

## 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/or land owners and may be subject to additional local policies.

Potential Funding Sources		AEC Venues <sup>(1)</sup>	AEC 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, Expo Hall, New Holland Pavilions, Arena, and Willow Island.
- (2) AEC 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 AEC 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.

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