

# Breakout Panel Topic: Corporate Outreach – Convening Needs & Industry Events

## Supporting Panel Discussion Material

Alliant Energy Center Redevelopment Committee June 2019 Meeting

*For Committee Discussion Purposes*

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Data and information in this packet represents initial research and is not meant to be comprehensive or all inclusive. The purpose of the enclosed information is meant to provide Committee members background information relevant to the panel topic.

## 1. Breakout Panel Objectives & Discussion Questions

Breakout Panel Topic: **Corporate Outreach – Convening Needs & Industry Events**

**Objective:** Ensure facility best serves future regional corporate convening needs and be a full-scale convention center targeted to host conventions/event that help drive our regional growth industries.

**Discussion Questions:**

1. How do we identify businesses that have future convening needs that could be accommodated by the expansion?
2. What does the project need to include to address these needs?
3. What are employees or prospective employees interested in, of which the facility can offer?
4. What regional or national events will be able to be hosted here that help our growth industries (position Madison as a leader, attract talent, etc.)
5. What are strategies to engage corporate partners?
6. Is there other data or information needed or desired to guide decisions on strategies discussed?

## 2. List of Potential Funding Sources

### Potential Funding Sources for Alliant Energy Center Campus Improvements

**Draft for discussion purposes only.**

Funding source analysis based on general eligibility requirements and past uses. Use of public funds will require approval by a governing body and may be subject to additional local polices.

Potential Funding Sources		Alliant Energy Center Venues <sup>(1)</sup>	Alliant Energy Center Infrastructure <sup>(2)</sup>	Private Development Infrastructure <sup>(3)</sup>
LOCAL	AEC Operating Revenues	●	●	
	AEC Property Sale/Lease	●	●	
	County Capital Budget and Levy	●	●	
	Hotel Room Tax	○	○	
	Tax Increment District			●
	Business Improvement District			●
	Special Assessment			●
STATE	Local Exposition District <sup>(4)</sup>	○	○	
	State Grants/Appropriations	●	●	○
PRIVATE SECTOR	AEC Contractors/Partners	●	●	
	Major AEC Users	●	●	
	Venue Naming Rights	●	●	
	Corporate Sponsorships	●	●	
	Foundation Grants	●	●	
	Developers		●	●

- Most improvements would be eligible
- Some improvements may be eligible

Footnotes:

- (1) Venues include the Coliseum, Exhibition Hall, New Holland Pavilions, Arena, and Willow Island.
- (2) Alliant Energy Center Infrastructure includes improvements primarily supporting AEC Venues such as parking, ring road, stormwater management, grounds, etc.
- (3) Private Development Infrastructure includes improvements primarily supporting private development located on the Alliant Energy Center campus such as parking, roads, stormwater management, utilities, etc.
- (4) As authorized by Wis. Stat. § 229.40, such as the Wisconsin Center Tax District in Milwaukee.

May 14, 2019

### State Funding Proposal FAQ

March 14, 2019

The Alliant Energy Center is a valuable cultural, social and economic asset to Dane County and the state of Wisconsin. Throughout its 100-year history, the Center has generated substantial economic impacts and contributed to the quality of life of locals and visitors from across the state and around the world. However, community needs and market analyses have shown great potential to increase impacts and that a failure to begin making improvements will diminish this asset and create a fiscal burden.

#### What is being requested?

- State assistance is requested to fund a portion of a net 200,000 square foot addition to the Exhibition Hall in order to expand existing events and attract additional events that will bring increased national prominence to Wisconsin.
- The total estimated cost is \$77.4 million. The governor's budget includes \$30 million for the project.
- Other funding sources are expected to include naming rights, land lease/sale proceeds from on-campus private development, existing vendors, contributions from existing large users, new operating revenues, and the County.

#### Where did this idea come from?

- Beginning in 2016, a County-appointed public-private committee used a methodical approach to future planning for the Alliant Energy Center Campus, including extensive public outreach.
- A detailed market and economic analysis completed in 2017 concluded there was significant potential to attract larger, national events in addition to retaining and expanding existing events, especially those related to agriculture.
- A detailed Campus Master Plan completed in 2018 prioritized the Exhibition Hall expansion and included significant areas for private development on the grounds to support the additional visitors, including hotels and restaurants, as well as offices and residential units.
- The Exhibition Hall expansion is driven by existing users who need more space for vendors and programming and by feedback from events that chose other locations due to a lack of adequate meeting space.

