




# REDEVELOPMENT OVERVIEW

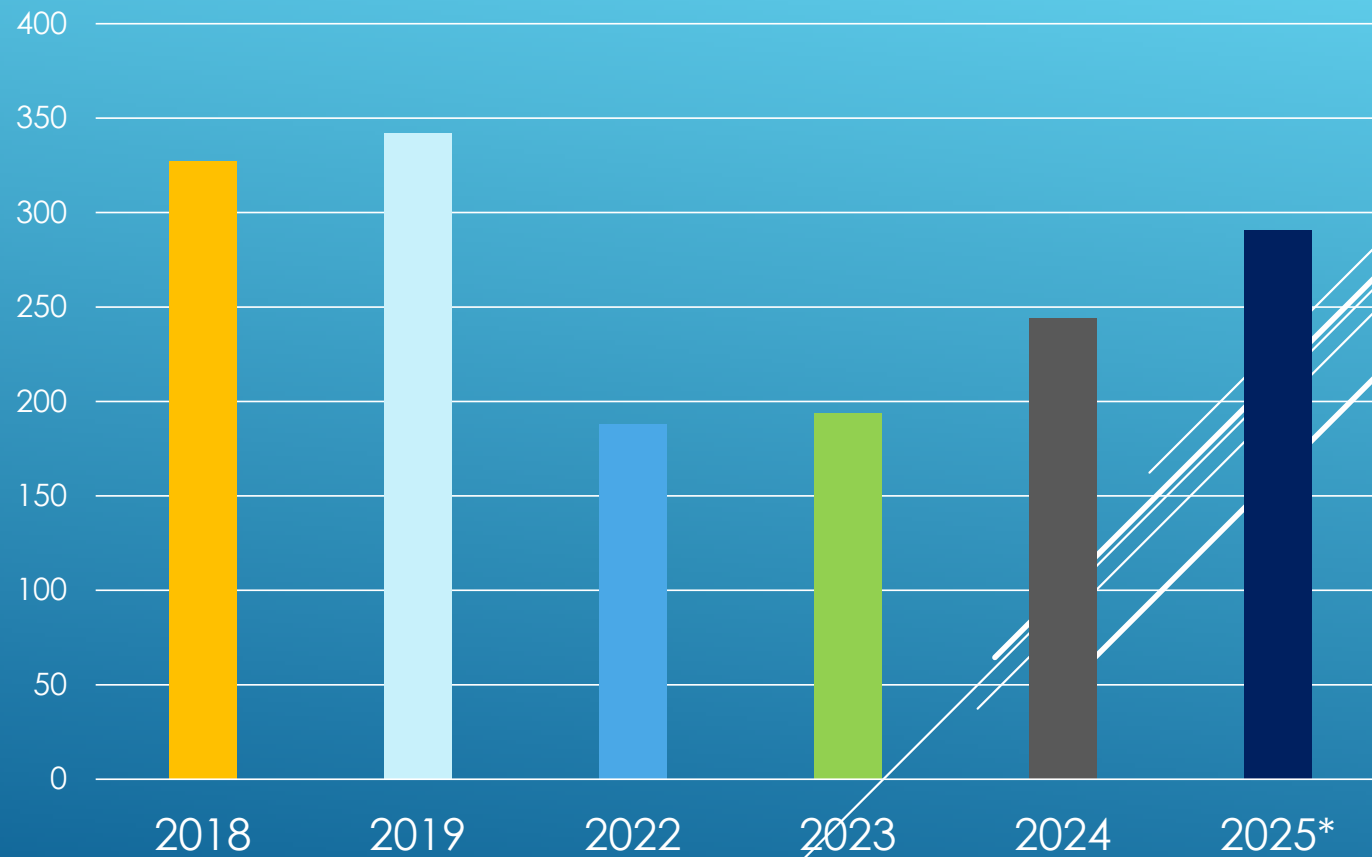


## COMMITTEE OF THE WHOLE PRESENTATION

## ► AGENDA

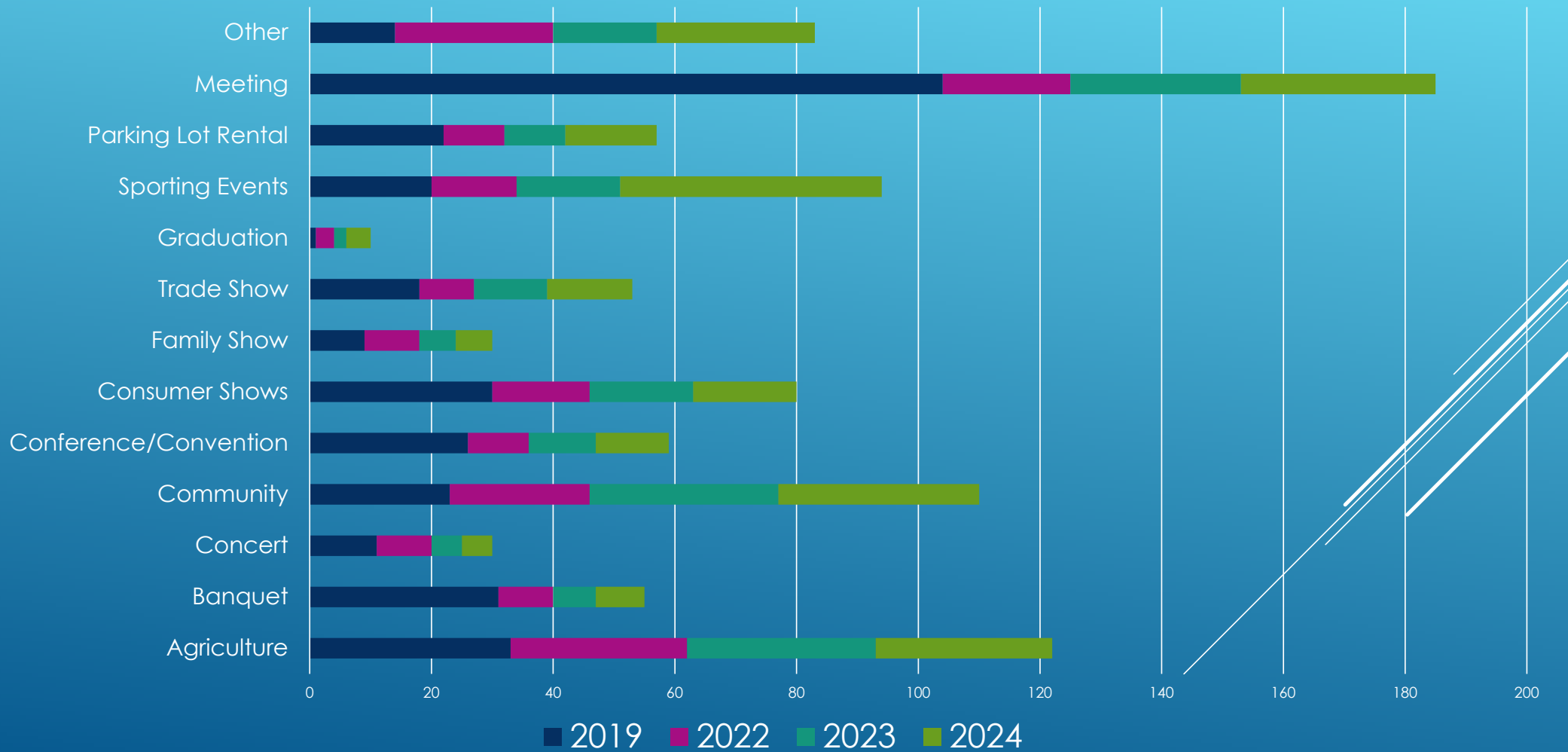
- CURRENT STATE OF CAMPUS
  - CAMPUS MASTER PLAN DIAGRAM
  - EXHIBITION HALL EXPANSION
  - COLISEUM PLAN
- 
- A series of white diagonal lines of varying lengths and thicknesses, located in the bottom right corner of the slide, creating a modern, abstract graphic element.

