

COMMITTEE OF THE WHOLE

on the Proposed Renovation of
Veterans Memorial Coliseum



MARCH 19, 2026

Topics

- Alliant Energy Center Background
- Alliant Energy Center Planning Efforts
- Exhibition Hall Expansion
- Coliseum Revitalization
- Public Engagement

Alliant Energy Center Background



What is the Alliant Energy Center?

Sports



What is the Alliant Energy Center?

Family Fun



What is the Alliant Energy Center?

Conventions



What is the Alliant Energy Center?

Livestock



What is the Alliant Energy Center?

Entertainment



What is the Alliant Energy Center?

Graduations



What is the Alliant Energy Center?

Banquets



EVENTS

CONFIRMED
PROJECTED

194

2023

244

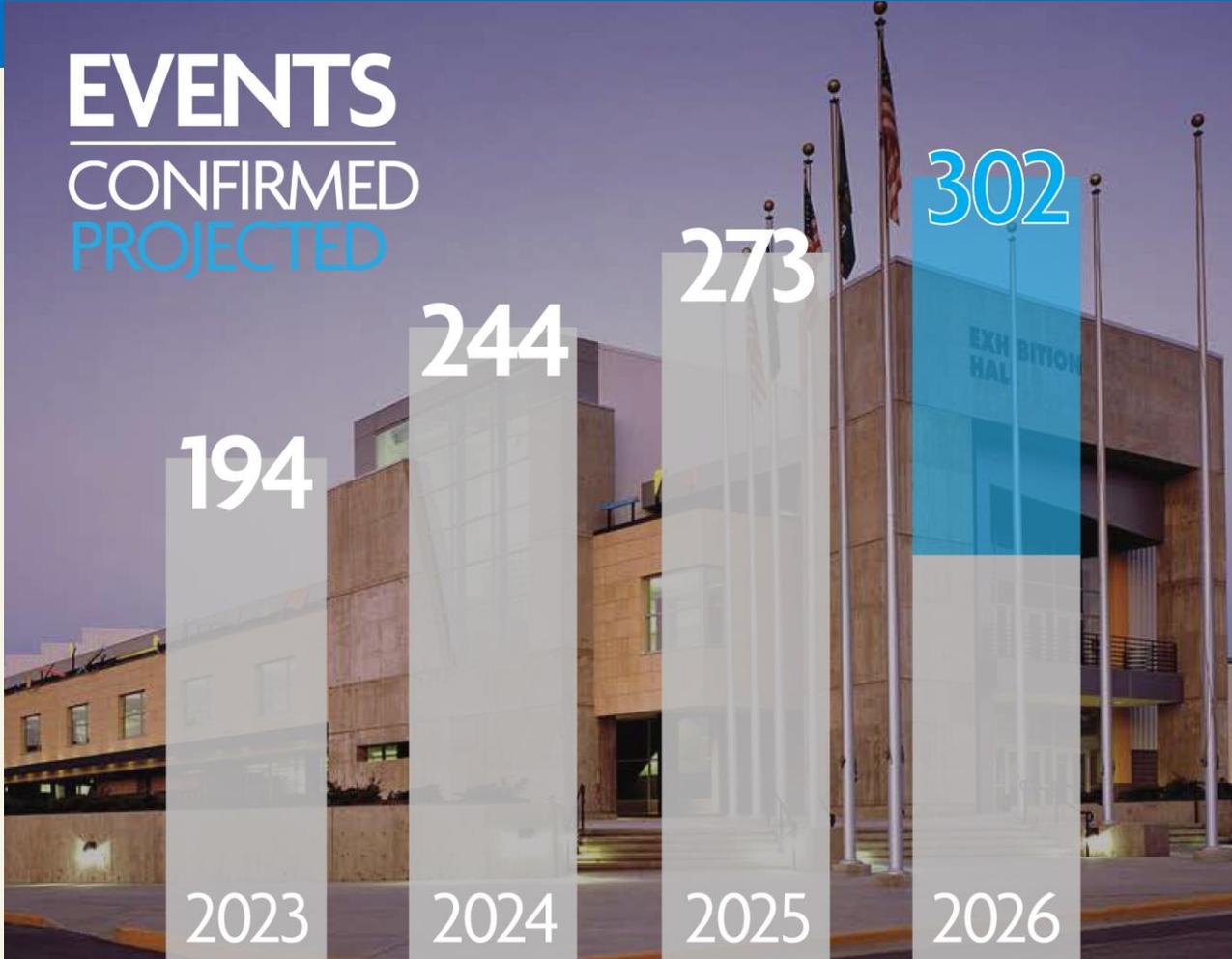
2024

273

2025

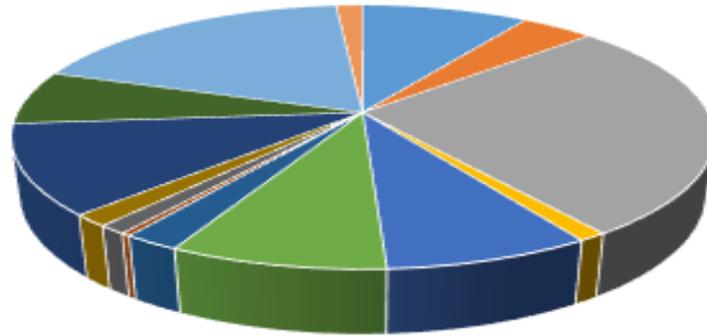
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2026



What is the Alliant Energy Center?

