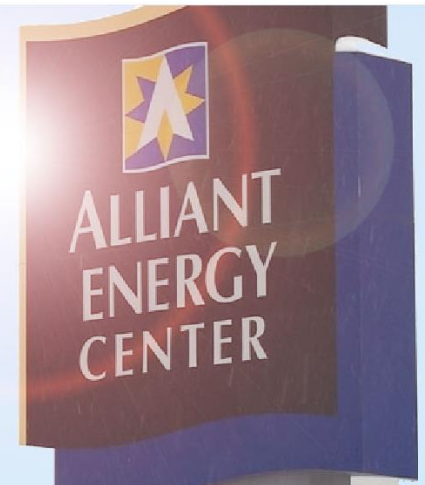
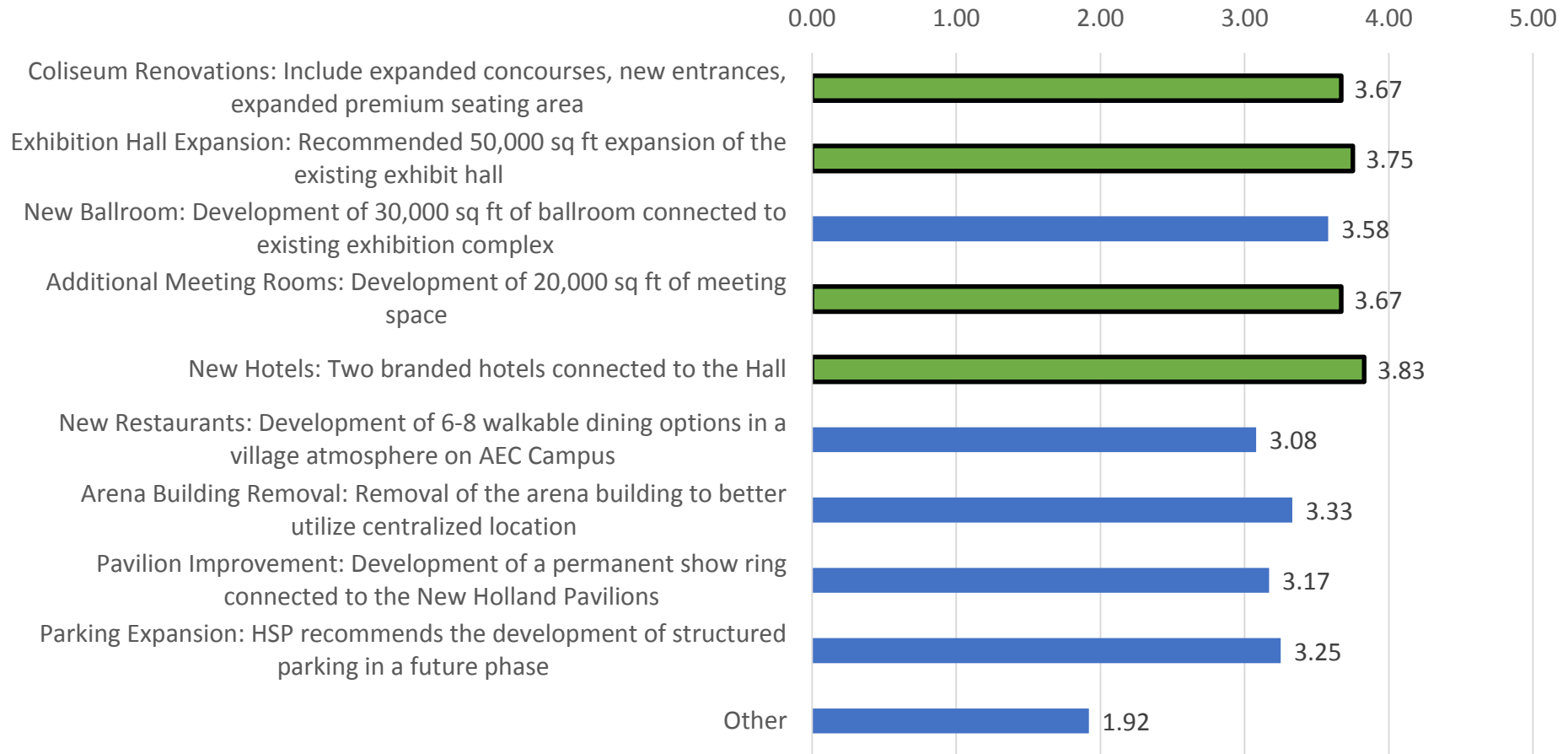