#### Why is this a matter of statewide interest?

1. ***State investment in the Alliant Energy Center expansion will enrich Wisconsin's position as a premiere global convener in the agricultural industry.***
  - Wisconsin agriculture contributes \$88.3 billion annually to our state's budget, and the dairy industry alone employs nearly 42,000 skilled individuals and has an economic impact of \$43 billion.
  - Dane County is the fifth-ranked dairy producing county in the state and 27<sup>th</sup> in the nation. Agriculture provides 17,294 jobs in Dane County, contributes \$1.3 billion to the County's total income, and pays \$80.6 million in state and local taxes (not including school property taxes).
  - In 2017, Wisconsin exported \$3.5 billion of agricultural products to 147 countries, ranking 12<sup>th</sup> among states in the value of agricultural exports.
  - In 2017 and 2018, the Alliant Energy Center hosted more than 55 ag-related events of state and national significance bringing in more than 455,000 people from around the country and across the globe.
  - In 2018, the World Dairy Exposition alone had 835 exhibitors from 24 countries and 44 states and attracted 296 media members from 13 countries.
  - A 2012 study found that the World Dairy Exposition had a direct and indirect \$50 million impact on the regional economy.
2. ***The Alliant Energy Center expansion will raise Wisconsin's profile nationally and internationally in general and across a variety of other rapidly expanding industry clusters in the region and state with convening needs including biomedical/biotech, information technology, knowledge creation, and business and financial.***
  - In 2017 and 2018, the Alliant Energy Center held 14 national and international non-agricultural events that drew nearly 200,000 people from dozens of countries.
  - The Reebok CrossFit Games, alone, are televised nationally, attract athletes and spectators from over 31 countries, generate \$12 million in visitor spending, and pay \$1.2 million in state taxes.
  - The biohealth industry in Wisconsin is a fast-growing, high-paying sector with more than 4,000 companies, 107,600 jobs, and directly contributes \$27 billion to State's economy.

- Dane County plays a key role in that sector with some of the biggest and fastest growing companies in biohealth: Epic Systems Corp., Exact Sciences Corp. and Promega Corp.
  - IT-intensive industries employ nearly 18,000 workers in south central Wisconsin, with a 30% growth in employment from 2010 to 2015.
3. ***State investment is critical to catalyzing significant on-campus private investment that improves the visitor experience and enhances our market position against a host of competing facilities in other states that are investing tens of millions of dollars and pursuing our customers.***
- The Exhibition Hall expansion will catalyze \$205 million in on-campus private development generating \$1.7 million in new property taxes and providing an array of needed support services demanded in the convening marketplace.
  - The Alliant Energy Center is a County-owned and operated facility and one of the very few nationwide with self-supporting operations; expansion will nearly double our net revenues to help support the related debt.
  - Over the past four years, significant facility investments have been made by states that are in direct competition with Wisconsin for major agricultural shows, conferences and conventions including: Indiana, Oklahoma, Colorado, Kentucky and Texas.
  - Investments by these competing states have ranged from \$50 to nearly \$700 million using a variety of sources including state bonds and capital campaigns, state grants, hotel taxes, and private donations.
  - The Exhibition Hall addition will help Wisconsin attract several more national events such as those that recently opted to go elsewhere including the Family Motor Coach Association, American Shetland Pony Club, and Association of Moving Image Archivists, each of which draws 500-1,200 attendees and generates 700-2,400 room nights.
4. ***Investment in the Alliant Energy Center expansion will drive significant return on investment to the State.***
- Create 1,400 new jobs generating an additional \$670,000 in annual State income taxes, or \$25.3 million over 20 years
  - Generate more than \$1 million in additional annual State sales taxes, or \$58.9 million over 20 years.
  - Total new state taxes over 20 years with a present value of \$31.8 million.

