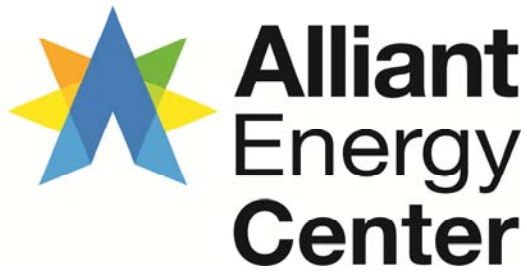


Year-End 2018 Financial Report



Exhibition Hall ■ Veterans Memorial Coliseum ■ Willow Island  
New Holland Pavilions ■ Arena

## 2018 Year-End Financial Report

The financial statements for the year ended December 31, 2018 are presented for your information and review. The 2018 results built upon the financial success that started in 2015, resulting in four consecutive years with the Center ending the year in a net revenue position. Operating revenue was down 3%, while operating expenses were up 1% compared to 2017. Together these changes resulted in a 23% decrease in operating income for 2018. Net revenue after non-operating items was down 62% compared to 2017. These results were anticipated based upon our event schedule for the year. Although we played host to two national shows in 2017 - the American Junior Shorthorns and National Junior Angus, as well as the World Clydesdale Show, they did not make up for the national shows that we hosted in 2016 – USTA Tumbling, the All American Junior Sheep Show, American Dairy Goat Association National Show, and the U.S. Twirling Association Championships. In addition, we did not host the every other year Wisconsin Cheesemakers Convention in 2018. Finally, the Paddlesports Retailers show that was new in 2017 did not return, and neither did the Ho Chunk General Council.

Our overall attendance was predictably down 14.4%, primarily as a result the changes in, national events and other event changes noted above. Most of our annual events experienced continued strong attendance numbers. The Center will not be playing host to any rotating national events in 2019 which will definitely create a challenge when it comes to continuing our streak of profitable years. We will see the return of the Wisconsin Cheesemakers Convention 2019 which will help. In addition, we are hopeful that we can add a couple new events and continue to build upon what looks to be a strong year for concerts and family events.

Relative to 2017, all expense categories except "Other Operating Expenses" saw decreases. "Personal Services," the Center's largest expense for salaries and benefits was down 2% from 2017 as a result of fewer labor intensive events and tight turnovers in 2018. "Other Operating Expenses" contains expenses for supplies, building, grounds and equipment maintenance, repairs, marketing, and expenses incurred and rebilled to shows. "Contractual" expenses include incentive payments provided to concert promoters for presenting their events in the Coliseum. Also included in this category are charges from the Dane County Sheriff's Office for deputy services. "Utilities" were up slightly because of the high electrical demands of the national events the Center hosted. Although the Utility costs were up slightly, they were not up as much as they would have been without the significant investment in energy efficiency improvements made on the campus over the past few years. "Indirect Charges" are payments to the General Fund for legal, accounting, purchasing, technology and other services. Our staff continues to work diligently to reduce expenses wherever possible without impacting service delivery to our customers.

Center management continues to work on addressing the capital needs of our aging venues and grounds. As has been the case the last several years, most capital improvements have been funded through borrowing proceeds in 2018. However, the Center cannot continue to indefinitely defer necessary maintenance and rely on borrowing to address its capital needs. Prior to the economic collapse in 2007 the Center was able to generate sufficient revenues to fund approximately \$700,000 per year in capital improvements without the use of borrowing proceeds. The Center needs to get back to that level of capital investment from its operations or other funding sources. Continuing to rely on debt to address the capital needs of the Center is not sustainable in the long run. The Center's debt service related to the New Holland Pavilions began in 2015, providing no relief from the end of Exhibition Hall debt payments in 2014. In fact, given the structure of the outstanding debt the Center is responsible for, there will not be any appreciable decrease in debt payments until 2020, and that assumes the Center does not have any future borrowings. For that reason, the Center did not borrow its customary \$500,000 in 2015 and reduced its borrowing to \$250,000 in 2016, 2017 and 2018. For 2019 the Center will again only borrow \$250,000. Depending upon the terms of a new naming rights deal or financing package for any potential implementation of our master plan, 2020 presents an opportunity to begin financing some of the operational capital needs of the center out of operations once again.