# TOTAL EVENTS BY YEAR

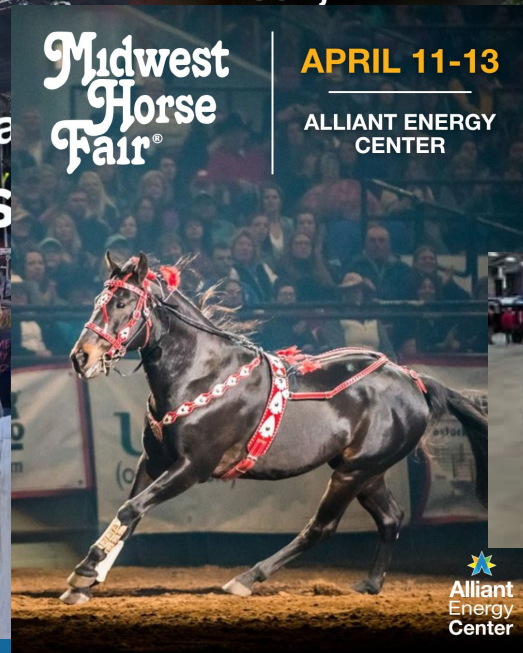


\* Confirmed and projected

# EVENTS BY CATEGORY







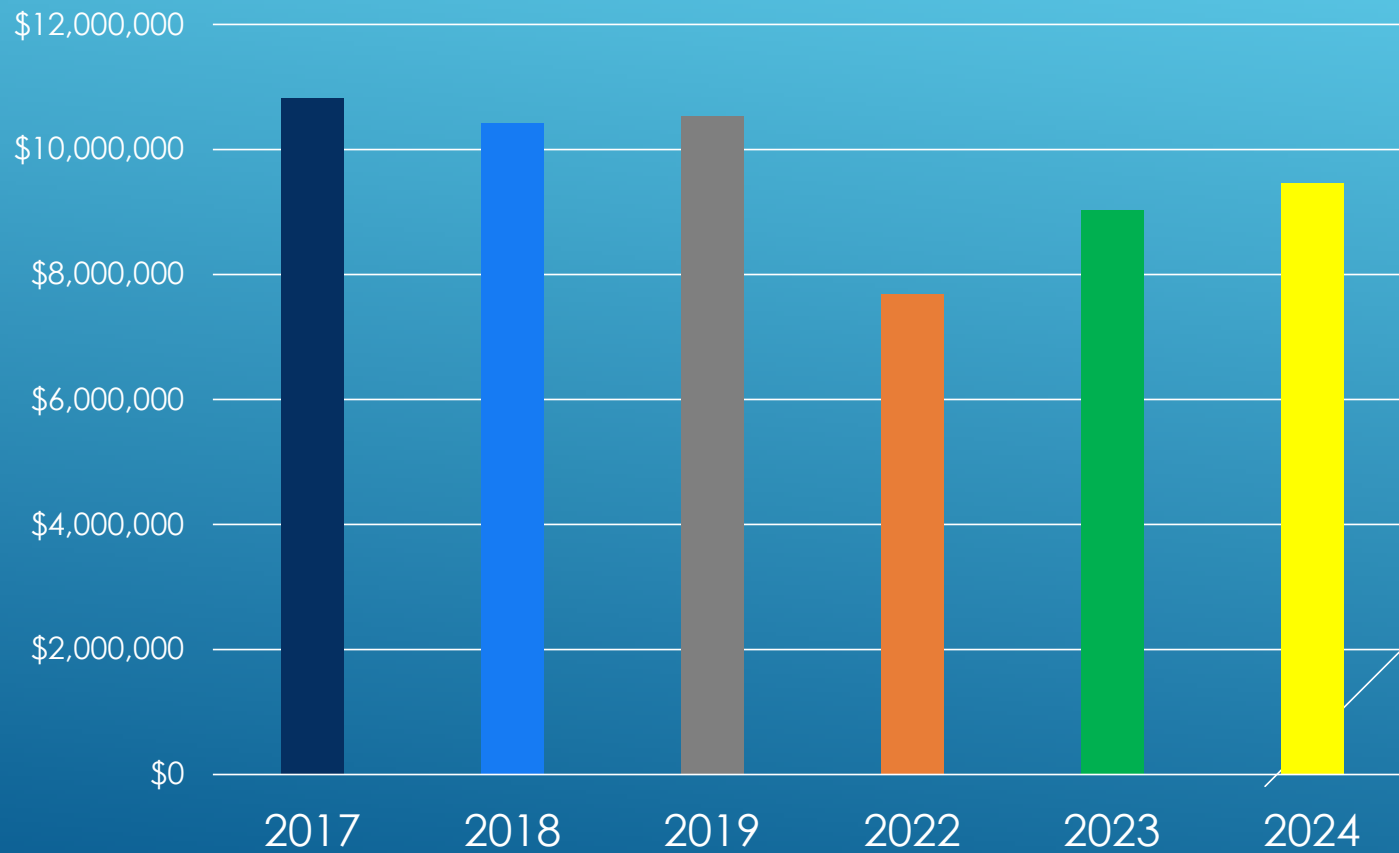
JURASSICQUEST.COM!

OUR EXPERIENCE!