# Past Survey Results April 2017



**Alliant Energy Center** Comprehensive Master Plan  
OVERSIGHT COMMITTEE

# 1. The following is a list of the physical improvements recommended in the Hunden Strategic Partners Study. How important are these recommendations to the long-term future of the Alliant Energy Center Campus?



# 1. Consensus in Response

Answer Options	Very Important	Somewhat Important	Minimally Important	Not Important	Don't Know	Rating Average	Response Count
Coliseum Renovations: Include expanded concourses, new entrances, expanded premium seating area	8	4	0	0	0	3.67	12
Exhibition Hall Expansion: Recommended 50,000 sq ft expansion of the existing exhibit hall	9	3	0	0	0	3.75	12
Additional Meeting Rooms: Development of 20,000 sq ft of meeting space	8	4	0	0	0	3.67	12
New Hotels: Two branded hotels connected to the Hall	10	2	0	0	0	3.83	12
answered question							12

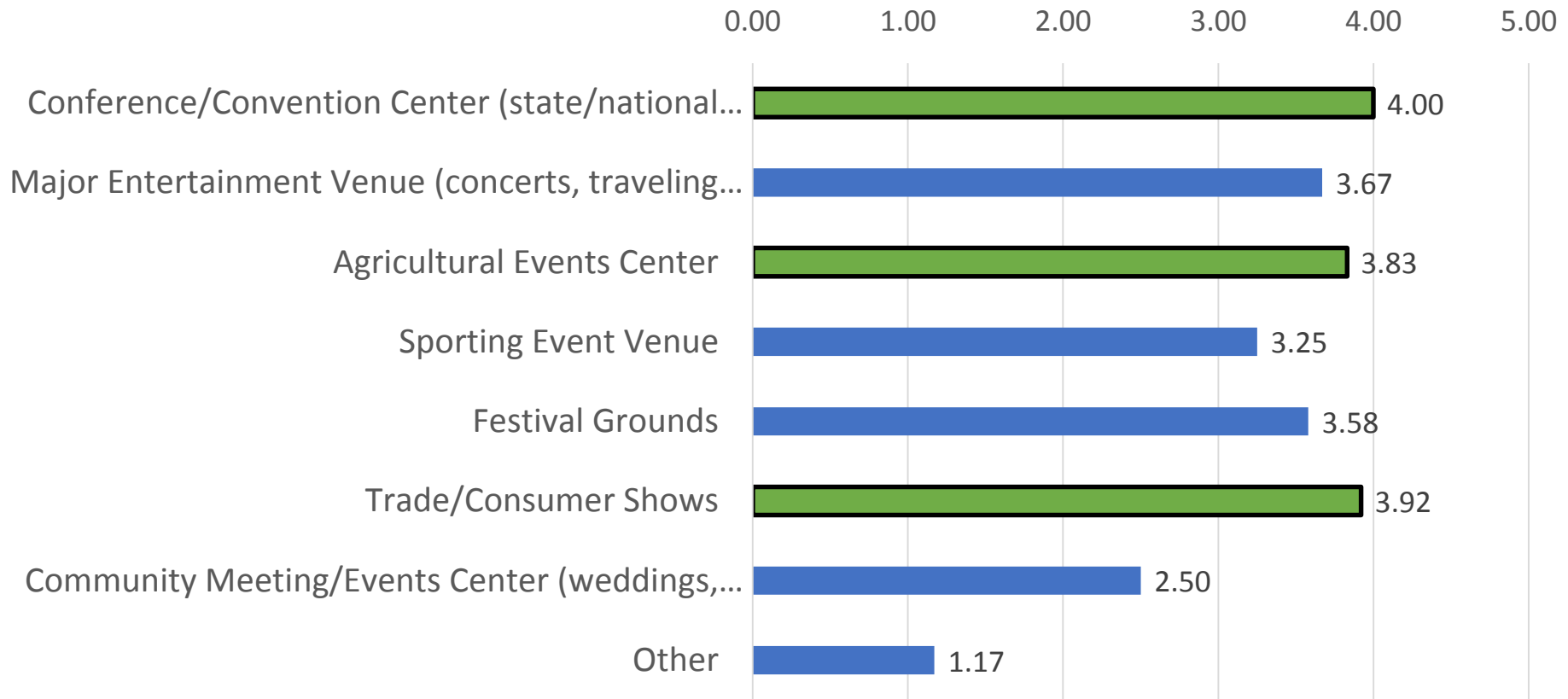
# 1. Variation in Responses

Answer Options	Very Important	Somewhat Important	Minimally Important	Not Important	Don't Know	Rating Average	Response
New Restaurants: Development of 6-8 walkable dining options in a village atmosphere on AEC Campus	5	5	1	0	1	3.08	12
Pavilion Improvement: Development of a permanent show ring connected to the New Holland Pavilions	4	6	2	0	0	3.17	12
Parking Expansion: HSP recommends the development of structured parking in a future phase	6	4	1	1	0	3.25	12

*answered question*

12

## 2. Currently, how important are each of these existing functions to you in terms of generating economic impact and/or meeting community needs?