One of the keys to successful financial results for the Center is the recruitment of larger events. Large events generate more revenue, with relatively little incremental costs. Most larger events can be presented within existing staff levels, with supplemental assistance in key areas. The Center is doing a good job of booking rotating national events in alternating years to avoid major swings in business from one year to the next. The New Holland Pavilions and our arrangement with Destination Madison for a contracted sales position have been instrumental in this effort.

2019 will be a challenging year for the Center. We have budgeted for an overall loss of approximately \$82,000 with no capital outlay expenditures from operations. A large part of the budgeted loss is due to a \$60,000 special assessment from the City of Madison for roadway and utility improvements on Koster and Rusk Avenues that will significantly improve drainage and manage stormwater flow in and around the western edge of the campus. However, we are confident that we can do better than that based on some changes that have happened since the budget was put together. As mentioned before, we maintained a reduced level of new borrowing for 2019 to fund capital needs, however there should be enough carryforward funding from 2018 to address those needs. The strong results for 2018 have increased the Center's reserves to just over \$1.75 million at the end of 2018. There is still a ways to go to get the reserves to our desired \$2.0 million level, but 2018 made tremendous progress towards that goal. At this time, the 2019 schedule appears to be considerably lighter than 2018 with the absence of any national shows. We continue to explore new areas for revenue generation, as well as work with new promoters to present some first-time events that we hope will grow into strong annual events.

Our customer feedback and retention levels indicate that our staff continues to deliver a high level of service that is appreciated by our customers. Responses received from our users, both positive and negative, are shared throughout the organization. The Center's facilities compliment others in the market. We frequently work with Monona Terrace, the Kohl Center, Camp Randall, and others to effectively and efficiently present events for the benefit of visitors and the local community.

The staff and I thank you for your support of the Center and the assistance provided. Your questions and comments are always welcome. Please feel free to contact Assistant Manager –CFO, Bill Franz (267.3985) or me (267.3982), should you have any questions or desire additional information about the Center and its activities or operation. I appreciate the continued attention and consideration the Center is receiving from the County Executive and County Board, as well as County Administration. I'm pleased and proud that the Center continues to be a great regional asset that significantly benefits the local economy and quality of life in Dane County and the greater Madison area.

**Mark Clarke**  
**Executive Director**  
March 29, 2019

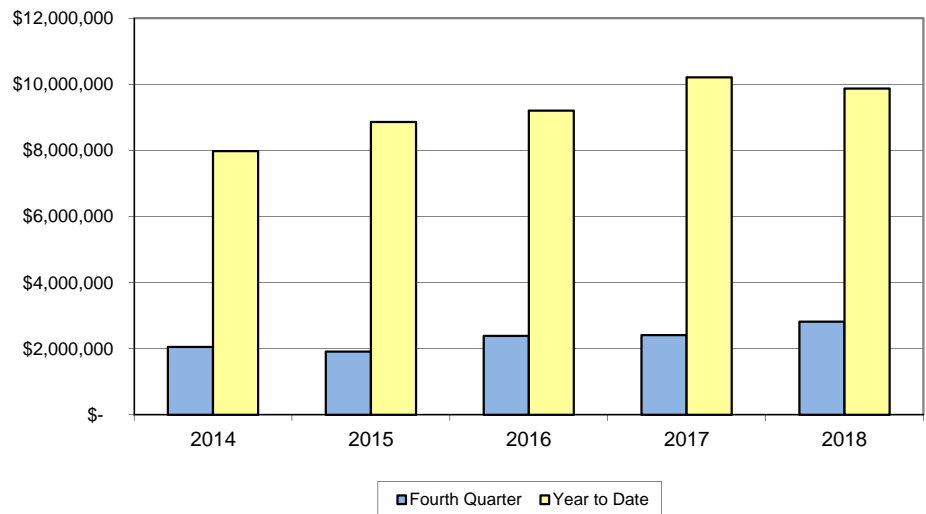
**ALLIANT ENERGY CENTER OF DANE COUNTY  
REVENUES AND EXPENSES  
FOR THE TWELVE MONTHS ENDED DECEMBER 31,**