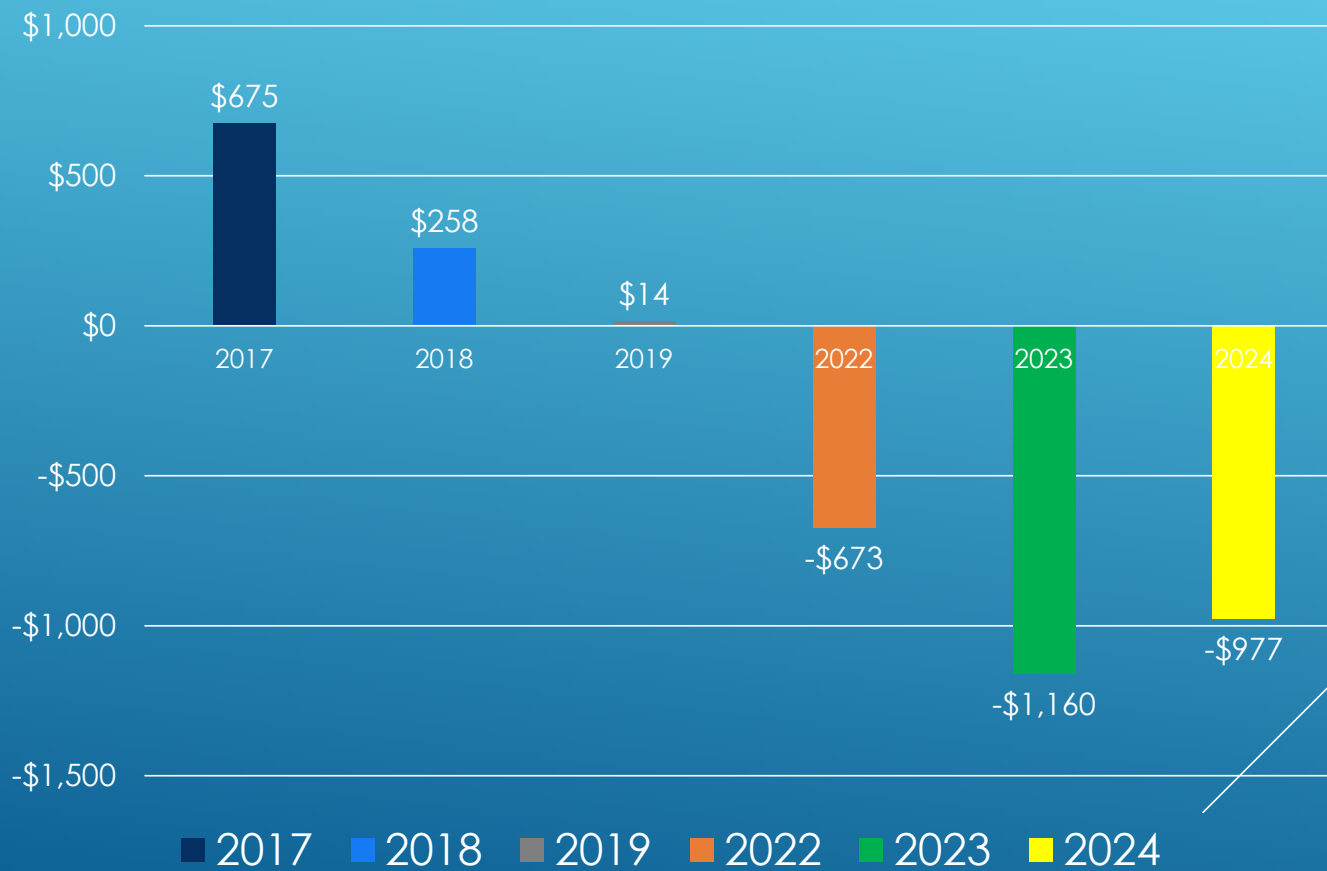


Alliant Energy Center

# GROSS REVENUE HISTORY



# NET OPERATING INCOME (\$'000'S)





# IMPLEMENTATION EFFORTS



A. Coliseum Renovation

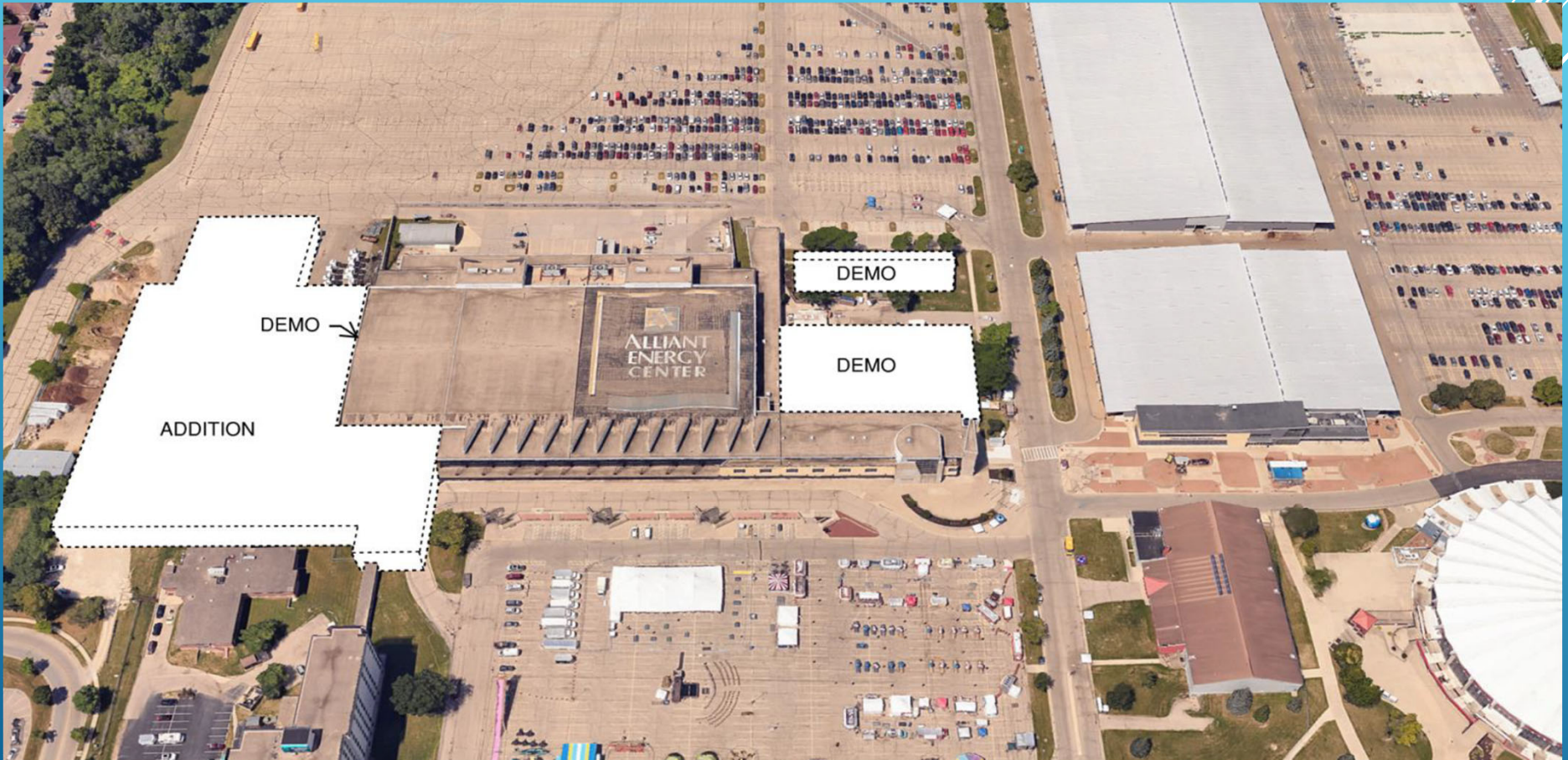
B. Exhibition Hall Expansion  
(design development phase)