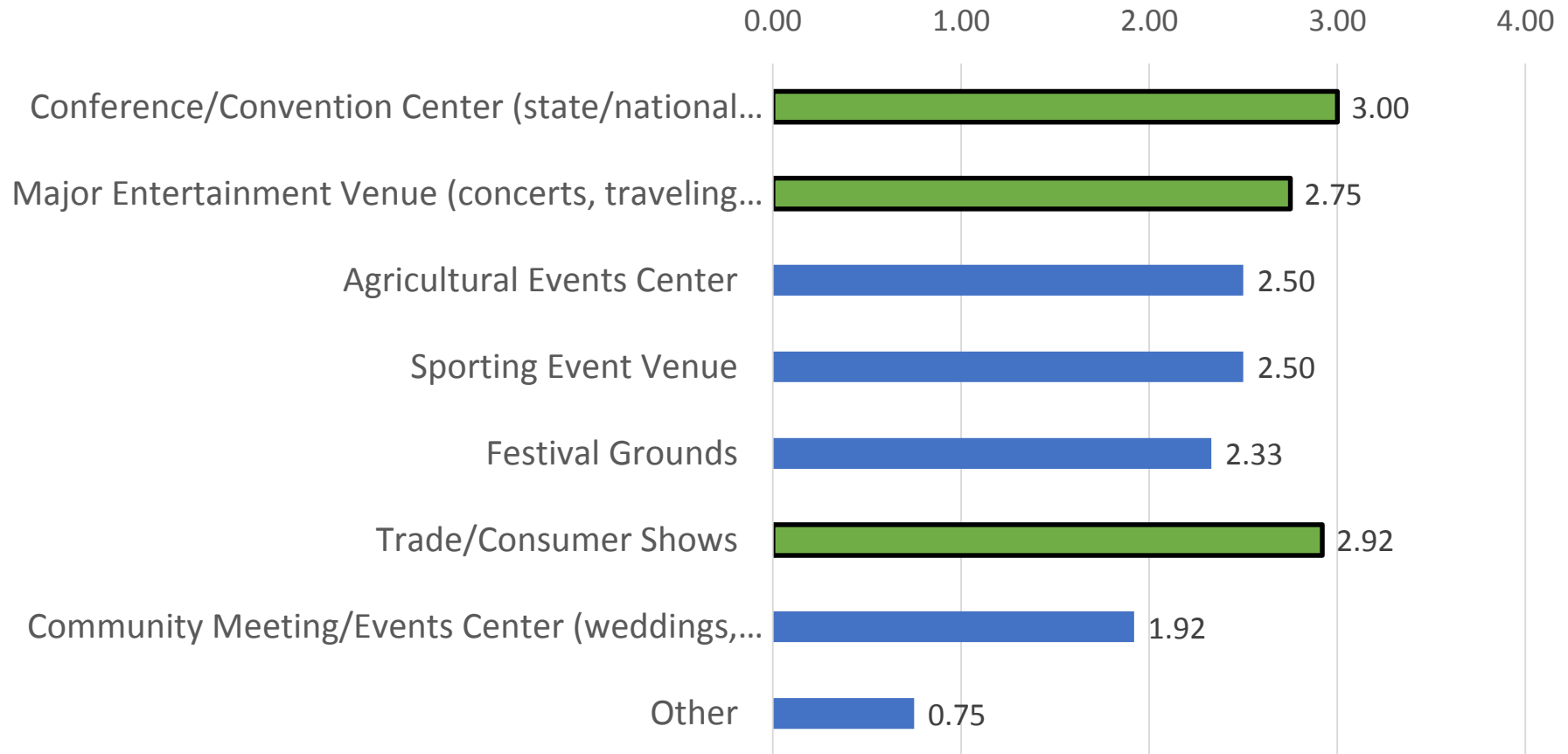
## 2. Consensus in Responses

Answer Options	Very Important	Somewhat Important	Minimally Important	Not Important	Don't Know	Rating Average	Response Count
Conference/Convention Center (state/national organizations)	12	0	0	0	0	4.00	12
Agricultural Events Center	10	2	0	0	0	3.83	12
Trade/Consumer Shows	11	1	0	0	0	3.92	12
answered question							12

## 2. Variation in Responses

Answer Options	Very Important	Somewhat Important	Minimally Important	Not Important	Don't Know	Rating Average	Response
Sporting Event Venue	5	5	2	0	0	3.25	12
Community Meeting/Events Center (weddings, local organizations)	3	2	5	2	0	2.50	12
answered question							12