	2016	2017	2018	2018-17 % CHANGE
Operating Revenue	\$9,031,260	\$9,961,142	\$9,630,565	-3%
County Subsidized Events	172,473	249,573	240,273	-4%
Total Operating Revenue	\$9,203,733	\$10,210,715	\$9,870,838	-3%
Operating Expenses				
Personal Services	\$4,999,827	\$5,280,157	\$5,154,441	-2%
Utilities	934,910	954,418	957,023	0%
Other Operating Expenses	1,256,472	1,400,517	1,625,378	16%
Contractual	588,119	577,383	568,808	-1%
Indirect Charges (Note - A)	270,559	303,399	264,200	-13%
Total Operating Expenses	\$8,049,887	\$8,515,874	\$8,569,850	1%
<b>Operating Income (Loss)</b>	<b>\$1,153,846</b>	<b>\$1,694,841</b>	<b>\$1,300,988</b>	<b>-23%</b>
Other Income (Note - B)	556,941	525,215	535,719	2%
Other Expense (Note - C)	(328,870)	(335,448)	(342,157)	2%
Debt Service	(1,123,601)	(1,157,386)	(1,188,472)	3%
Capital Outlay	(64,488)	(52,673)	(48,319)	-8%
For the Twelve Months Ended December 31,				
<b>Net Revenue (Expense)</b>	<b>\$193,828</b>	<b>\$674,549</b>	<b>\$257,758</b>	<b>-62%</b>

**Operating Revenue History**

Year	Fourth Quarter	Year to Date
2014	\$ 2,052,482	\$ 7,980,641
2015	\$ 1,910,356	\$ 8,860,024
2016	\$ 2,384,315	\$ 9,203,733
2017	\$ 2,408,830	\$ 10,210,715
2018	\$ 2,815,276	\$ 9,870,838



(Unaudited)

**ALLIANT ENERGY CENTER OF DANE COUNTY  
BUDGET AND ACTUAL  
FOR THE YEAR ENDED DECEMBER 31, 2018**



	(AA) Modified Operating Budget 2018	(AA) Actual 2018
Revenue	\$ 9,728,719	\$9,870,838
<u>Operating Expenses</u>		
Salaries and Benefits	\$ 5,399,600	\$5,154,441
All Other	2,025,988	2,582,401
Contractual	1,394,999	833,008
Total Operating Expenses	\$ 8,820,587	\$ 8,569,850
<b>Operating Income</b>	<b>\$ 908,132</b>	<b>\$ 1,300,988</b>
Other Income	829,900	535,719
Other Expense	(342,000)	(342,157)
Debt Service	(1,188,471)	(1,188,472)
Capital Outlay	(332,961) (BB)	(48,319) (CC)
<b>Net Revenue (Expense)</b>	<b>\$ (125,400) (BB)</b>	<b>\$ 257,758 (CC)</b>

Note (AA) - This schedule includes only AEC operating revenue and expenses. Capital Projects paid with Borrowed funds and Friends of AEC donations paid to the General Fund are not included.

Budgeted funds include the following related to the sale of Exhibition Hall's Name:  
Other Income \$300,000, Contractual \$(20,000) and Capital Outlay \$(280,000).

Note (BB) - Unexpended 2017 Capital Outlay Funds of \$332,961 were carried forward to 2018.

Note (CC) - Unexpended 2018 Capital Outlay Funds of \$293,247 are carried forward to 2019.

**ALLIANT ENERGY CENTER OF DANE COUNTY  
REVENUES AND EXPENSES BY COST CENTER  
FOR THE TWELVE MONTHS ENDED DECEMBER 31, 2018**

(Unaudited)