**What’s the plan for getting this built?**

- The County is beginning the preliminary design this year.
- The County is aggressively pursuing the additional funding in 2019 and 2020 with the goal of starting construction in 2021.

**Didn’t the State already make a significant investment in the facility?**

- In 2014 the New Holland Pavilions were constructed at a total cost of \$23.9 million; the State contributed 38%, the private sector 25%, the Center itself 25%, and 12% in County borrowing.
- The Pavilions replaced several antiquated barns and were a requirement to retain the World Dairy Exposition and Midwest Horse Fair, both of which contributed to the cost and have seen increased event attendance and revenues.
- The Pavilions also have allowed all of our other agriculture events to expand and helped to attract several additional national livestock shows as well as the Reebok CrossFit Games.
- In the five years since the opening of the Pavilions, the Alliant Energy Center has attracted 24 new events (many of which are now annual), which have attracted more than 580,000 attendees and generated nearly 59,000 room nights.

## 4. Alliant Energy Center Competitive Scan

### Alliant Energy Center Competitive Scan

Sources: Hunden Strategic Partners, Destination Madison, Vandewalle & Associates

#### Indiana State Fairgrounds – Indianapolis, IN

- Owner – Indiana State Fair Commission
- 250 acres
- 1,000,000 SF of event space, arena, pavilions, barns
- \$53 million renovation to coliseum in 2014
  - State bonds and capital campaign

#### Oklahoma State Fair Park – Oklahoma City

- Owner – Oklahoma State Fair, Inc. – 501(c)(3)
- 435 acres
- Arena, exposition hall, pavilions, and horse barns
- \$100 million barn complex in 2016
  - 3% hotel-motel tax
- \$59 million event center in 2017
  - 1% sales tax

#### National Western Complex – Denver, CO

- Owner – City of Denver
- 240 acres
- Arena, events center, exposition halls, barns
- \$669 million in expansions and renovations committed in 2016 to \$1.1 billion overall master plan
  - Lodging and rental car tax
  - \$200 million in state certificates of participation
  - State grant
  - Private donations

#### Kentucky Exposition Center – Louisville, KY

- Owner – Kentucky State Fair Board
- 1.7 million square feet of event space
- Arena, exposition halls, pavilions
- \$200 million in expansions and renovations planned for 2020

#### Will Rogers Memorial Center – Fort Worth, TX

- Owner – City of Fort Worth
- 85 acres
- Coliseum, auditorium, exhibit halls, equestrian barns
- \$450 million new arena in 2020
  - \$225 million in special use taxes within 3 miles
  - \$225 million private sector

#### Colorado Convention Center – Denver, CO

- Owner – City of Denver
- Exposition halls and meeting rooms
- \$250 million expansion
  - Lodging and rental car taxes

#### American Royal Center – Kansas City, KS

- Owner – American Royal Association
- 112 acres
- 300,000 SF exposition space, arena, barns
- \$200 million new complex
  - State sales tax revenue bonds and county transient guest tax
  - Private sector donations

## 5. Corporate Use of Alliant Energy Center

### Corporate Use of the Alliant Energy Center

Source: Alliant Energy Center

*Information represent initial research and not meant to be all inclusive*

- During a six-year period of 2014-2019, non-agricultural **area businesses held 248 events** at the Alliant Energy Center (248 includes private/invitation only events with the exception of Canoecon).
  - Area business refers to any business located within Dane County.
  - Events ranged from meetings and trainings to banquets.
  - The number of events does not include various State of Wisconsin departments that use the Alliant Energy Center facility frequently for various needs / events.
- During that same six-year time period, **179 non-agricultural tradeshows, professional conferences or business-to-business events were held at the Alliant Energy Center**. The tradeshow/conferences and events were either put on by a local organization or catered to local companies.
- In 2017 and 2018, the Alliant Energy Center hosted more than **55 ag-related events** of state and national significance bringing in more than 455,000 people from around the country and across the globe.
- In 2017 and 2018, the Alliant Energy Center held **14 national and international non-agricultural events** that drew nearly 200,000 people from dozens of countries.