### 3. In the future, what level of change would you like to see in the number of these functions?





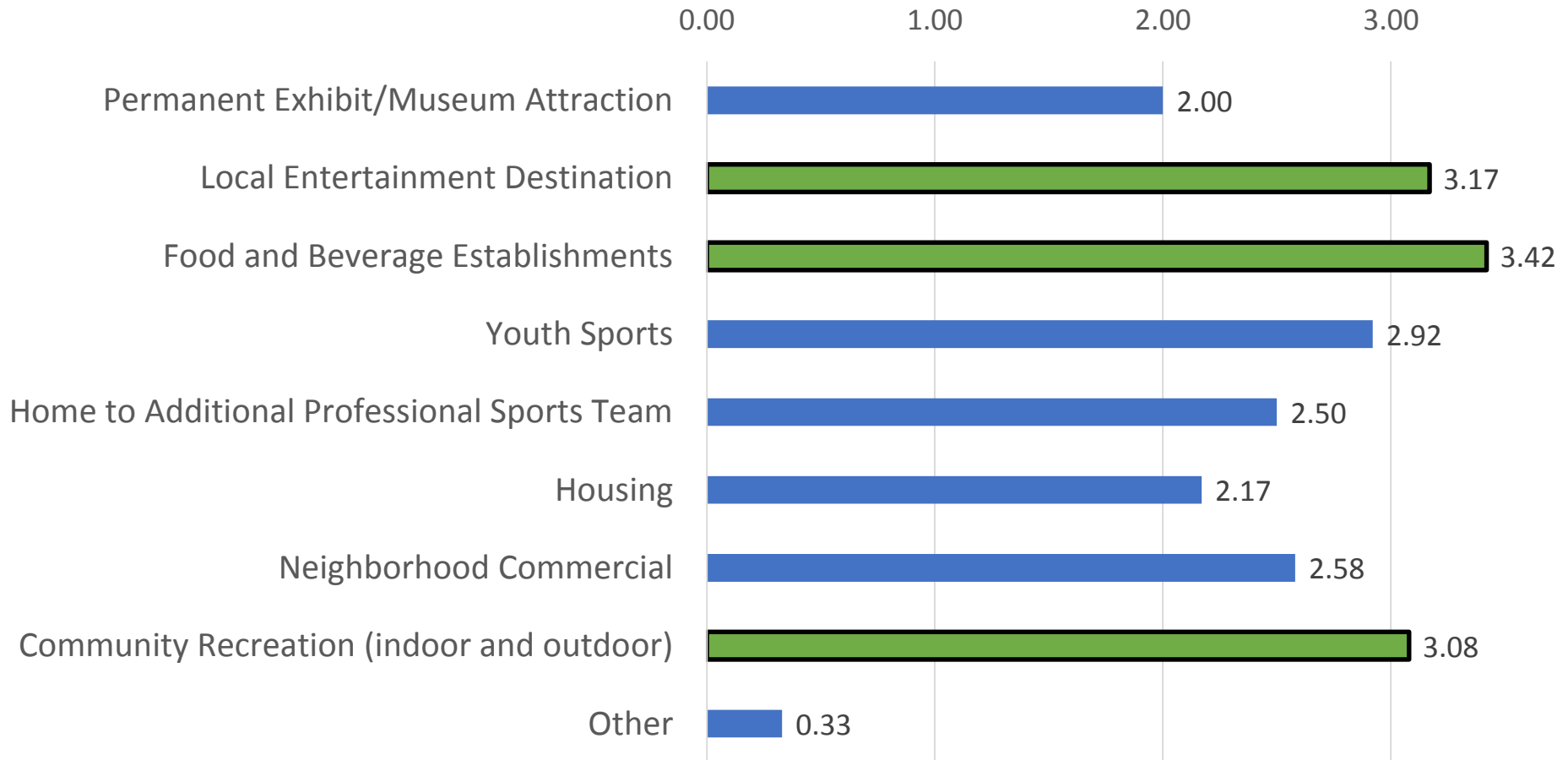
### 3. Consensus in Responses

Answer Options	Increase	Stay the Same	Decrease	Don't Know	Rating Average	Response Count
Conference/Convention Center (state/national organizations)	12	0	0	0	3.00	12
Major Entertainment Venue (concerts, traveling shows)	11	0	0	1	2.75	12
Trade/Consumer Shows	11	1	0	0	2.92	12
<i>answered question</i>						12

### 3. Variation in Responses

Answer Options	Increase	Stay the Same	Decrease	Don't Know	Rating Average	Response Count
Community Meeting/Events Center (weddings, local organizations)	5	2	4	1	1.92	12
<i>answered question</i>						12