	Coliseum	Exhibition Hall	Conference Center	Arena	New Holland Pavilions	Grounds	Total
Operating Revenues	\$ 2,167,464	\$ 5,157,557	\$ 673,496	\$ 125,033	\$ 1,096,001	\$ 651,287	<b>\$9,870,838</b>
Operating Expenses							
Personal Services	\$642,844	\$1,460,328	\$678,644	\$98,885	\$458,130	\$159,291	<b>\$3,498,122</b>
Utilities	311,311	248,441	50,109	26,974	259,968	23,861	<b>920,664</b>
Other Operating Expenses	300,497	530,546	27,907	38,694	360,749	85,936	<b>1,344,328</b>
Contractual	299,982	108,487	27,692	18,239	41,829	4,468	<b>500,698</b>
Indirect Charges (Note - A)	58,124	137,384	18,494	2,642	29,062	18,494	<b>264,200</b>
Parking	76,458	181,588	3,186	-	12,743	44,601	<b>318,575</b>
Administrative Overhead	379,118	896,097	120,628	17,233	189,559	120,628	<b>1,723,263</b>
Total Operating Expenses	\$2,068,334	\$3,562,870	\$926,661	\$202,666	\$1,352,040	\$457,279	<b>\$8,569,850</b>
<b>Operating Income (Loss)</b>	<b>\$99,130</b>	<b>\$1,594,687</b>	<b>(\$253,165)</b>	<b>(\$77,633)</b>	<b>(\$256,039)</b>	<b>\$194,008</b>	<b>\$1,300,988</b>
Other Income (Note - B)	-	371,344	-	-	155,875	8,500	<b>535,719</b>
Other Expense (Note - C)	-	(342,157)	-	-	-	-	<b>(342,157)</b>
Debt Service	(391,538)	(102,433)	(12,215)	(5,019)	(620,698)	(56,570)	<b>(1,188,472)</b>
Capital Outlay	(28,558)	(1,353)	-	(133)	(12,420)	(5,855)	<b>(48,319)</b>
<b>Net Revenue (Expense)</b>	<b>(\$320,966)</b>	<b>\$1,520,087</b>	<b>(\$265,379)</b>	<b>(\$82,785)</b>	<b>(\$733,282)</b>	<b>\$140,083</b>	<b>\$257,758</b>

**For the Twelve Months Ended December 31,**

Net Revenue (Expense) - 2017	(\$355,086)	\$1,714,806	(\$171,809)	(\$140,792)	(\$605,210)	\$232,640	<b>\$674,549</b>
Net Revenue (Expense) - 2016	(\$571,230)	\$1,615,758	(\$314,203)	(\$123,135)	(\$581,604)	\$168,242	<b>\$193,828</b>
Net Revenue (Expense) - 2015	(\$442,388)	\$1,369,696	(\$206,779)	(\$122,459)	(\$643,492)	\$127,203	<b>\$81,781</b>

(Unaudited)

**Alliant Energy Center of Dane County**  
**Notes to Financial Statements**  
**December 31, 2018**



**Note A -** Indirect Charges represents the amount of money that the Alliant Energy Center of Dane County pays the General Fund for accounting, purchasing, public works and other services.

**Note B -** Other Income is composed of the following:

	2016	2017	2018
Alliant Naming Payment	\$ 356,924	\$ 364,063	\$ 371,344
Friend of the AEC Pavilions	\$ 41,517	\$ 2,652	\$ 5,875
Metcalfe Family Foundation - Willow Island	8,500	8,500	8,500
Midwest Horse Fair - Pavilion Debt	50,000	50,000	50,000
New Holland Pavilion Naming Rights	100,000	100,000	100,000
<b>Total Other Income</b>	<b>\$ 556,941</b>	<b>\$ 525,215</b>	<b>\$ 535,719</b>

**Note C -** Other Expense is composed of the following:

	2016	2017	2018
Payment to General Fund - Alliant Naming	\$ 328,870	\$ 335,448	\$ 342,157
<b>Total Other Expense</b>	<b>\$ 328,870</b>	<b>\$ 335,448</b>	<b>\$ 342,157</b>