## 6. Convention Center / Industry Event Alignment - Preliminary Research

### CONVENTION CENTER / INDUSTRY EVENT ALIGNMENT - Preliminary Research

**WORKING DOCUMENT: For Discussion Purposes Only**

\*Peer cities are based on MadREP's peer region selection. Other cities such as Fort Worth, were chosen based on Hunden Strategic Partners designation of venue as an Alliant Energy Center comparable.

\*List is not exhaustive of all events held at venues

Peer Region / Comp. Venue City	Convention Center Name	Industry Related Events	Key Industries & Employers
1 Madison, WI	Monona Terrace Community and Convention Center	American Society of Pharmacognosy Annual Meeting, Forward Fest x PechaKucha, LOCKDOWN 2019 Technology & Cybersecurity Conference, Electronic Theater Controls CUE 2019 Conference, CrossFit 2019 Health Conference, Ironman Wisconsin 2019, Wisconsin Association of Health Plans Annual Meeting 2019, Forte Research Systems Fall Customer Conference, 2019 UWEBC Business Best Practices & Emerging Technologies Conference, Seminars in Pediatrics, WIDEN Summit, Trek World, UW CCC Multidisciplinary Cancer Care Symposium Madison Marathon Expo, Ag Day at the Capitol, AE Business Solutions Symposium, World Championship Cheese Contest, Friends of UW Health AFCH Gala, TASC 2020 Annual Meeting , 2020 PSW Educational Conference, Wisconsin Medical Society 2020 Annual Meeting, Dairy Business Association 2020 Dairy Strong, "It's Hemp, It's Fine" Expo, Well Expo Madison, Business Day in Madison	<b>Key Industries:</b> Advance Manufacturing, Agriculture Food & Beverage, Healthcare, Information Technology, Life Sciences  <b>Largest Private Employers:</b> 1. UW Health, 2.Epic Systems Corp., 3.SSM Health, 4.American Family Insurance, 5.WPS Health Solutions, 6.Covance, 7.CUNA Mutual Group, 8.UnityPoint Health Meriter, 9.PPD, 10.Woodman's Markets, 11. Exact Sciences Corp., 12. TDS Telecom, 13. Sub-Zero Group Inc., 14.Stoughton Trailers LLC, 15. Electronic Theater Control
	Alliant Energy Center	<b>Industry Related Events:</b> Canoecopia, Zimbrick Awards Banquet, Findorff Safety & Education Day, High Tech Happy Hour, UW Health Moving Forward, UnityPoint Health Meriter Appreciation Day, CrossFit Games <b>Agriculture Related Events: World Dairy Expo</b> WI Agribusiness classic, National Junior Angus Association Show, World Clydesdale Show, Professional Dairy Producers Convention, Organic Vegetable Conference, 4-H Events, Midwest Horse Fair, Brafffest, American Jr. Shorthorn, Deer & Turkey Expo, FFA Convention, Midwest Select Draft Horse Sale, Cap Gun Quarter Horseshow	
2 Austin, TX	Austin Convention Center	<b>National Instruments Week 2019</b> - producer of automated test equipment and virtual instrumentation software headquartered in Austin <b>Business Tech Expo</b> - Texas largest business tech B2B trade show, conference & networking event <b>InnoTech</b> - annual innovation and technology event (presented by local) <b>The Digital Future of Insurance Conference</b> - digital transformation of insurance <b>Digital Banking Conference</b> <b>American Society of Animal Science Annual Conference</b> <u>Annual Events Held at Austin Convention Center:</u> <b>SXSW Music, Film, &amp; Interactive Conferences &amp; Festivals</b> <b>RTX Animation, Gaming &amp; Comedy Experience</b> <b>Texas Computer Education Association Conference</b> <b>Wizard World Austin Comic Con</b> <b>Environmental Trade Fair &amp; Conference</b>	<b>Key Industries:</b> Advanced Manufacturing, Creative & Digital Media Technology, Clean Technology, Life Sciences, Data Management, Corporate HQs and Regional Offices, Space Technology  <b>Largest Private Employers:</b> 1. Apple, 2. Dell Technologies, 3. IBM Corp., 4. Samsung Austin Semiconductor, 5. Seton Healthcare Family, 6. St. David's Healthcare Partnership, 7. Accenture, 8. Amazon. 9. Applied Materials, 10. AT&T
3 Columbus, OH	Greater Columbus Convention Center	<b>Nationwide TechCon</b> <b>Ohio Health Care Association Convention &amp; Expo</b> <b>CBUS 2019 Retail Re-thought Conference</b> <b>Ohio Bankers League Next Gen Conference</b> <b>Women Analytic Conference</b> <b>American Electric Power</b> <u>Annual Events Held at GCCC:</u> <b>Arnold Sports Festival</b> <b>Columbus International Auto Show</b> <b>Ohayocon</b> - anime convention <b>Cultivate</b> - largest horticulture show in North America <b>Origins Game Fair</b> - trade association for the hobby games industry	<b>Key Industries:</b> Retail, Automotive, Data Centers, Fashion & Apparel, Finance & Insurance, Food & Beverage, Headquarters & Business Services, Healthcare, Logistics, Manufacturing, Personal Care & Beauty, R&D, Retail & E-Commerce, Technology  <b>Largest Private Employers:</b> 1. JPMorgan Chase, 2. Nationwide, 3. Ascena Retail Group, 4. Honda of America Mfg., 5. L Brands, 6. Cardinal Health, 7. Huntington, 8.Amazon, 9. AEP, 10. Alliance Data Card Services
4 Des Moines, IA	Iowa Events Center	Iowa Pork Congress Land Investment Expo - nation's premier farmland event, Iowa Communications Alliance Annual Meeting & Expo <b>Annual Event:</b> Iowa Deer Classic Iowa Farming Power Show Animelowa Iowa Barnstormers, Iowa Wolves, Iowa Wild - indoor football, hockey, and basketball home games played @ Wells Fargo Arena Des Moines Home & Garden Show Iowa's Premier Beer, Wine, & Food Expo	<b>Key Industries:</b> Advanced Manufacturing, Agbioscience, Data Centers, Insurance & Financial Services, Logistics  <b>Largest Private Employers:</b> 1.Wells Fargo & Company, 2.UnityPoint Health, 3.Principal, 4. Hy-Vee, 5.MercyOne, 6.Nationwide, 7.John Deere Foundation, 8.Vermeer Corporation, 9.Corteva Agriscience, 10.JBS USA