## 4. In the future, what level of interest do you have in these additional functions on campus?



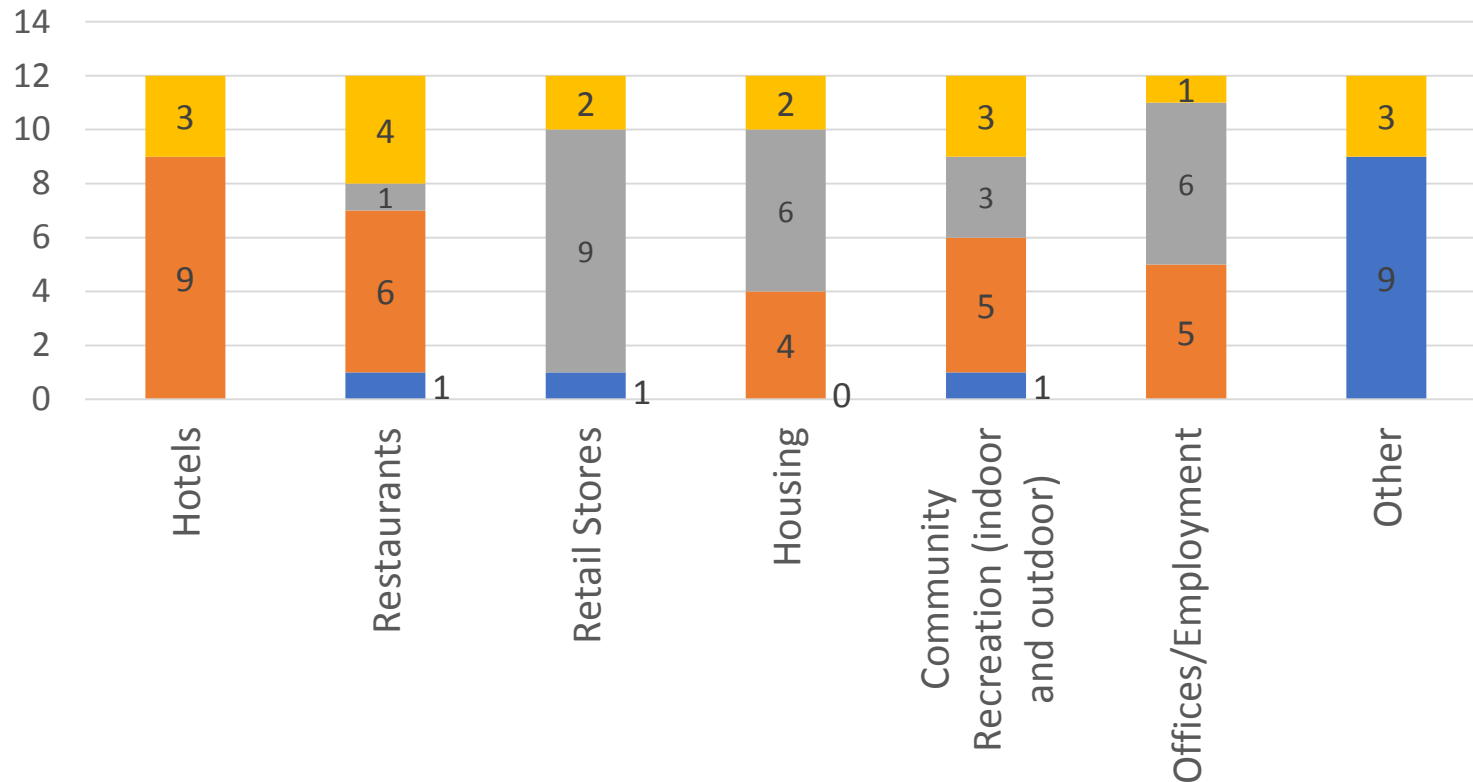
Answer Options	Very Interested	Somewhat Interested	Minimally Interested	Not Interested	Don't Know	Rating Average	Response
Local Entertainment Destination	5	5	1	1	0	3.17	12
Food and Beverage Establishments	7	3	2	0	0	3.42	12
Community Recreation (indoor and outdoor)	4	6	1	1	0	3.08	12
answered question							12

## 4. Variation in Responses

Answer Options	Very Interested	Somewhat Interested	Minimally Interested	Not Interested	Don't Know	Rating Average	Response
Permanent Exhibit/Museum Attraction	3	0	4	4	1	2.00	12
Youth Sports	5	3	3	0	1	2.92	12
Housing	2	3	2	5	0	2.17	12
Neighborhood Commercial	4	3	2	2	1	2.58	12
Community Recreation (indoor and outdoor)	4	6	1	1	0	3.08	12
answered question							12

## 5. Which functions should be available on the AEC campus and which should be provided on adjacent private property?

■ Don't Know ■ Both (AEC Campus & Adjacent) ■ Adjacent Private Property ■ AEC Campus