Number of Events By Category



- Agriculture
- Concert
- Convention
- Graduation
- Sporting Events

- Banquet
- Conference/Trade Show
- Family Show
- Meeting
- Testing/Exams

- Special Event
- Consumer Show
- Festival
- Parking Lot Rental/Shuttle

Alliant Energy Center Planning Efforts



Redevelopment History

- March 3, 2016 ***Comprehensive Master Plan Oversight Committee*** created by County Board
Purpose - develop a strategic vision and market-driven, financially sustainable design and plan for the entire 164-acre Alliant Energy Center campus
- December 2018 AEC Campus Master Plan complete
- March 2019 ***Alliant Energy Center Redevelopment Committee*** created by Resolution 2018-498 to provide guidance on financing and governing issues associated with the campus redevelopment as well as review of public and private investment in the AEC.
- July 2020 Exhibition Hall Expansion Schematic Drawings Complete
- April 2024 Redevelopment Committee Creates ***Potential Facility Improvements*** Document
Identified county led projects and P3 Projects - both under consideration and to be considered – included a new \$350M Arena built in NW parking lot
- February 2025 Reconsidered new Arena and renovation of Coliseum with private partner
Exhibition Hall Design Document Phase commences
- April 2025 Veterans Memorial Coliseum Community Meeting
- June 2025 Committee of the Whole presentation on Redevelopment Plans
Hunden Report analyzed new vs renovation – determined new would only generate eight more events

Redevelopment History (continued)

August 2025	Stormwater Management and Traffic Management Plan projects commence
September 2025	Coliseum Revitalization RFP released
November 2025	Coliseum RFP closes
December 2025	Exhibition Hall Expansion Design Document Phase complete Stormwater & Traffic Management – Phase I & II complete
January 2026	Coliseum Revitalization RFP Evaluation Committee recommends County commence negotiations with FPC, Live
February 2026	Exhibition Hall Expansion Construction Document Phase Begins Contract negotiations with FPC Live begin Stormwater & Traffic Management Phase III begins Mixed Use RFI released
March 2026	Town Hall Meetings on AEC Redevelopment Plans (March 2 & 10) Community Listening Session – Veterans Memorial Coliseum (March 10) Committee of the Whole

Public & Stakeholder Engagement

10 Events /
Engagement
Opportunities
2017 - 2024



Most Common Themes

Future investment translates into economic opportunity in the community- jobs and training

Improved **Access To and Through** the campus

Grow **Programming for diverse audiences**

Procurement and Contracting ensure neighborhood opportunity-DBE and living wage

Maintain **engagement conversations** and put **ideas into action**

Improved **stormwater management**

Most important **role of center is Quality of life** through entertainment and informational offerings

Maintain Access to Quann Park

Amenities on Campus for **Public Use**

Minimize noise impacts especially operations

Stormwater & Traffic Planning

- We engaged Strang/Graef to lead this effort
- Initial Analysis is complete
- Phase 3 will include identification and preliminary plans for proposed facilities



Stormwater – Master Plan System Overview

- New stormwater features proposed (yellow)
- Existing stormwater features to be improved (orange)
 - Lyckberg pond will be reconfigured to maximize performance and accommodate W Expo Drive improvements
 - Outlet control structures will be installed at outlets from Horseshoe Pond and NE pond
- The County's property to the east of Rimrock will remain in its natural state, preserving existing wetlands, stormwater storage and infiltration potential



Transportation and Roadway Improvements

Ring Road – 4-lane perimeter road

- Improves circulation and safety
- Access to parking areas, drop-off areas, and secondary streets
- Wayfinding/Circulation in low-stress environment
 - No public streets
 - Reduced conflict/decision points within the campus
- Streetscaping/Complete Street –Prioritizes multi-modal facilities and spaces
- Accommodates queueing during events/reduces impacts to public streets

Secondary Streets – 2-lane internal streets

- Connectivity between Ring Road and parking areas
- Typically for authorized vehicles only or open during special events



Multi-Modal Facilities

- Pedestrians

- Plazas/Green Spaces
- Enhanced Crossings/Paths

- Bicycles

- Bike Parking
- Bike Lanes/Paths
- Connections
 - East-side adjacent street facilities
 - Capital City Trail
 - Potential for West-side connections