5	Raleigh, NC	Raleigh Convention Center	<p>CED Life Science Conference  Pendononium - product experience conference  Triangle InfoSeCon - information security professionals  ISPE-CaSA Life Sciences Technology Conference  IoT Slam - The Trilogy Internet of Things Conference</p> <p><b>Annual Largest Events:</b>  BrickUniverse</p>	<p><b>Key Industries:</b>  Cleantech/Smart Grid, Advanced Manufacturing, IT/Technology, Life Sciences</p> <p><b>Largest Private Employers:</b> 1. Duke University &amp; Health System, 2. Wal-Mart, 3. IBM Corp., 4. WakeMed Health 5. Target, 6. UNC Rex Healthcare 7. SAS Institute 8. Cisco Systems 9. Harris Teeter 10. Blue Cross &amp; Blue Shield North Carolina</p>
6	Greenville, SC	Greenville Convention Center (Formerly TD Convention Center)	<p>SYNNEX Inspire Conference, SOUTHTEC, a Manufacturing Technology Series Event, SC Ed Tech Conference, 2019 Education &amp; Business Summit, South Carolina International Autoshow, Pearls &amp; Pumps by Bon Secours St. Francis Health, South Carolina Aviation Week, South Carolina Business Coalition on Health, BMW Supplier Diversity Conference, 13th Annual Community Health Summit by Prisma Health, Human Resources Law Update</p> <p><b>Annual Events:</b> SC Numismatic Association Annual Convention, SC Comicon, Gun &amp; Knife Show, Southern Home &amp; Garden Show, Greenville Remodeling Expo, South Carolina RV &amp; Camping Show</p>	<p><b>Key Industries:</b> Advanced Materials, Automotive, Aviation/Aerospace, Biosciences, Data Centers, Distribution &amp; Logistics, Offices</p> <p><b>Largest Private Employers:</b> 1. Prisma Health, 2. Michelin North America, 3. Bi-Lo, LLC, 4. Bon Secours St. Francis Health System, 5. GE Power, 6. Duke Energy Corp., 7. Fluor Corporation, 8. SYNNEX Corporation, 9. TD Bank, 10. Verizon Wireless</p>
7	Richmond, VA	Greater Richmond Convention Center	<p>American Cheese Society Annual Conference, Virginia Energy Conference, Virginia Society of Association Executives, Virginia Health Care Conference, 2019 Financial Forecast, Housing X: Rethinking the Box, Architecture Exchange East, Virginia Motor Trend Auto Show, Commonwealth of Virginia Information Technology Summit, Mid-Atlantic Laserfiche User Group, COVITS - Government Technology, Spirit of the Heart Community Education &amp; Health Fair, Virginia Clean Energy Summit</p> <p><b>Annual Events:</b> Richmond Wedding Experience, Virginia Natural Beauty Mega Expo, Richmond Association of Realtors-REALTORfest, Annual VCU Real Estate Trends Conference, CBS 6 Richmond Women's Health &amp; Fitness Expo, Encore Championships (cheer), Mid-Atlantic Premier Open Championships (cheer)</p>	<p><b>Key Industries:</b> Corporate Services, Information Technology, Finance &amp; Insurance, Bioscience, Advanced Manufacturing, Supply Chain, Food &amp; Beverage</p> <p><b>Top Private Employers:</b> 1. Capital One Financial Corp., 2. Virginia Cmnlwth. Univ. Health System, 3. HCA Virginia Health System, 4. Bon Secours Richmond, 5. Dominion Energy, 6. SunTrust Banks Inc., 7. Altria Group Inc., 8. Amazon, 9. Wells Fargo, 10. Anthem Blue Cross &amp; Blue Shield</p>
