

ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE

The Alliant Energy Center Master Plan Oversight Committee has completed its work on a master plan for the 164-acre campus. The plan is the culmination of a multi-phase planning process to develop an approach to keep the county-owned Alliant Energy Center self-supporting while enhancing its current role as a world-class destination for a variety of events. The goal is to make the AEC a catalyst for growth and economic vitality for the entire area.

The plan identifies several phases for the development of the campus and relies on both public and private investment. In addition to continuing the incremental improvements to the Coliseum, the plan envisions expansion of the Exhibition Hall, new parking, landscaping, storm water improvements, and a new entry drive in Phase 1. At the same time, a new major conference hotel would anchor private development on the site.

Exhaustive research and extensive stakeholder input indicate an initial public investment of \$90 million would stimulate more than \$205 million in private investment in the campus alone — creating 1,400 new jobs and generating nearly \$3 million in annual local property, sales and room taxes. Those benefits would compound over the long run, with an estimated 95 percent return on the original public investment over 30 years. The public-private investment is expected to nearly double the Alliant Energy Center’s net operating revenues and position it to continue to be self-supporting.

This scale of investment would not happen all at once, but would unfold over time as partnerships are formed and resources are made available. As a first step, the 2019 Dane County budget includes funding for pre-design work for expansion of the Exhibition Hall as well as analysis on storm water control on the Alliant Energy Center campus. Additionally, the budget includes funding for a consultant to provide project management support.

While the multi-year robust planning process provides a road map for transforming the Alliant Energy Center to serve the community for generations to come, the county now must turn to the work of prioritizing recommendations and making choices for the next steps. Weighty issues, including governance and financing, must be addressed. As the planning phase has ended and the Master Plan Oversight Committee has completed its work, it is now time to put in place a redevelopment committee to shepherd the next steps of this major county initiative.

NOW, THEREFORE, BE IT RESOLVED the Dane County Board of Supervisors establishes the Alliant Energy Center Redevelopment Committee, comprised of the following:

- The director of the Alliant Energy Center;
- Two members appointed by the Dane County Executive;
- Two members of the County Board, appointed by the County Board Chair;
- The Madison Common Council alder who represents the area;
- A designee of the Mayor of Madison;
- A resident of the neighborhood, appointed by the County Board Chair;
- The CEO of the Greater Madison Convention and Visitors Bureau;
- A member appointed by the Greater Madison Convention and Visitors Bureau;
- A member appointed by the Greater Madison Chamber of Commerce;

- 48           • A member appointed by the Madison Area Sports Commission; and  
49           • A member of the Public Works and Transportation Committee who is appointed by the  
50           committee chair.

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52 BE IT FURTHER RESOLVED that committee members who are elected officials will have terms  
53 coterminous with their city or county term, while other members will serve until replaced by the  
54 appointing authority.

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56 BE IT FURTHER RESOLVED that the duties of the committee will include addressing financing  
57 and governance issues associated with campus redevelopment as well as review of public and  
58 private investment in the Alliant Energy Center.

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60 BE IT FINALLY RESOLVED that the County Board Office will work with the Alliant Energy Center  
61 staff and the project management consultant to provide support to the committee regarding  
62 agendas and minutes.