- Ride-share Drop-off Locations

- Shuttle Drop-off Locations

- Transit

- Potential for new bus stops and loading areas
- Expanded routes/services



General Timeframe – Mixed Use Areas

City Pre-
Development
Guidance
Q4 2025

RFI
Q1 2026

Select City
Entitlements
(by County)
Q2 2026

RFP
Q3-Q4
2026

- Master Plan
- Rezoning

Updated Master Plan

- Ferris Center will be removed summer 2026
- Adds new hotel/parking ramp connected to Exhibition Hall



Campus Experience Overlay

Overlay that helps ensure the Campus Reflects the Distinctive Spirit of Madison and the Dane County Region



Source: Base map from AEC Campus Master Plan

Identity Nodes

Edges

Entryways

Plazas, Event
Terraces, + Drop-offs

Willow Island

Linkages

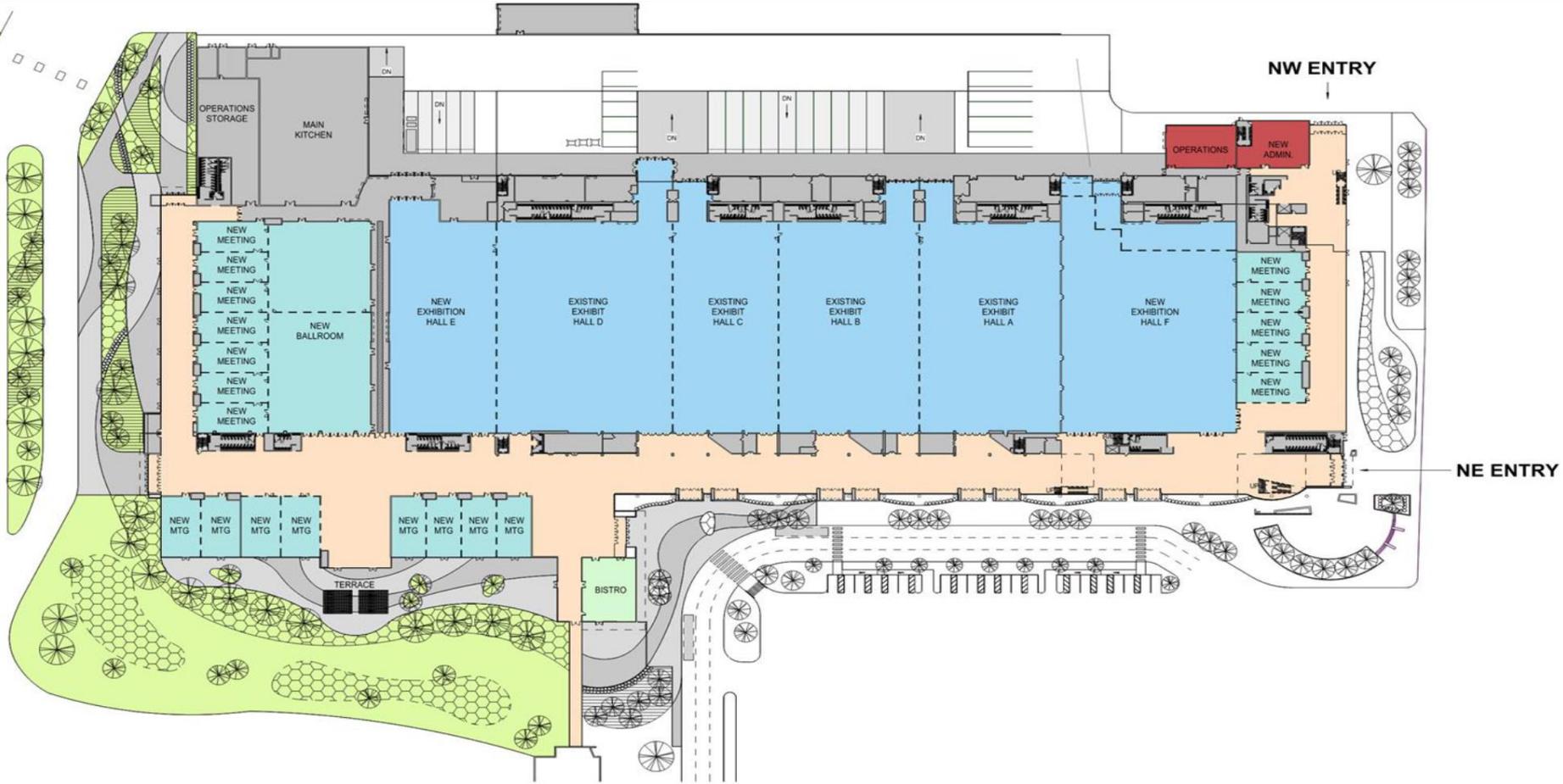
Internal Spine



STRATEGIC APPROACH



Exhibition Hall Expansion



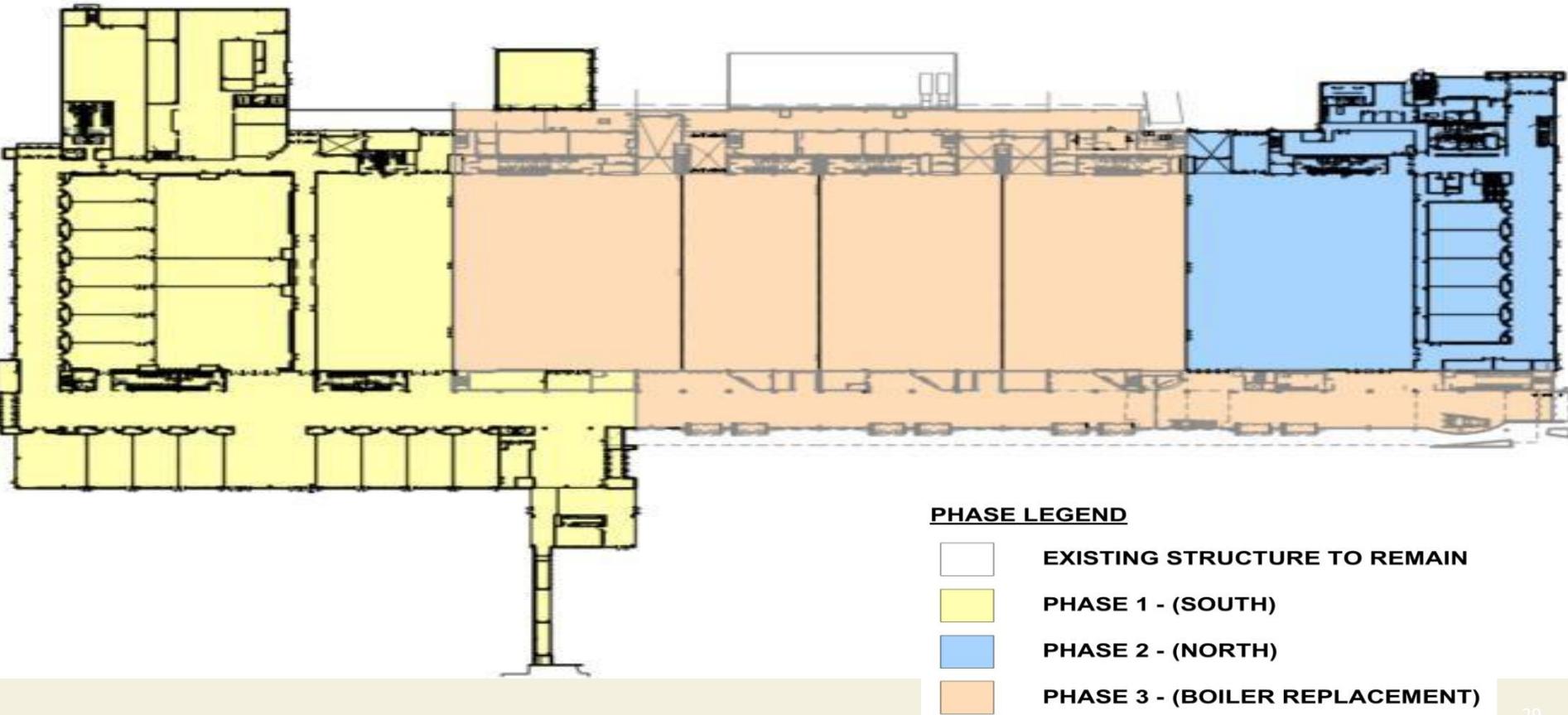
Exhibition Hall Expansion

- Highlights of the expansion
 - Additional 50,000 square feet of exhibition space
 - Bringing total to 150,000 square feet
 - Additional 16 meeting room
 - Bringing total to 29 meeting rooms
 - New 30,000 square foot ballroom
 - New 10,000 square foot multipurpose room
 - New Bistro
- Project will be phased
- Project is projected to be financed by County, State, and other sources
- City approval process-Q2/3 2026
- Phase 1 could start in 2028