8	Indianapolis, IN	Indiana Convention Center & Lucas Oil Stadium	<p><b>Industry Events:</b> International Fuel Ethanol Workshop &amp; Expo, Indiana IT Symposium Ryder System, Inc. - Top Technician Conference/Tradeshow, Made in American (American made manufacturing show) American Association of Nurse Practitioners 2019 National Conference, Cybertech Midwest 2019, USA Volleyball Association Girl's Jr. National Championship, Sports, Inc Outdoor Sporting Goods Show, American Institute of Aeronautics &amp; Astronautics, DBC Pri-Med Regional Conference, Monumental Health &amp; Fitness Expo, Midwest Healthcare Engineering Conference &amp; Tradeshow, Indiana Green Expo, NTEA Work Truck Show, National Association of Fleet Administrators (NAFA) Fleet Manager Association Annual Institute &amp; Expo</p> <p><b>Annual Events:</b>  Gen Con - largest tabletop-game convention in the USA  FDIC International  Indy PopCon - Comic Convention with Anime, Costuming, Fantasy, Sci-Fi, TV, and Video Gaming programming  Indiana Comic Con  Big Ten Football Championship Game Fan Fest  Indiana Black Expo Summer Celebration  National FFA Convention  Performance Racing Industry Show  Indianapolis Auto Show</p>	<p><b>Key Industries:</b> Advanced Manufacturing, Life Sciences, Technology, Logistics, Agribusiness, Sports</p> <p><b>Larger Private Employers:</b> 1. Community Health Network, 2. IU Health University Hosp., 3. St. Vince Med Group 4. St. Vincent Hosp. 5. St. Vincent Indi Hospt. 6. Eli Lilly Corp., 7. IU School of Medicine 8. Roche Diagnostics Corp. 9. Eli Lilly &amp; Co., 10. IU Health Methodist Hosp.</p>
		Indiana State Fairgrounds	<p>Indiana State Fair  Indiana Gun &amp; Knife Show  Great Indy Pet Expo  Indianapolis Home Show  Flower &amp; Patio Show  Deer, Turkey &amp; Waterfowl Expo  Indy Gold Expo  Indy Fuel - minor league hockey team  Indiana University Purdue University at Indianapolis play's men's &amp; woman's basketball games at the Coliseum</p>	
9	Denver, CO	National Western Complex	<p><b>Industry related:</b> Eat Colorado Food Show  <b>National Western Stock Show</b> - in Jan., attracts almost 650,000 people  Annual Colorado RV, Sports, &amp; Travel Show  Denver Bridal &amp; Wedding Expo  Rocky Mountain Horse Expo  Denver Home Show  NCHA Denver National Championship Event  Denver County Fair  Denver Expo Gem Show, Denver Mineral, Fossil, and Gem Show  Many Equestrian shows</p>	<p><b>Key Industries:</b> Aerospace, Aviation, Beverage Production, Bioscience, Broadcasting &amp; Telecommunications, Energy, Financial Services, Healthcare &amp; Wellness, IT-Software</p>

