

**2019 RES-427**

**APPROVING RENEWAL OF ALLIANT ENERGY  
CENTER NAMING RIGHTS AGREEMENT**

In 2000, the county entered into an agreement with Alliant Energy granting Alliant Energy naming rights for what has become known as the Alliant Energy Center. The agreement provides for annual payments to the county in exchange for the naming rights of the facility. The initial agreement is set to expire on June 21, 2020.

The county and Alliant Energy have reached an agreement that would continue annual payments and naming rights for an additional ten year term. The new agreement provides payments in 2020-2029. The first year naming rights fee is \$440,000 and the fee increases by approximately 2% each year of the term.

In the event the county undertakes a material expansion of the Alliant Energy Center, the terms of the agreement will be re-opened so that the County and Alliant Energy can negotiate changes to the Agreement's terms and conditions..

THEREFORE BE IT RESOLVED that the naming rights agreement between Alliant Energy and Dane County be approved and that the County Executive and County Clerk are Authorized to execute the contract.