**Alliant Energy Center of Dane County  
First Quarter 2018**

<b>Event</b>	<b>Attendance</b>	<b>Event Days</b>	<b>Number of Events</b>
WI Fishing Expo	22,000	2	1
Zor Shrine Circus	20,910	4	1
WI Folkstyle Wrestling Tournament	15,280	2	1
Canoecopia	14,300	3	1
WIAA Hockey Tournaments	14,084	3	1
Garden Expo	13,665	3	1
Madison RV Show 2018	10,634	4	1
Madison Kids Expo	9,000	2	1
Monster Truck Show	8,833	3	1
Jeff Dunham	7,769	1	1
Kevin Hart	7,748	1	1
Midwest Bicycle Show & Sale	6,250	3	1
Dinosaur Time Trek	6,000	3	1
Isthmus Beer & Cheese Fest	6,000	1	1
Model Railroad Show	6,000	3	1
Cole Swindell Concert	4,899	1	1
RV & Camper Show	4,750	3	1
Greater Madison Golf Show	4,500	3	1
Roller Derby	4,365	3	3
WI Agribusiness Classic	4,200	3	1
WI State Gymnastics Meet 2018	4,000	3	1
Arenacross	3,955	2	1
Lake Home & Cabin Show	3,400	4	1
America On Tap	3,050	1	1
Tyler, The Creator	3,024	1	1
Wedding Show	3,000	2	1
Professional Dairy Producers Convention	2,550	2	1
MWSRA Show	2,500	5	1
Just Between Friends	2,275	3	1
Chambers and Owen	2,000	1	1
Market Square	1,950	2	2
Art Glass & Bead Show	1,800	3	1
Madison Fire Dept Exam	1,320	1	1
Badgerette Pom	1,300	1	1
Dane County Regional Job Fair	1,300	1	1
Life Leadership NC	1,000	1	1
Team Champion Cheer Event	1,000	1	1
WIAA basketball shuttle	1,000	3	1
WIAA wrestling Shuttle	1,000	3	1
Building Codes Refresher Conference	939	3	1
YWCA - Circle of Women Luncheon	916	1	1
Zimbrick Awards Banquet	857	1	1
Bicycle Swapmeet	750	1	1
Knit In 2018	590	2	1
AASCW Multifamily Housing Summit: Trends & Tactics	550	1	1
2018 Economic Forecast Luncheon	500	1	1
Britt World Wide	500	1	1
Hess Promotions New Products Showcase	500	1	1
WI DOT Design Opportunity Day	455	1	1
Madison Area Doll Club	340	1	1
Findorff Safety & Education Day	300	1	1
WHCA / WIAA Boys Hockey Banquet	290	1	1
MMSD Leadership Institute	280	1	1
Girls WI Hockey Coaches Association	275	1	1
Winfield United	250	1	1
DPI Wellness Summit	208	1	1
DC Weather Spotters training	200	1	1
High Tech Happy Hour	200	1	1
Organic Vegetable Conference	200	2	1
DC Sexual Harassment Training	200	2	2
UW Health Moving Forward	180	2	2

**Alliant Energy Center of Dane County  
First Quarter 2018**

<b>Event</b>	<b>Attendance</b>	<b>Event Days</b>	<b>Number of Events</b>
Unilock	170	1	1
Group Health Cooperative	150	3	3
DC Supervisory Training	150	3	3
GMA SHRM	140	2	2
American Advertising Federation - Madison	120	2	2
DC Employees Retirement workshop	100	1	1
4-H Beef Weigh in	75	1	1
4H Horse	50	1	1
4H-Dogs	50	1	1
AMA Luncheon	50	1	1
Midwest Horse Fair Planning Meeting	50	1	1
WDE Meetings	50	2	1
WSCA Parking	50	2	1
Ryan Brothers	20	1	1
DC Sheriff Bomb training	15	1	1
Midwest Horse Fair Traffic meeting	12	1	1
DC Sheriff Office K9 Training	10	1	1
Commercial Shoot	5	1	1
<b>Totals</b>	<b>243,358</b>	<b>145</b>	<b>90</b>

# Alliant Energy Center of Dane County

## Second Quarter 2018

Event	Attendance	Event Days	Number of Events
Bratfest	140,000	4	1
Midwest Horse Fair	49,836	3	1
Deer & Turkey Expo	20,619	3	1
American Jr. Shorthorn	7,500	5	1
Madison College Graduation	5,500	1	1
FFA Convention	5,000	5	1
Sun Prairie High School Graduation	5,000	1	1
Edgewood College Commencement	4,000	1	1
Midwest Select Draft Horse Sale	3,540	3	1
Cap Gun Quarter Horse Show	3,500	5	1
Skills USA	3,150	3	1
MMSD Advance Placement Exams	2,979	15	1
Middleton High School Graduation	2,500	1	1
Mad Rollin Dolls Roller Derby	2,184	2	2
On Wisconsin Annual Spring Pow Wow	1,650	1	1
Mount Horeb High School Graduation	1,600	1	1
Outdoor Reps Show	1,600	3	1
Market Square	1,075	1	1
MCPASD Advance Placement Exams	1,063	15	1
Eid Prayer Service	1,000	1	1
Life Leadership NC	1,000	1	1
Ragnar Relay Parking	800	1	1
GHC All Staff Meeting	700	2	1
Foundation for Madison Public Schools Circle of Friends Luncheon	610	1	1
4H Dog Training	600	8	8
WI BADD	515	2	1
Downtown Madison Rotary Club	513	2	2
Madison Classic Horse Show	500	5	1
Wisconsin Holstein Spring Show	500	2	1
Wisconsin Paint Horse Club Show	500	2	1
Duluth Trading Co.	485	1	1
Midwest Felting Symposium	475	7	1
Dave Jones	435	1	1
Fairway Independent Mortgage Gala	435	1	1
MFOL Road to Change	400	1	1
St. Vincent De Paul Fundraiser Breakfast	400	1	1
State of WI Human Resources Conference	375	1	1
Alpha Xi Delta Formal	350	1	1
Memorial Prom	350	1	1
WPS	350	2	1
4H Horse Clinic	300	6	6
Compost Bin Sale	300	1	1
First Weber	300	1	1
M3 Insurance Parking	300	1	1
Snap-on Tools	300	3	1
UW Health Moving Forward	300	3	3
Little "I" Horse Show	275	1	1
MMSD / Madison College	260	2	1
GMA SHRM	235	1	1
Wisconsin Air National Guard Yellow Ribbon Reintro	216	1	1
MMSD Leadership Institute	200	1	1
MMSD Retirement Reception	200	1	1
UnityPoint Health Meriter Appreciation Day	200	1	1
CFA Exams	192	1	1
American Advertising Federation Madison	181	3	3
Capital Consortium	180	1	1
Swim Spa & Hot Tub Sale	170	3	1
Edgewood College PhD Reception	160	1	1
DC Supervisor Training	150	3	3
Group Health Cooperative	150	3	3