Exhibition Hall Expansion



Exhibition Hall Expansion



Current View



Exhibition Hall Expansion – Northwest Entry



Current View



Exhibition Hall Expansion



Current View



Exhibition Hall Expansion



Exhibition Hall Expansion



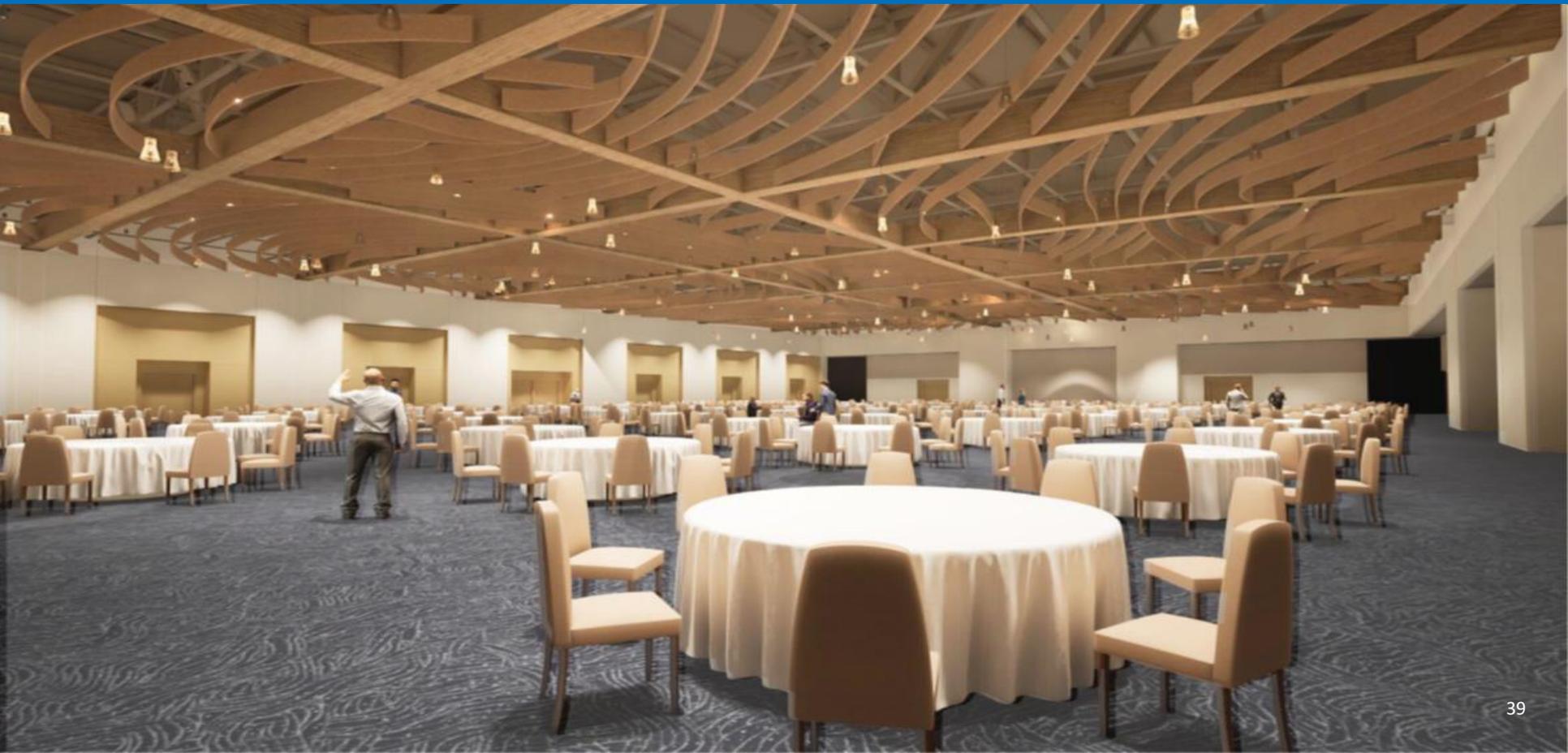
Current View



Exhibition Hall Expansion – New South Entry



Exhibition Hall Expansion-Ballroom



Coliseum Redevelopment



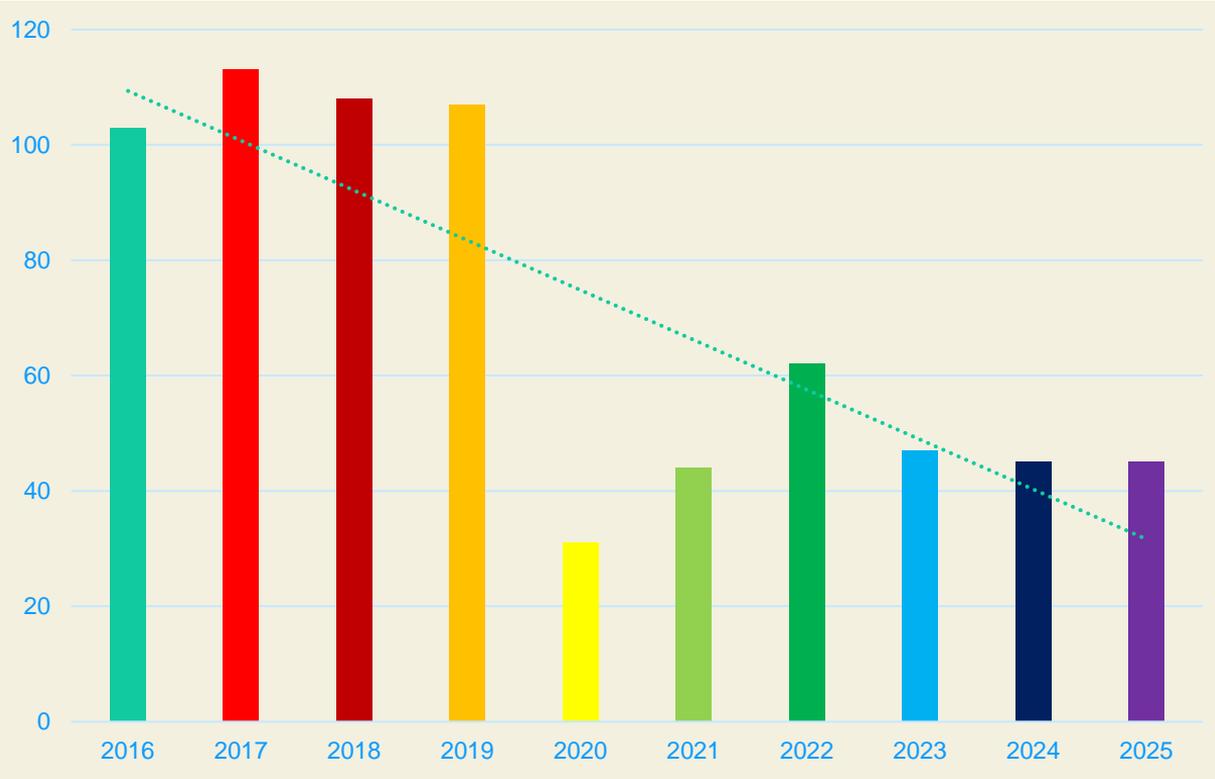
HISTORY OF VETERANS MEMORIAL COLISEUM



- Opened in 1967 to honor Dane County veterans
- Hosted decades of concerts, graduations, sports events, and expos
- Cultural and economic driver for our community



ANNUAL COLISEUM EVENTS 2016-2025



COUNTY GOALS FOR THE PROJECT



Revitalize the Coliseum and serve as catalyst to **redevelop** the entire campus



Deliver significant incremental **economic & fiscal benefits** to the County



Provide a state-of-the-art, multipurpose venue that **attracts** nationally prominent entertainment **events**



Leverage **private capital** to deliver a best-in-class Coliseum renovation



THE OPPORTUNITY

Madison is one of the most underserved entertainment markets in the Midwest, as:

- The Coliseum lacks appropriate infrastructure to host major entertainment events
- The Kohl Center focuses on collegiate athletic events

A renovation of the Coliseum will:

- Attract new events that are skipping the market
- Create economic and fiscal benefits
- Provide non-quantifiable, quality of life benefits



COMMUNITY AND ECONOMIC BENEFITS TO DANE COUNTY

Improves Quality of Life

- Serves as a premier destination for major events and cultural gatherings
- Attracts diverse audiences, drawing visitors from across the region and improves quality of life for local residents
- Enhances Madison's cultural offerings and civic pride, which allows people to recreate here without need to drive to Milwaukee or Chicago

Strengthens Community Identity

- Positions the AEC campus as a vibrant hub for innovation, entertainment, and community engagement