C. Mixed Use Site – RFI Q3/4

D. Existing Arena Site / Future Plaza

E. Future Show Ring Arena











Looking from current Arena Building

EXPOSITION CENTER





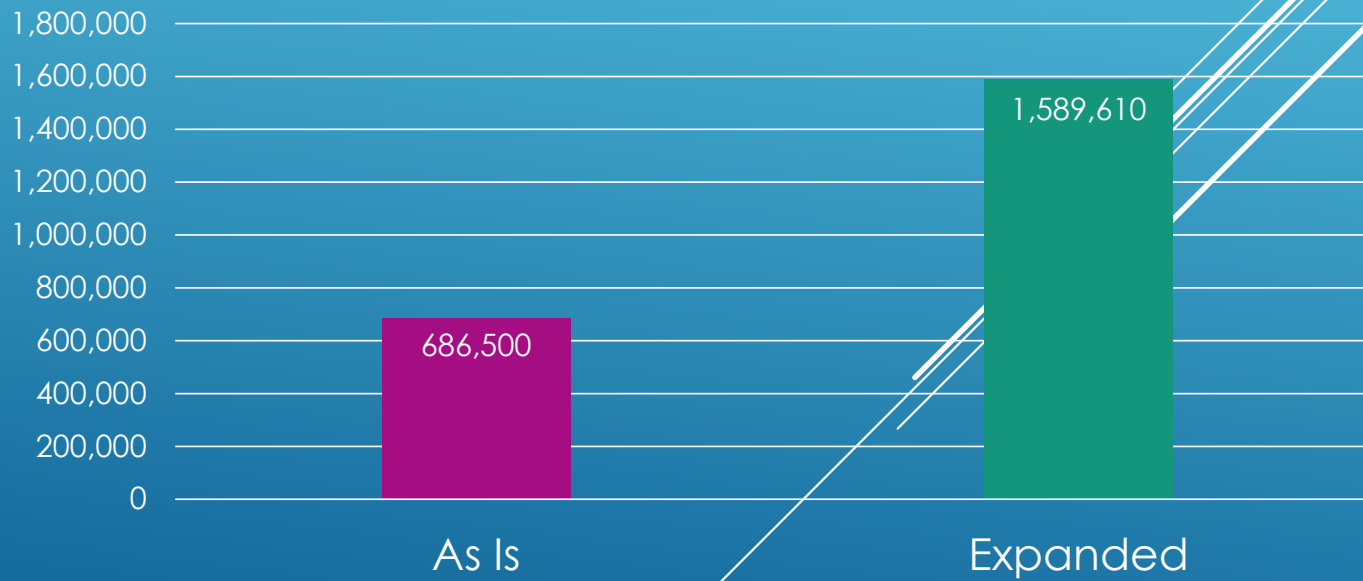
NEW EAST ENTRY



# CAMPUS IMPROVEMENT PROJECTIONS

Exhibition Hall Expansion

## 30 Year Room Night Projections

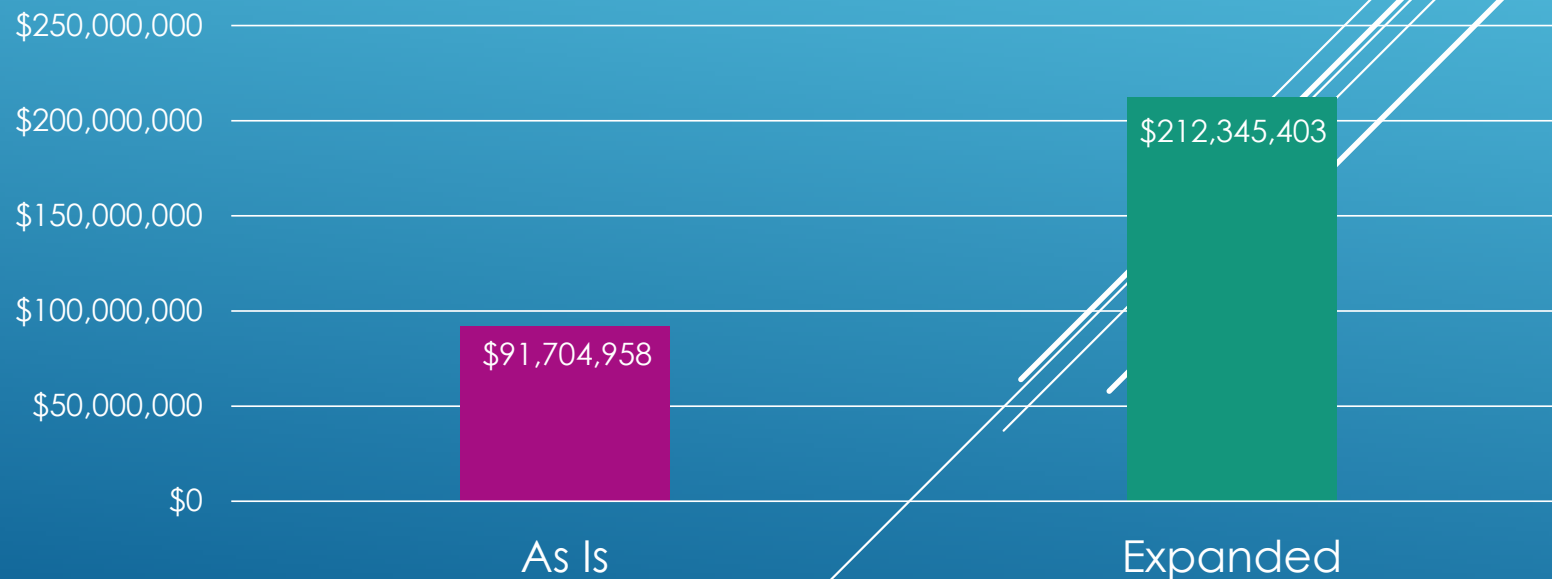


Source: Hunden Partners, 2024

# CAMPUS IMPROVEMENT PROJECTIONS

Exhibition Hall Expansion