**Alliant Energy Center of Dane County**  
**Second Quarter 2018**

<b>Event</b>	<b>Attendance</b>	<b>Event Days</b>	<b>Number of Events</b>
Dept of Revenue Division Meeting	120	1	1
FranklinCovey SMRC	100	1	1
ARMA Madison	75	1	1
United Way of Dane County	72	1	1
Ryan Brothers	60	3	3
AMA Luncheon	50	1	1
DC Council on Climate Change	50	1	1
Ironman 70.3 Storage	50	25	1
WI Voyager Association	40	4	1
Van Mell CEO Roundtable	30	1	1
Crossfit Meeting	30	3	1
United Way of Dane County Habitat Build	30	1	1
Driving Dynamics	20	2	1
Wisconsin Distributors - Clydesdales	20	8	1
AEC Master Plan Review	15	1	1
AEC Master Plan Open House	10	1	1
Exact Science Taste Test Atrium	5	1	1
<b>Totals</b>	<b>278,935</b>	<b>211</b>	<b>101</b>

**Alliant Energy Center of Dane County  
Third Quarter 2018**

Event	Attendance	Event Days	Number of Events
Crossfit Games	88,351	5	1
Dane County Fair	34,073	4	1
National Jr Angus Association Show	22,800	9	1
Friends of WPT Quilt Expo	16,440	3	1
Madison Mini Marathon Packet Pick-up	7,015	1	1
12th Annual Back to School Haircut Event	2,500	1	1
Glassroots Art Show	2,250	3	1
Dane Dance - Rain Location	2,000	1	1
Epic User Group Parking	2,000	4	1
Life Leadership NC	2,000	2	1
Western Working Horse Celebration	2,000	11	1
Market Square	1,300	1	1
Dane County Regional Job Fair	1,000	1	1
WI DOR Audit Staff Conference	1,000	2	1
Eid Prayer Service	1,000	1	1
WI Pottery Show & Sale	1,000	2	1
Black Women's Wellness Day	550	1	1
WI Quarter Horse Show	500	4	1
Boardman and Clark	300	1	1
First Weber	300	1	1
USA Conservation Dinner	300	1	1
Wisconsin Holstein Summer Championship Show	300	3	1
Rundle-Spence 12th Annual All Star Sales & Continuing Education	270	1	1
UW Health Moving Forward	270	3	3
DCSO Graduation	246	1	1
Access Community Health Centers	200	1	1
WI ETF - It's Your Choice Open Enrollment	200	1	1
AMA Conference	150	1	1
Group Health Cooperative	150	3	3
GMA SHRM	135	2	2
DC Employee Retirement workshop	100	1	1
DC Supervisory Training	100	2	2
WI DOT -Transportation Construction Fair	100	1	1
WI Commercial Building Code Refresher Summer Session	100	1	1
American Advertising Federation - Madison	70	1	1
Ironman Storage	50	22	1
AEC Master Plan meeting	50	1	1
DAV - Mobile Service Office	40	1	1
AEC Master Plan User Group Meeting	40	1	1
Driving Dynamics Drivers Training	20	2	1
Ryan Brothers Ambulance Training	20	1	1
WI Bankers Association	15	1	1
Semi-Parking for Kohl Center Concert	12	6	1
<b>Totals</b>	<b>191,317</b>	<b>116</b>	<b>49</b>