- Shares goals with the Madison Lakeway Project to bolster our Downtown community
- Supports global and regional events

**The Alliant Energy Center campus is not just a venue—
it's a dynamic engine driving prosperity and future growth.**





- World's leading Owner's Representative & Strategic Management Consulting Firm
- Over 65 sports, entertainment, public assembly projects including Fiserv Forum in Milwaukee
- 2,500 consulting engagements
- Over \$45 billion in development projects
- CAAICON has managed the development of many of the most successful venues around the world



PROJECT DEVELOPMENT OPTIONS

Do Nothing

- Coliseum is projected to lose \$1 million/year by 2030
- Coliseum may reach functional and market obsolescence

Pursue New Arena Project

- Previous analysis suggested that costs could exceed \$300 million
- Project is likely cost prohibitive, even under a public-private partnership

Self-Perform a Renovation

- No public funding source has been identified
- County will be responsible for ongoing capital expenditures for a 50+ year-old building

Work with a Partner under a “P3” Structure

- Private sector partner can bring capital in return for negotiated operating rights
- Retains an iconic community landmark
- Allows the County to redirect capital and operating funds to other projects
- May result in significantly shorter timeframe (2029)



HOW THE PARTNERSHIP WILL WORK

- The RFP asked respondents to (D)esign, (B)uild, (F)inance, (O)perate and (M)aintain a coliseum renovation project (“DBFOM” delivery structure)
- In return for assuming this risk, FPC Live will be entitled to certain operating revenues over a defined term (negotiation is ongoing)
- The Public-Private Partnership (P3) approach leverages private sector capital and expertise to deliver the County its stated goals and objective
- Unlike a rental agreement, the private partner invests capital and assumes responsibility for construction and operation