10	Fort Worth, TX	Will Rogers Memorial Center	<b>Annual Fort Worth Stock Show and Rodeo</b> <b>Annual Fort Worth Stock Show</b> <b>Annual Texas Longhorn Breeders Association of America</b> <b>Annual World Championship Paint Horse Show</b> <b>3 Major Events of the National Cutting Horse Association</b> <b>South Western Expo &amp; Livestock Show</b> Christmas in Cowtown Gun Shows Equine Shows Texas Home & Garden Show	<b>Key Industries:</b> Aviation & Aerospace, Corporate & Professional, Life Sciences, Logistics, Manufacturing, Natural Gas,
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## 7. Private Contributions to Facilities - Preliminary Research

### Private Contributions to Facilities – Preliminary Research

How are other comparable venues getting funded?

#### National Western Complex/Center – Denver, CO

- Owner – City of Denver
- 250 acres
- Arena, events center, exposition halls, barns
- **\$1 billion master plan** to transform the National Western Complex, new name National Western Center
- Funding Structure:
  - **\$622 million** from 2C Bond Revenue – approved measure increased Denver's debt by up to \$778M and indefinitely extended a 1.75 percent tourism tax (hotel rooms and rental cars)
  - **\$50 million** cash and **\$75 million** land from National Western Stock Show
  - **\$27.7 million** payment or land contribution from Colorado State University for site preparation of its three facilities
  - **\$121.5 million** (max) from the Regional Tourism Act via sales tax increment financing over 36 years
  - **\$200 million** is Colorado State University's construction budget for its three buildings
  - **Grants** and other funds as awarded/available

#### Will Rogers Memorial Center, Dickies Arena – Fort Worth, TX

- Owner – City of Fort Worth, managed by Trail Drive Management Corporation
- 85 acres
- Coliseum, auditorium, exhibit halls, equestrian barns
- **\$540 million new arena** in 2020
- Funding Structure:
  - **\$225 million** in special use taxes within 3 miles, public funding capped
  - **\$315 million** private sector fundraising
  - Naming rights - Williamson-Dickie Mfg. Co (cost unknow)
  - Fort Worth billionaire, Ed Bass, is leading the effort to privately fund more than half the cost of the facility by enlisting other wealthy individuals and foundations.

## 8. Largest Dane County Employers

### Largest Dane County Employers

Source: 2019 Book of Lists – IN Business: Greater Madison

Rank by full-time equivalent employees (3PT=1FT); does not include government entities; based on self-reporting

Rank	Company	FT/PT
1	UW Health	8,718/5,881
2	Epic Systems Corp.	9,600/0
3	SSM Health	4,423/1,659
4	American Family Insurance	4,428/40
5	WPS Health Solutions	1,796/35
6	Covance	1,755/45
7	CUNA Mutual Group	1,700/0
8	UnityPoint Health – Meriter	934/2,053
9	PPD	1,350/0
10	Woodman's Markets	1,000/360
11	Exact Sciences Corp.	1,040/90
12	TDS Telecom	1,038/12
13	Sub-Zero Group Inc.	*1,000+/0 (*estimate)
14	Stoughton Trailers LLC	911/0
15	Electronic Theater Controls Inc.	862/17
16	Promega Corp.	851/23
17	Zimbrick Inc.	764/164
18	J.H. Findorff & Sons Inc.	800/15
19	Alliant Energy Corp.	743/21
20	Great Lakes Educational Loan Services Inc.	695/0