# 5. Consensus in Responses

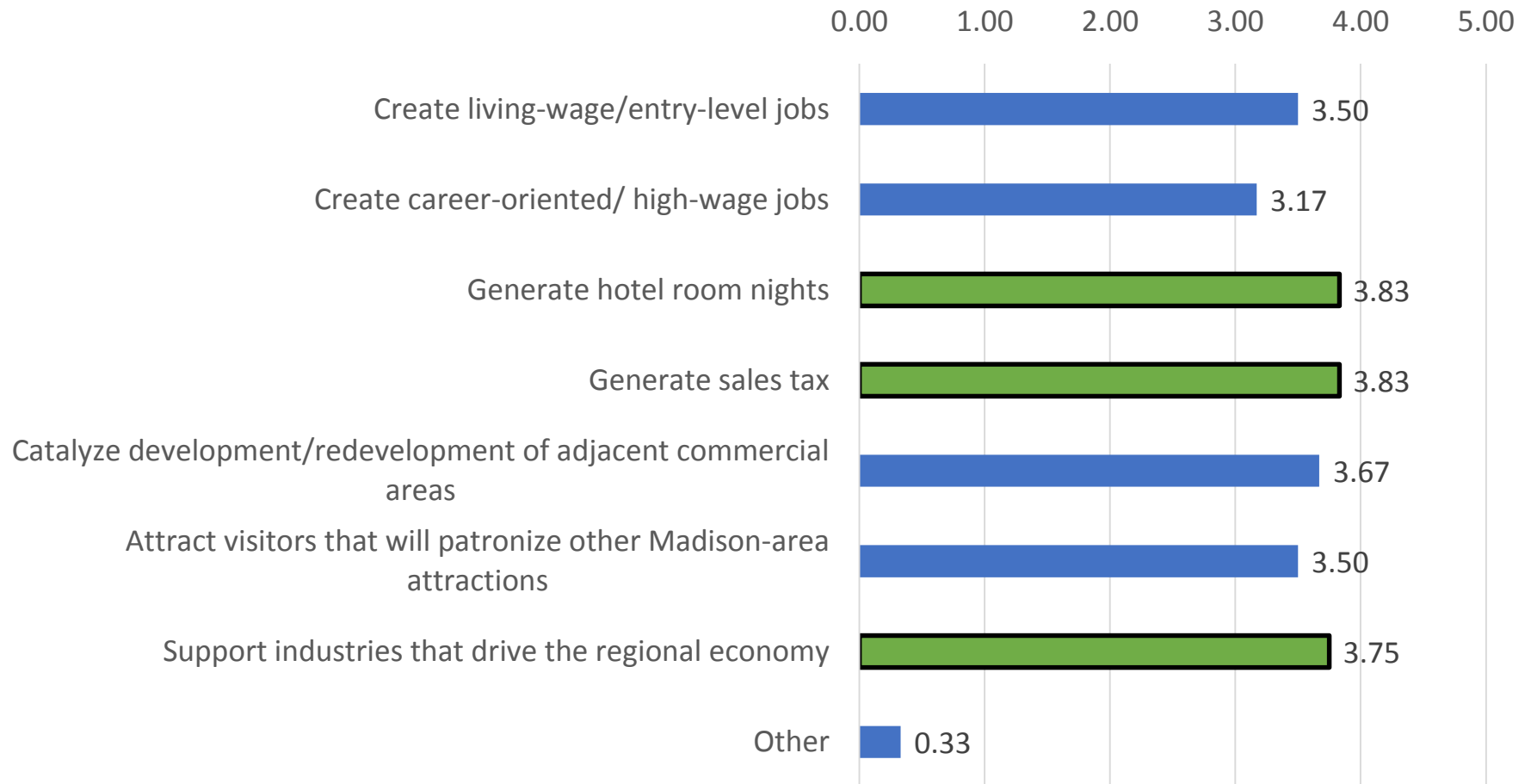
Answer Options	AEC Campus	Adjacent Private Property	Both (AEC Campus & Adjacent)	Don't Know	Response Count
Hotels	3	0	9	0	12
Restaurants	4	1	6	1	12
Retail Stores	2	9	0	1	12
<i>answered question</i>					12

# 5. Variation in Responses

Answer Options	AEC Campus	Adjacent Private Property	Both (AEC Campus & Adjacent)	Don't Know	Response Count
Housing	2	6	4	0	12
Community Recreation (indoor and outdoor)	3	3	5	1	12
Offices/Employment	1	6	5	0	12
<i>answered question</i>					12



## 6. How important is it to you that the AEC create the following economic impacts?



## 6. Consensus in Responses

Answer Options	Very Important	Somewhat Important	Minimally Important	Not Important	Don't Know	Rating Average	Response Count
Generate hotel room nights	10	2	0	0	0	3.83	12
Generate sales tax	10	2	0	0	0	3.83	12
Support industries that drive the regional economy	9	3	0	0	0	3.75	12
answered question							12

## 6. Variation in Responses

Answer Options	Very Important	Somewhat Important	Minimally Important	Not Important	Don't Know	Rating Average	Response Count
Create career-oriented/ high-wage jobs	5	4	3	0	0	3.17	12
answered question							12