RETROSPECTIVE TIMELINE



**September
2025**

Issue RFP

**November
2025**

Response
received

**February
2026**

Discussions with
FPC begins



ABOUT FPC LIVE

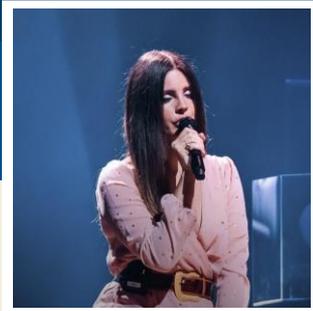
- Frank Productions founded in 1964 in Madison
- FPC Live is the rebranded promotion division of Frank Productions
- Full-Service event promotion company
- Owns and operates The Sylvee and have had success in turning facilities like the Orpheum, Majestic and High Noon Saloon into vibrant venues

TOP TO BOTTOM

LANA DEL REY / THE SYLVEE / 11.11.19

WILLIE NELSON / BREESE STEVENS FIELD / 05.20.24

CHRIS STAPLETON / ALLIANT ENERGY CENTER / 10.24.19

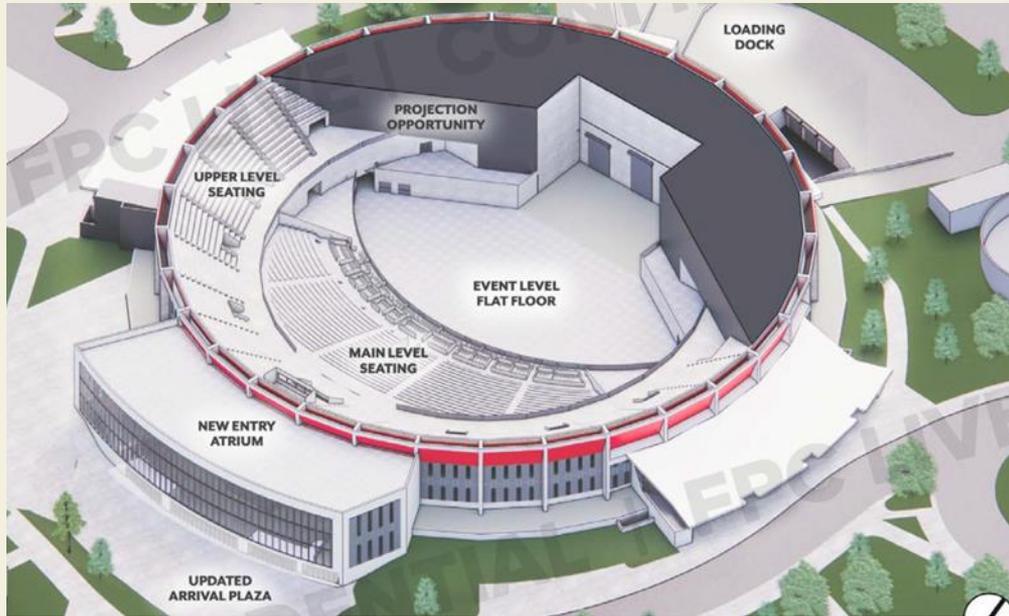


FPC LIVE'S PROPOSAL

- Revitalize the Coliseum into a state-of-the-art, music-first, multipurpose venue
- Host a variety of events, including concerts, comedy shows, family shows, graduations, and select sporting events
- Commit to a local and diverse workforce



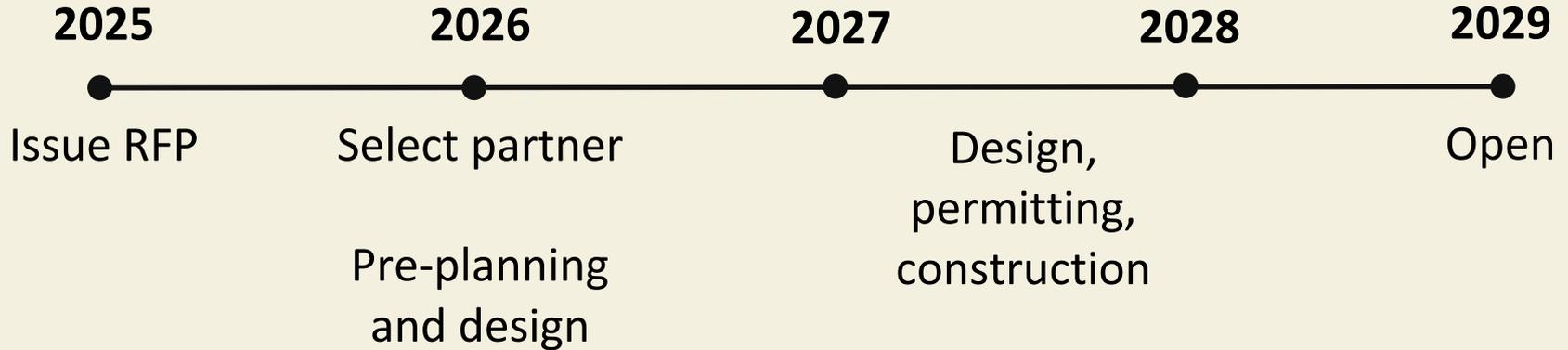
CONCEPTUAL RENDERING



Disclaimer: This is a conceptual rendering only at this stage. The concept shown above has not been approved or value engineered and the final design will likely differ from what is presented above.



