



**ALLIANT ENERGY CENTER**  
**REDEVELOPMENT COMMITTEE**  
JANUARY 25, 2021

# AGENDA

1. Member Introductions
2. South Madison Plan Update
3. Alliant Energy Center – State of the Center
4. Destination District Task Force Update
5. Area Plans & Projects Updates
  1. Law Park/Lake Monona Waterfront
  2. John Nolen Bridge Design Study
6. Alliant Energy Center Communications
  1. Newsletter
7. 2021 AEC Work Plan Review

## Meeting Purpose:

Learn about the status of the Alliant Energy Center and review the Committee work plan to set the course for 2021, as well as hear about the various efforts occurring around the Alliant Energy Center.



# Alliant Energy Center Redevelopment Committee

**SUPV. PATRICK MILES, Chair**

Dane County Board of Supervisors

**RUBEN ANTHONY**

Urban League of Greater Madison

**REP. SHELIA STUBBS**

Wisconsin State Assembly

**BRENT MCHENRY**

ALLIANT ENERGY CENTER

**ALDER SHERI CARTER**

City of Madison District 14  
Common Council

**HEATHER STOUDE**

Madison Planning & Development

**TOM DECHANT**

Resident of the neighborhood

**DIANE MORGANTHALER**

Destination Madison

**BREWER STOUFFER**

Roman Candle Pizza

**PAM CHRISTENSON**

Madison Gas & Electric

**ROB CRAIN**

Alliant Energy Center Corporation

**SUPV. DAVE RIPP**

Dane County Board of Supervisors

**ZACH ZWEIFEL**

County Executive appointee

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# STATE OF THE CENTER

SPRING 2021 UPDATE



**Alliant  
Energy  
Center**

VERSATILE · COLLABORATIVE · INNOVATIVE · CREATIVE · DEDICATED

JANUARY 2021

# 2019 FINANCIAL REVIEW



|                                 |                     |
|---------------------------------|---------------------|
| <b>Operating Revenue</b>        | <b>\$10,081,991</b> |
| <b>Operating Expenses</b>       |                     |
| Personal Services               | \$5,326,799         |
| Utilities                       | \$883,444           |
| Other Operating Expenses        | \$1,515,817         |
| Contractual Services            | \$997,909           |
| Indirect Charges                | \$287,388           |
| <b>Total Operating Expenses</b> | <b>\$9,011,358</b>  |
| <b>Operating Income (Loss)</b>  | <b>\$1,070,633</b>  |
| Other Income                    | \$523,686           |
| Other Expenses                  | (\$341,534)         |
| Debt Service                    | (\$1,237,080)       |
| Capital Outlay                  | (\$1,225)           |
| <b>Net Revenue (Expense)</b>    | <b>\$14,480</b>     |

- No Rotating National Events
- Events That Did Not Return
  - The Golf Show
  - America on Tap
  - Wisconsin Veterinary Medical Association Convention
- Wisconsin Cheesemakers Convention
- 14 Non-Annual Concert and Family Events

# 2020 SUMMARY



- **Executive Director changes**
- **Clean Slate Program and GBAC Certification – 3rd facility in the State**
- **Rapid and on-going Covid-19 response**
  - More than 360,000 individuals visited the Center for testing or vaccinations
- **Numerous event cancellations**
- **Workforce reduction and reallocation and budget recovery from loss of revenue**
- **Extensive process improvements, software upgrades, staff efficiency training**
- **Equity and Inclusion plan revisions – Equity booking fund launch**
- **Storm water runoff mitigation improvements**
- **Move to complete IP based phone system – property wide – savings of \$20,000/year**
- **Inter-governmental / community partnerships**
  - Human Services – room usage for family visits
  - Family Court Services – room usage for
  - Dane County Farmer’s Market
  - Emergency Management – equipment/supply storage
  - Highways – equipment / supply storage
  - Food Truck Fridays



