the impact of the  
61 County's role in the exposition market the County from the Exposition market  
62 completely, including a detailed analysis of the County's fiscal exposure and potential  
63 loss or gain if the County were no longer in the business. This analysis shall be  
64 completed by May 15, 2016 and presented to the County Board for determination of  
65 whether to move forward with a master plan. The plan would include offering the AEC  
66 grounds via bid to private, public, or quasi-public entities for commercial and /or  
67 residential development.

68  
69 4) Work with the consultant hired to complete the master plan to serve a sounding board  
70 regarding planning and development options.

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72 BE IT FURTHER RESOLVED that, after approval by the County Board, the AEC use County  
73 funds already approved to issue an RFP by ~~April 1, 2016~~ June 15, 2016 to hire a consultant to  
74 conduct a master plan for the full campus expansion and new event venue redevelopment of  
75 the AEC as described in this resolution.

76  
77 BE IT FINALLY RESOLVED that Madison and Dane County pursue enabling legislation from  
78 the Legislature to create a Tourism or Exposition district that includes some form of tourism-  
79 based revenue stream for the venue. Alliant Energy Center is believed to be the only public  
80 venue of its type without a segregated revenue stream such as rental car fee or food and  
81 beverage tax.

82  
83 *This substitute amendment recasts the original resolved clauses to clarify roles and action*  
84 *steps.*