TIMELINE



Tentative timeline pending agreements



Alliant Energy Center Public Engagement



PUBLIC OUTREACH



- **Community Meeting – VMC – April 23, 2025**
- **Committee of the Whole – June 11, 2025**
- **Town Hall – March 2 – The Hub**
- **Town Hall - March 10 - Alliant Energy Center**
- **Community Listening Session – March 10**



PUBLIC OUTREACH

Town Halls

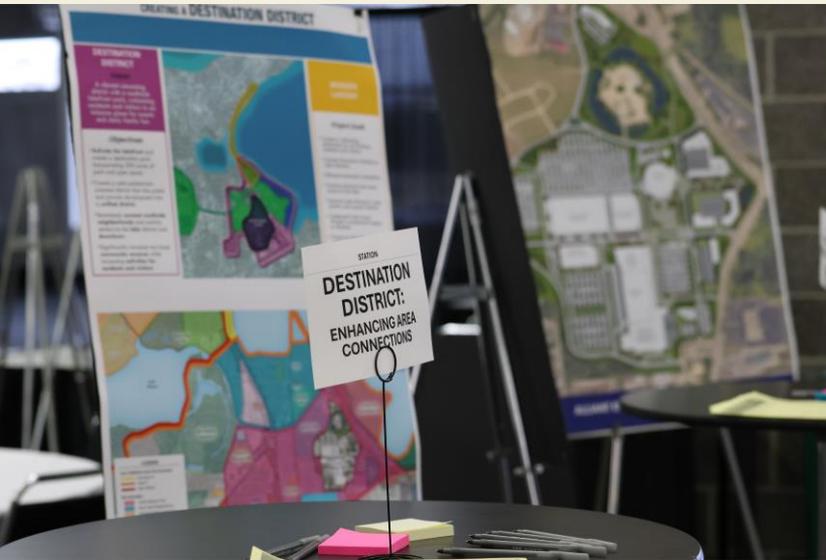


- Shared progress on all projects occurring on campus
- Had subject matter experts on site to answer questions
- Stations set up on the specific projects



PUBLIC OUTREACH

Town Halls



- Like ring road concept
- Concerns about parking supply
- Will mixed use allow parking to be used for campus events?
- Lots of interest in pedestrian and bike access and accommodations
- Improved wayfinding
- Questions about water quality and livestock shows
- Surface discharge into neighborhood
- Winter activation (i.e. skating rink)
- Improve Bram Street connection



PUBLIC OUTREACH



15 WMTV

First Alert Weather Watch Live News Aging Untold Diaper Drive We the People Stream WMTV 15 News Video 15 News+

Closings and Delays

8 Weather Alerts In Effect

ADVERTISEMENT

'It's really a no-brainer': Alliant Energy Center, Veterans Memorial Coliseum renovations draw community input

Dane County leaders say proposed upgrades could boost local economy and fill entertainment gap

▶ This ad will end in 6 seconds



DANE COUNTY | COLISEUM AT ALLIANT ENERGY CENTER

After long delay, big changes in the works for Alliant Energy Center

Nicole Pollack | Wisconsin State Journal Mar 12, 2026



COMMUNITY LISTENING EVENT-Coliseum

OVERWHEALMINGLY POSITIVE AND SUPPORTIVE OF DIRECTION

Participants expressed broad support for moving forward with the renovation plan, recognizing the Coliseum's regional importance and the benefits of a revitalized facility.

Viewing the partnership as a meaningful opportunity to restore the Coliseum's prominence

Key themes included:

- Support for local labor and workforce development, with importance of apprenticeship opportunities – trades/production, local players involvement
- Support from regional leaders and individuals highlighting the project's economic and tourism benefits for surrounding Dane County communities
- A concern about market dominance, digital privacy & app-based ticketing
- A concern voiced about Live Nation current lawsuit
- A desire to ensure the Coliseum remains accessible & affordable to a wide range of users, including low-income residents
- Interest in enhanced bike & pedestrian access, multimodal connectivity & traffic improvements
- Desire for sustainability elements & exceeding stormwater requirements
- Specific comments around traffic back-ups, biking access & safety
- Figure out how to say "Yes" to new ideas vs finding a reason to say "No"