## 30 Year Room Night Revenue Projections

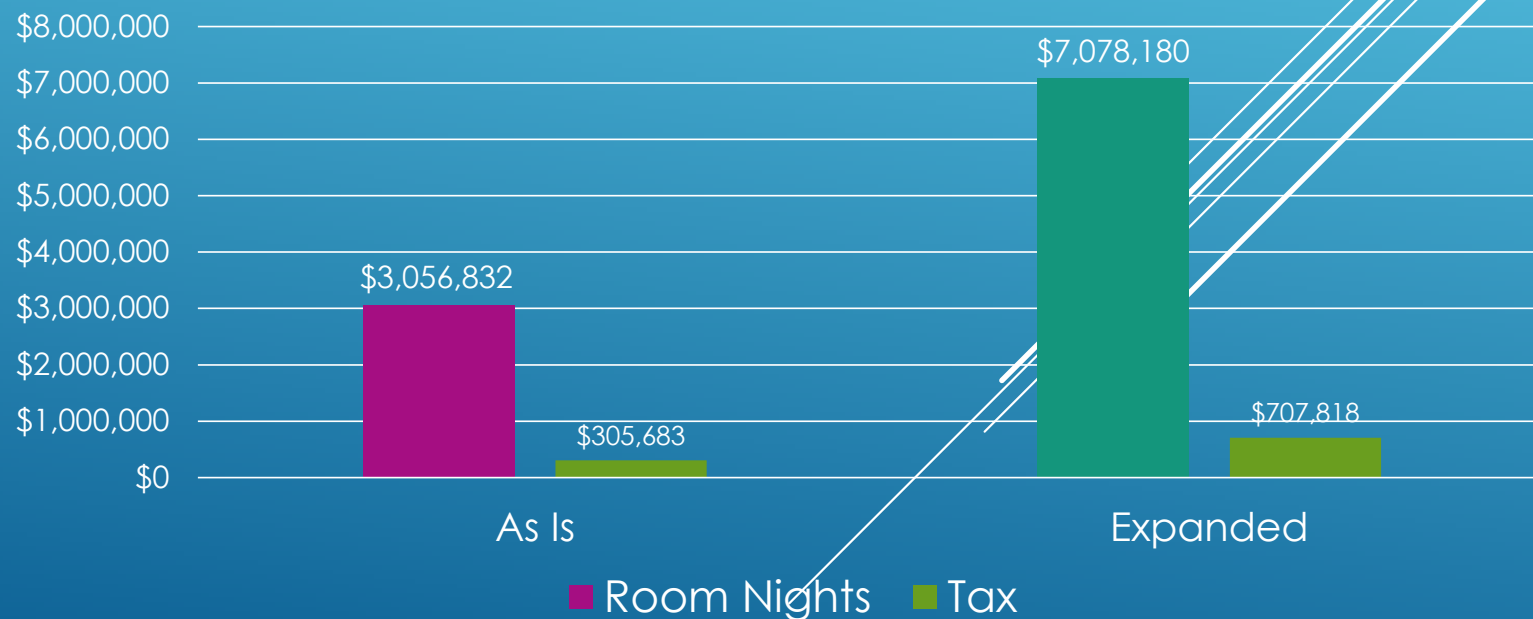


Source: Hunden Partners, 2024; ADR \$133.58

# CAMPUS IMPROVEMENT PROJECTIONS

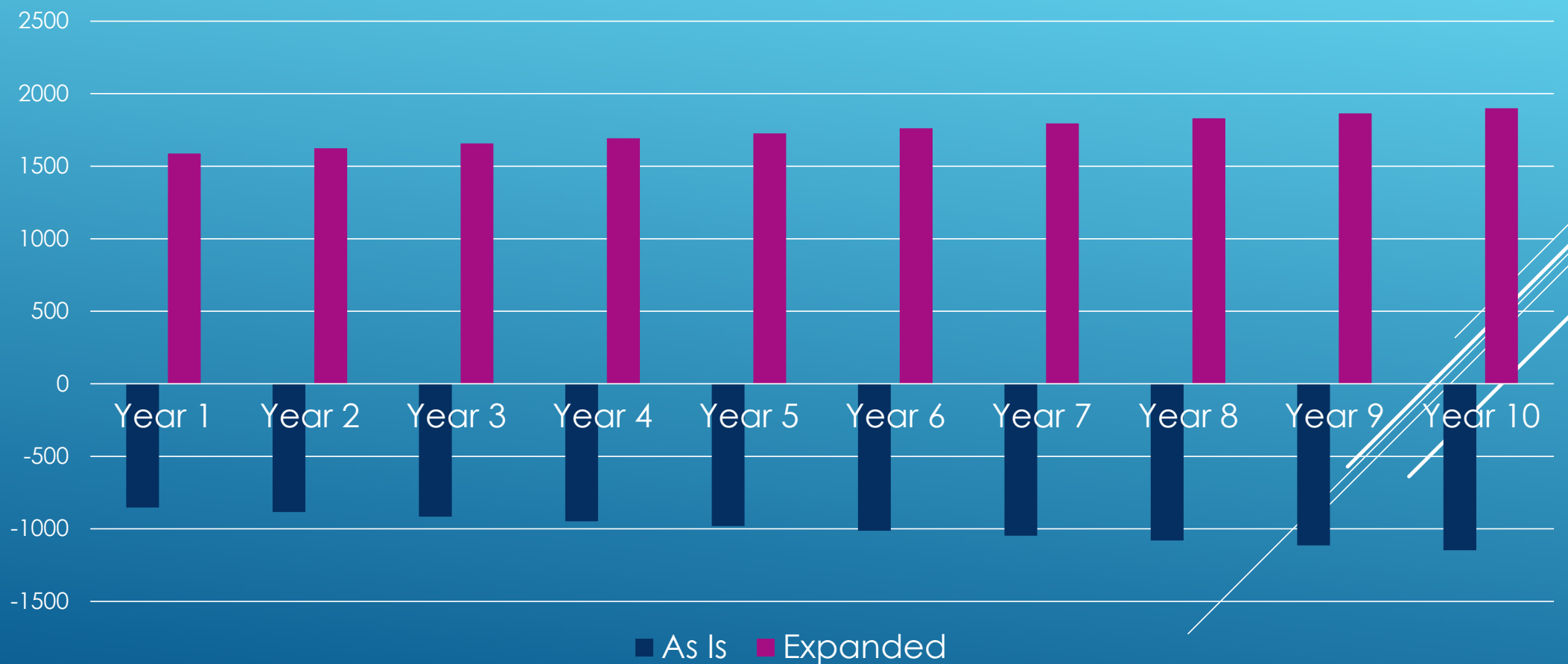
Exhibition Hall Expansion

## Average Annual Room Night Sales & Tax



Source: Hunden Partners, 2024

## NOI – Expanded Exhibition Hall





## EXHIBITION HALL TIMELINE

FY25: DESIGN DOCUMENT PHASE / FUNDING PLAN