**Alliant Energy Center of Dane County  
Fourth Quarter 2018**

Event	Attendance	Event Days	Number of Events
World Dairy Expo	65,136	5	1
World Clydesdale Show 2018	30,000	6	1
WizardCon	12,700	3	1
Gamehole Con	7,500	4	1
DCSC Career Event	4,000	1	1
Toys for Tots Program	4,000	3	1
Harlem Globetrotters	3,351	1	1
Lindsey Stirling Christmas Show	3,174	1	1
Hmong New Year Celebration	3,000	3	1
Madison Turkey Trot	3,000	1	1
WWE Wrestling Event	2,797	1	1
A Perfect Circle	2,732	1	1
Empty Stocking Club Annual Toy Giveaway	2,500	4	1
WI Dog Fair	2,500	1	1
Madison College	2,325	1	1
Holiday Party	2,250	1	1
One of a Kind Rubber Stamp & Scrapbook Experience	2,100	3	1
WVMA Convention	2,100	3	1
Madison Women's Expo	2,000	3	1
Madison Gem & Mineral Show	1,900	2	1
Life Leadership NC	1,700	2	2
Badger Kick Off Classic	1,650	3	1
The Badger JAM Cheerleading	1,500	1	1
Badger State Wrestling Invitational	1,200	1	1
Gospel Carols Concert 9	1,050	1	1
AHA Dandiya Nite	1,000	1	1
Holiday Blood Drive	1,000	1	1
Just Between Friends	1,000	3	1
Share Your Holidays Grand Finale	1,000	1	1
WI Interscholastic Horse Association	950	2	1
The Road Home Program/Fundraiser	556	1	1
Dave Jones	500	1	1
In Business Expo/Conference	500	1	1
Pathways Expo	500	1	1
Mead & Hunt	470	2	1
Bureau of State Risk Management	450	2	1
GSAFE 2018 Trick or Trot 5k Run / Walk	400	1	1
St. Ambrose Academy Annual Benefit	400	1	1
Wisconsin Game Developers M Dev Conference	400	1	1
Macular Degeneration / Diabetic Eye Disease Symposium	375	1	1
WPS	350	2	1
Bagels with Boardman and Clark	300	1	1
Boardman & Clark	300	1	1
Second Harvest KickOff Luncheon	300	1	1
St Vincent De Paul Volunteer Awards	300	1	1
WI DOR 2018 Tax Update	300	2	2
WSMA / WMEA Parking	260	2	1
NAPA Product and Equipment Show	250	1	1
WDE Board & Committee Mtg	250	2	1
WI DOR Compliance Training	240	4	2
UnityPoint Health Meriter Leadership Development Institute	240	1	1
DC MAC meeting	200	1	1
MMSD Teacher Training	200	1	1
Swim Spa & Hot Tub Sale	200	3	1
Wisconsin Recruiters	197	1	1
A Principal Experience	187	1	1
AASCW Awards of Excellence	180	1	1
UW Health Moving Forward	180	2	2
Wisconsin Bureau of Procurement Conference	175	1	1
Group Health Cooperative	160	3	3

**Alliant Energy Center of Dane County  
Fourth Quarter 2018**

Event	Attendance	Event Days	Number of Events
Eternity Homecare Holiday Party	144	1	1
Annual Assessor Meeting	125	1	1
WPS Vendor Management Seminar	125	1	1
DC Housing Summit	120	1	1
American Advertising Federation- Madison	113	2	2
M3 Insurance	100	1	1
WIAA Football Shuttle	100	2	1
Wisconsin Health Services	100	1	1
GMA SHRM	85	1	1
BCBS Federal Employee Member Event	75	1	1
AEC Master Plan Meeting	70	1	1
DC Sheriffs Office Mtg	70	1	1
DC Supervisory Training	50	1	1
DC Sheriff's Training	50	2	1
NCAA Bus Parking	21	1	1
Driving Dynamics	20	2	1
Ryan Brothers	20	1	1
The Center for Management Terms & Practices	14	1	1
Shine United Photo Shoot	2	1	1
<b>Totals</b>	<b>181,839</b>	<b>131</b>	<b>86</b>