

## 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 may be subject to additional local policies.

Potential Funding Sources		Alliant Energy Center Venues <sup>(1)</sup>	Alliant Energy Center 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, Exhibition Hall, New Holland Pavilions, Arena, and Willow Island.
- (2) Alliant Energy Center 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 Alliant Energy Center 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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## Alliant Energy Center New Holland Pavilions Funding Sources

As part of the 2011 Alliant Energy Master Plan Update, many of the large livestock shows that use the campus indicated a need for a large indoor exhibition space for animals. The resulting proposal for what are now known as the New Holland Pavilions was put together with significant input from these users and others who helped plan a flexible space and determine a budget.

Source	Amount	Percent of Total
<b>Private Funding</b>		
<u>Major AEC Users</u>		
World Dairy Expo	\$3,000,000	
Midwest Horse Fair	\$1,000,000	
<u>AEC Contractors</u>		
Centerplate	\$600,000	
<u>Venue Naming Rights</u>		
New Holland	<u>\$1,500,000</u>	
<b>Total Private Funding</b>	<b>\$6,100,000</b>	<b>25%</b>
<b>Public Funding</b>		
State of Wisconsin	\$9,000,000	38%
Alliant Energy Center	\$6,167,500	26%
Dane County	<u>\$2,589,400</u>	11%
<b>Total Public Funding</b>	<b>\$17,756,900</b>	<b>75%</b>
<b>Total</b>	<b>\$23,856,900</b>	<b>100%</b>