FY26: CONSTRUCTION DOCUMENT PHASE

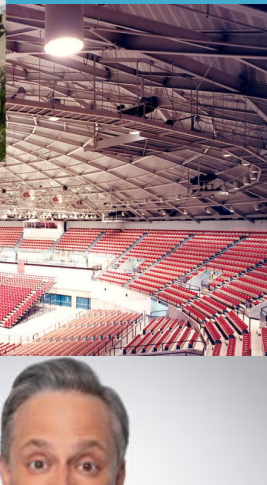
FY27: BIDDING/CONSTRUCTION

FY27-28: PHASE ONE

FY28-29: PHASE TWO

FY29-30: PHASE THREE

# VETERANS MEMORIAL COLISEUM



# ENTERTAINMENT HISTORY



# FUN FOR EVERYONE - MORE THAN JUST CONCERTS

GlobeTrotters

Monster Truck Events

Graduations

Corporate Events

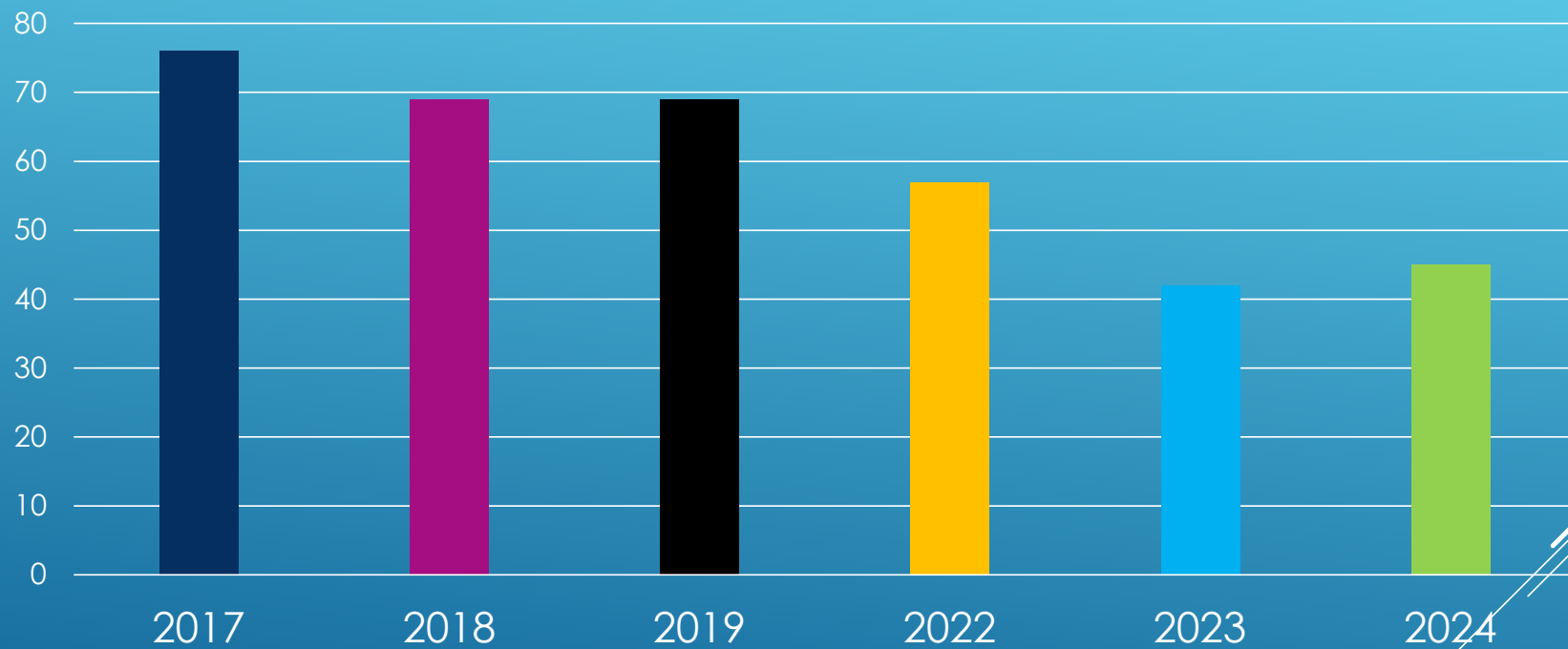
Sporting Events like:

- Volleyball
- Gymnastics
- NCAA Tournaments



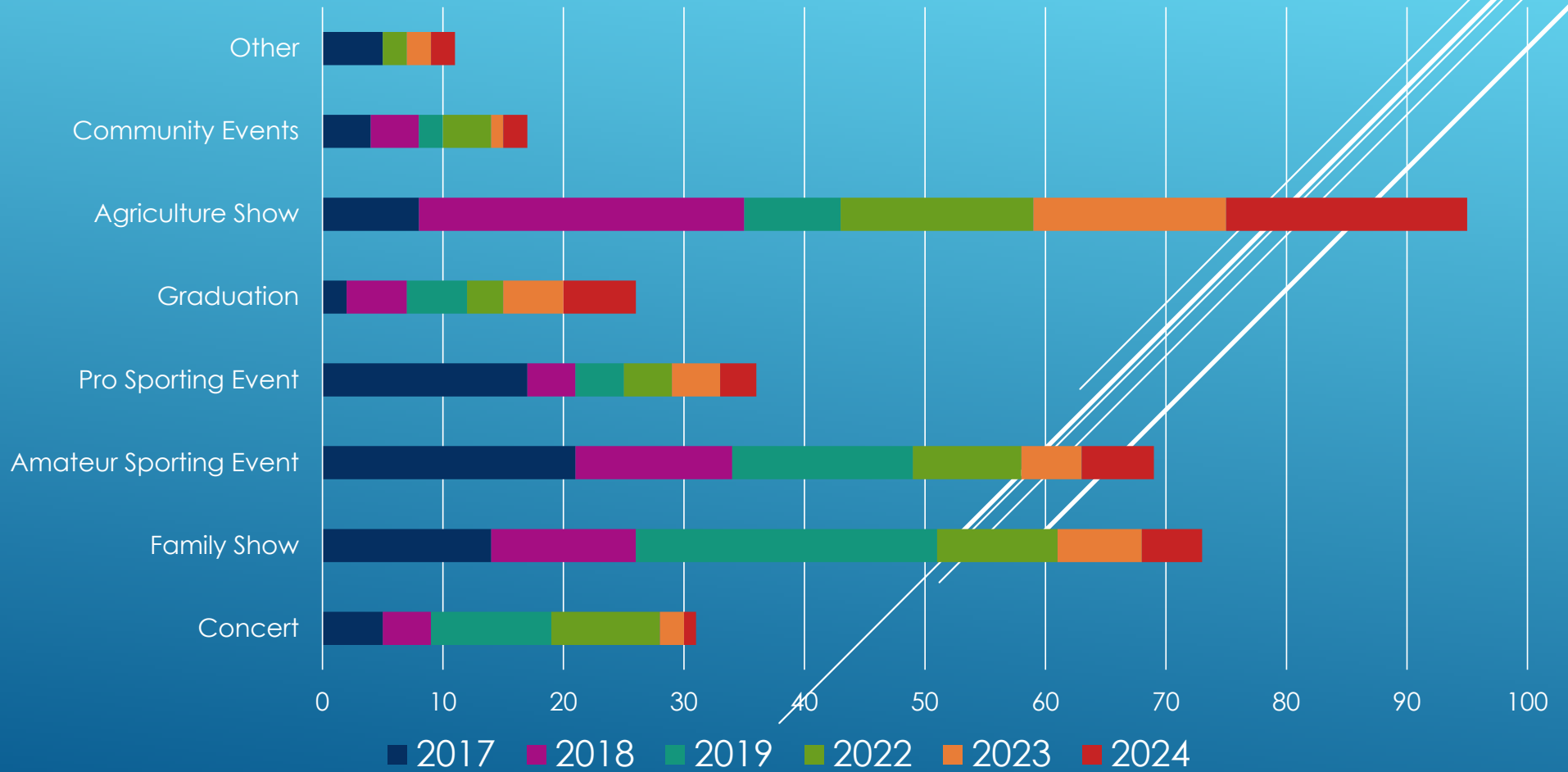


## Total Event Days by Year

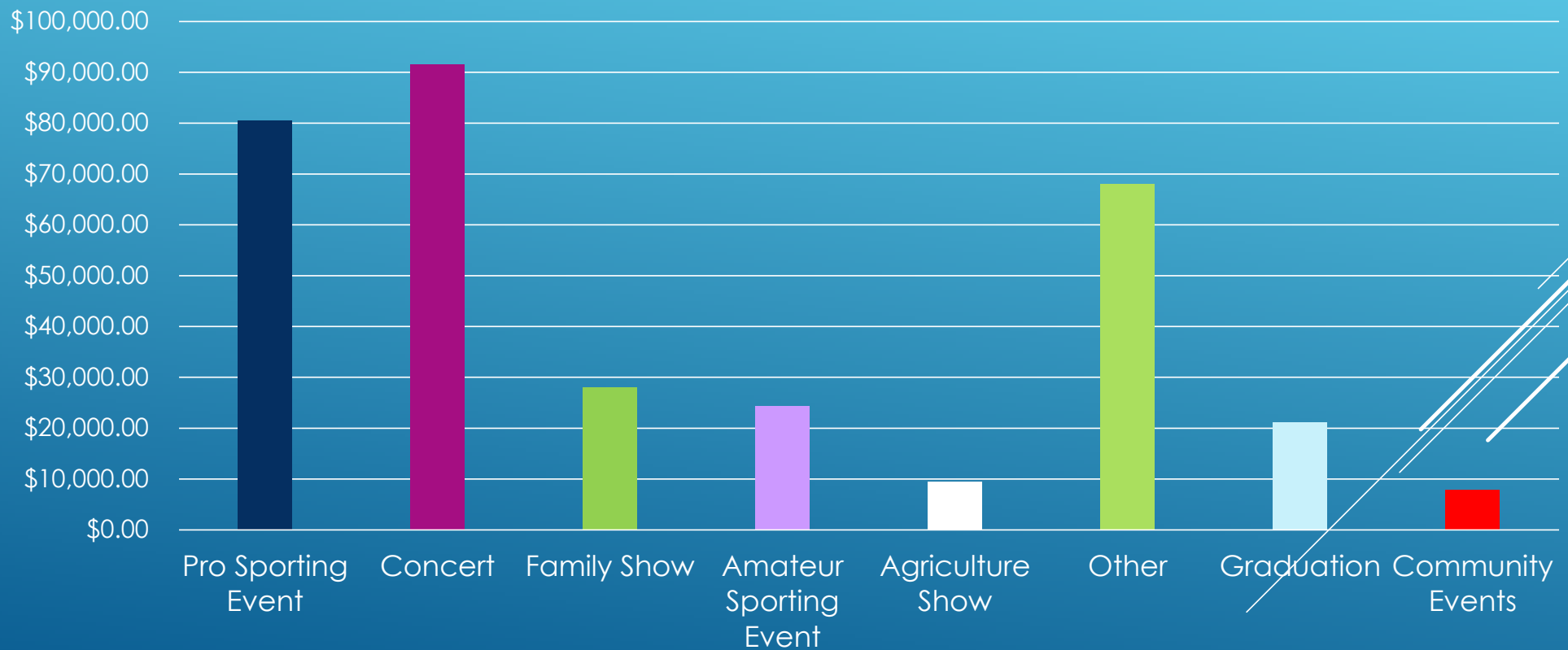




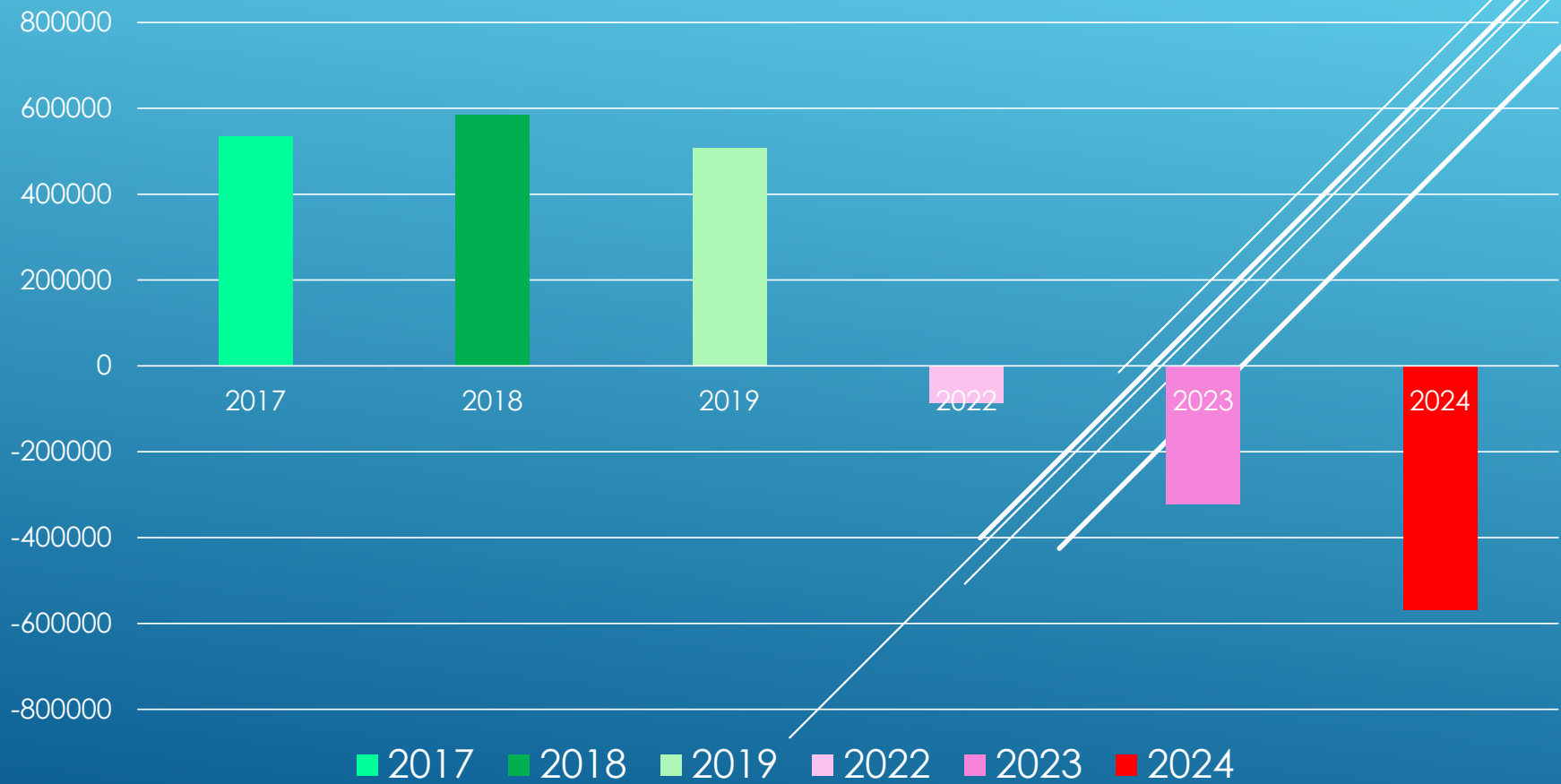
# Event Days by Event Type



# Average Revenue By Event Type 2017-2024



# Coliseum Net Income



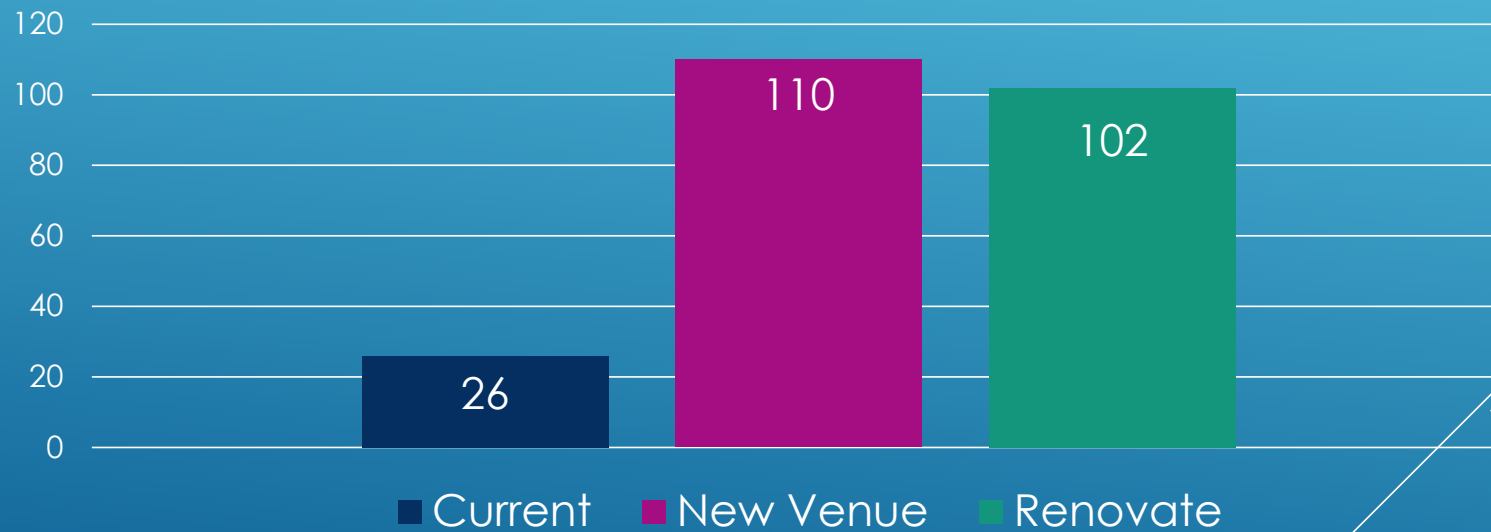
## Revenue by Event Type

	2017	2018	2019	2022	2023	2024
Pro Sporting Event	\$933,705	\$824,041	\$476,674	\$329,909	\$310,406	\$22,200
Concert	\$470,662	\$364,369	\$951,556	\$781,665	\$175,656	\$95,820
Family Show	\$382,379	\$375,076	\$516,438	\$311,018	\$283,813	\$182,286
Amateur Sporting Event	\$424,901	\$325,883	\$324,055	\$161,336	\$160,993	\$281,689
Agriculture Show	\$29,409	\$15,677	\$195,470	\$204,588	\$273,387	\$176,003
Other	\$65,037	\$44,050	\$53,976	\$26,133	\$104,502	\$455,445
Graduation	\$39,765	\$83,494	\$87,545	\$59,626	\$131,668	\$148,872
Community Events	\$29,139	\$29,640	\$41,439	\$34,218	\$0	\$0



# RENOVATE OR REPLACE?

## Total Projected Events



Source: Hunden Partners

New Arena  
Construction  
Cost:  
\$340 Million



VMC  
Renovation  
Cost:  
\$125 Million



Difference:  
\$215 Million



**EIGHT  
ADDITIONAL  
EVENTS  
PER YEAR**


Source: Hunden Partners, Perkins+Will

## NET NEW IMPACTS TO DANE COUNTY

- **400,000** VISITORS ANNUALLY, 56% NET NEW VISITORS
- **\$59 MILLION** IN NEW SPENDING ANNUALLY
- **\$9.5 MILLION** IN ADDITIONAL RESIDENT EARNINGS AND PAYROLL
- SUPPORT AN ANNUAL AVERAGE OF **141 FTE'S**


Source: Hunden Partners

# HOW TO FUND RENOVATION

- Projected renovation cost ~\$125 million
  - P3 Project – Live Nation, AEG, and Oak View Group have invested in similar projects around the globe
  - Limits amount the County has to finance
- 
- A series of white diagonal lines of varying lengths and thicknesses, located in the bottom right corner of the slide.



## FULLY ACTIVATED CAMPUS WILL LEAD TO FUTURE DEVELOPMENT

- Central point to future development
  - Will create density that will attract developers and allow County to maximize return
  - It will tie our Master Plan together
  - It is a key to the Destination District Plan
- 

QUESTIONS?

