

1 SUB 2 to 2015 RES-444
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 master plan,
19 also called a comprehensive plan, provides a long-range vision for the built environment of a
20 community and has a direct relationship to its citizens. It guides the appropriate use of lands in
21 order to protect the public health and safety and to promote general welfare. Among other
22 issues, the master plan can identify:

- 23 • suitable locations for commercial, housing and mixed-use development;
- 24 • opportunities to extend and/or improve open space, recreational areas, and civic facilities;
- 25 • strategies for increasing economic development;
- 26 • environmental, historic and cultural resources that need conservation; and
- 27 • strategies for solving congestion and improving transit services.

28
29 A master plan of the AEC campus will provide a vision of future development that will allow
30 Dane County to get the highest and best use from the campus. Having a comprehensive plan
31 will set in place a roadmap to increase the tax base and economic and event activity at the
32 AEC, leveraging outside investment, which in turn generates revenue to allow continued support
33 of core County services. It will allow the County to maximize its own future investment
34 according to a plan that reflects the community's priorities, including economic, social, and
35 environmental sustainability and equity. Further planning is needed to determine how to move
36 forward at the AEC.

37 NOW, THEREFORE, BE IT RESOLVED that the Dane County Board of Supervisors supports
38 the development of a master plan for the redevelopment and reinvestment of the Alliant Energy
39 Center property, and specifies that the plan should include the following:
40

- 41 1) Identification and assessment of event facility management and operating models that
42 maximize access to a variety of revenue options, including but not limited to room tax,
43 food and beverage tax, car rental tax, TIF;
44
- 45 2) Identification of options that optimize transit, multi-modal access, and neighborhood
46 development to maximize economic development in terms of jobs, tax generation, event
47 hosting, etc. of the campus and surrounding area.
48

- 49 3) Engagement of the neighborhoods and all jurisdictions surrounding the AEC in
50 meaningful dialogue in the master planning process which includes neighbors being able
51 to fully express their views with the intent of making recommendations that could
52 potentially be vetted with discussion.
53
- 54 4) Completion of an economic opportunity analysis of the development options for the
55 campus and surrounding area to help direct the master planning process.
56
- 57 5) Completion of a comprehensive market study of the AEC facilities to determine the
58 nature and order of potential improvements to the facilities and grounds and all costs and
59 returns on investment associated with such improvements. The study will include an
60 analysis of current, past, and potential future customers and event industry trends.
61
- 62 6) Delineation of a phased implementation of the master plan, specifying opportunities over
63 time for private and public investment.
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65 BE IT FURTHER RESOLVED that the comprehensive market study be completed in advance of
66 the master plan and that the market study include an analysis of the impact of the County's role
67 in the exposition market, including a detailed analysis of the County's fiscal exposure and
68 potential loss or gain if the county were no longer in the business. This market study and
69 analysis shall be presented to the Public Works and Transportation Committee and the
70 Personnel and Finance Committee for determination of whether to move forward with the
71 master plan. While recognizing the County's responsibility to existing clients, the analysis shall
72 include examining different options for management, purpose, and/or operation of the AEC
73 grounds.
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76 BE IT FURTHER RESOLVED that the County Board Office to work in partnership with AEC
77 leadership to establish a Madison & Dane County staff team by March 15, 2016 to:
78

- 79 1) Identify options and make a recommendation for how a joint new management and
80 investment strategy could be organized. This analysis should include all of the
81 surrounding properties in addition to the AEC grounds and explore options to connect
82 the downtown with the AEC.
83
- 84 2) Identify funds and direct the AEC Comprehensive Master Plan Committee to hire a
85 professional consultant familiar with real estate developments and economic
86 development in Dane County to help facilitate the staff team and ensuing master
87 planning process. This step should be completed by June 15, 2016.
88
- 89 3) Work with the consultant hired to complete the master plan to serve as a sounding board
90 regarding planning and development options.
91

92 BE IT FURTHER RESOLVED that, after approval by the Public Works and Transportation
93 Committee and the Personnel and Finance Committee, the AEC use county funds already
94 approved to issue an RFP to hire a consultant to conduct a master plan for the full campus
95 expansion and new event venue redevelopment of the AEC as described in this resolution.

96 BE IT FURTHER RESOLVED that the Alliant Energy Center Comprehensive Master Plan
97 Oversight Committee be established to include:

- 98 • Four members appointed by the County Board Chair, at least two of whom are county
- 99 board supervisors and one of whom is a resident of a surrounding neighborhood
- 100 • The Alder from the Madison Common Council who represents the area
- 101 • The Mayor of Madison or his designee
- 102 • The County Executive or his designee
- 103 • The CEO of the Greater Madison Convention and Visitors Bureau
- 104 • One member appointed by the Greater Madison Convention and Visitors Bureau
- 105 • One member appointed by the Greater Madison Chamber of Commerce
- 106 • One member appointed by the Madison Area Sports Commission
- 107 • One member appointed by the Chair of the Public Works and Transportation Committee
- 108 who is knowledgeable and concerned about environmental sustainability

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