## 9. Madison Region Target Industry Sectors

### Madison Region Target Industry Sectors

Source: Madison Region Economic Partnership

**Target Industry Sectors Include:** Information Technology, Advanced Manufacturing, Life Sciences, Agriculture Food & Beverage, Healthcare

#### DATA ORGANIZED BY INDUSTRY SECTOR

##### INFORMATION TECHNOLOGY

###### Major Employers

- Epic Systems
- Nordic Consulting
- Core BTS
- Raven Software
- Filament Games
- Human Head Studios
- ZenDesk
- Google
- HP
- Microsoft
- ShopBop

###### Sub-Sector Strengths

- Healthcare Information Technology
- Software Publishing
- Computer Systems Design
- Games Development
- Direct-to-Consumer and Specialty Retail

###### Establishments

- 401 establishments

###### Employment

- 17,932 employees

###### Employment Growth

- 30.67% industry growth from 2010-2015

##### ADVANCED MANUFACTURING

###### Major Employers

- John Deere
- Trek Bicycles
- Cardinal Glass
- Sub-Zero Wolf
- GE Healthcare
- Teel Plastics
- Spectrum Brands
- Electronic Theatre Controls

###### Sub-Sector Strengths

- Food Products Machinery
- Tractors & Trailers
- Household Refrigerators & Freezers
- Appliances
- Metal Manufacturing
- Plastics

###### Establishments

- 1,404 manufacturing establishments

###### Employment

- 68,188 manufacturing employees

###### Employment Growth

- 8.28% industry growth from 2010-2015

##### LIFE SCIENCES

###### Major Employers

- Promega
- Covance
- Exact Sciences
- Thermo Fisher Scientific
- Pharmaceutical Product Development (PPD)
- GE Healthcare
- Cellular Dynamics
- Arrowhead Pharmaceuticals

###### Sub-Sector Strengths

- Scientific Research & Development Services
- Pharmaceutical and Medicine Manufacturing
- Agricultural Chemical Manufacturing

###### Establishments

- 335 establishments

###### Employment

##### AGRICULTURE, FOOD & BEVERAGE

###### Major Employers

- Kerry Foods
- Hormel Foods
- Del Monte
- Seneca Foods Corporation
- McCain Foods
- Colony Brands
- Associated Milk Producers
- Frito-Lay

###### Sub-Sector Strengths

- Dairy Product Manufacturing
- Animal Food Manufacturing
- Fruit & Vegetable Preserving and Specialty Food Manufacturing
- Animal Processing

###### Establishments

<ul style="list-style-type: none"> <li>• 10,250 employees</li> </ul>	<ul style="list-style-type: none"> <li>• 417 establishments</li> </ul> <p><b>Employment</b></p> <ul style="list-style-type: none"> <li>• 60,000 employees</li> </ul> <p><b>Employment Growth</b></p> <ul style="list-style-type: none"> <li>• 5.1% industry growth from 2010-2015</li> </ul>
<p><u>HEALTHCARE</u></p> <p><b>Major Employers</b></p> <ul style="list-style-type: none"> <li>• UW Health</li> <li>• SSM Health</li> <li>• UnityPoint Health – Meriter</li> <li>• American Family Children’s Hospital</li> <li>• Monroe Clinic</li> </ul> <p><b>Sub-Sector Strengths</b></p> <ul style="list-style-type: none"> <li>• Health Teachers, Postsecondary</li> <li>• Health Technologists &amp; Technicians</li> <li>• Family &amp; General Practitioners</li> <li>• Therapists</li> <li>• Healthcare Information Technology</li> </ul> <p><b>Establishments</b></p> <ul style="list-style-type: none"> <li>• 2,765 establishments</li> </ul> <p><b>Employment</b></p> <ul style="list-style-type: none"> <li>• 63,686 employees</li> </ul> <p><b>Employment Growth</b></p> <ul style="list-style-type: none"> <li>• 5.72% industry growth from 2010-2015</li> </ul>	