# GBAC CERTIFICATION



Proper Procedures



Proper Training



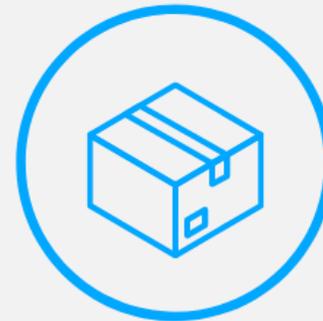
PPE



Disinfection Supplies



Technology and Tools



Supply Control



# 2020 FINANCIAL REVIEW (ESTIMATED RESULTS)



|                                 |                      |
|---------------------------------|----------------------|
| <b>Operating Revenue</b>        | <b>\$5,600,000</b>   |
|                                 |                      |
| <b>Operating Expenses</b>       |                      |
| Personal Services               | \$3,940,000          |
| Utilities                       | \$600,000            |
| Other Operating Expenses        | \$905,000            |
| Contractual Services            | \$360,000            |
| Indirect Charges                | \$300,000            |
| <b>Total Operating Expenses</b> | <b>\$6,105,000</b>   |
|                                 |                      |
| <b>Operating Income (Loss)</b>  | <b>(\$505,000)</b>   |
|                                 |                      |
| Other Income                    | \$540,000            |
| Other Expenses                  | (\$410,000)          |
| Debt Service                    | (\$1,250,000)        |
| Capital Outlay                  | (\$75,000)           |
|                                 |                      |
| <b>Net Revenue (Expense)</b>    | <b>(\$1,700,000)</b> |

- COVID-19 Impact
  - Rotating National Event Cancellations
    - Golden Age Games
    - National Junior Red Angus
  - Major Annual Event Cancellations
    - Canoecopia
    - Outdoor Life
    - Midwest Horse Fair
    - Brat Fest
    - CrossFit Games
    - Quilt Expo
    - World Dairy Expo
- No Wisconsin Cheesemakers Convention
- 2 Non-Annual Concert and Family Events
- Staff Furloughs

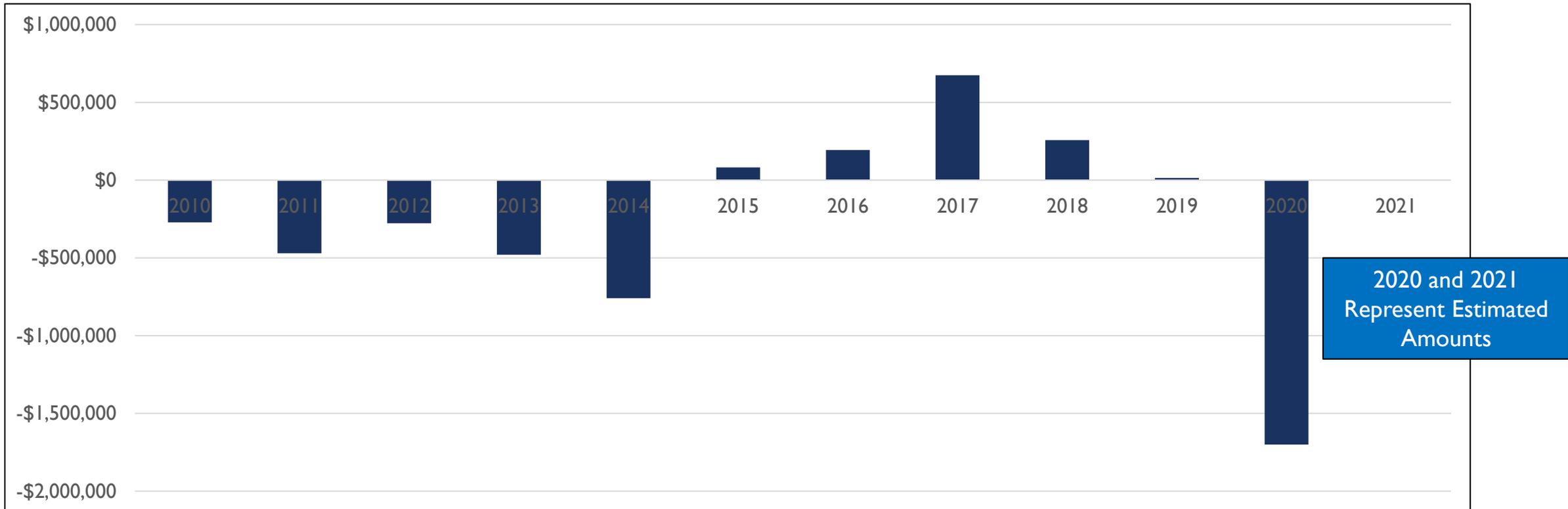
# 2021 FINANCIAL UPDATE



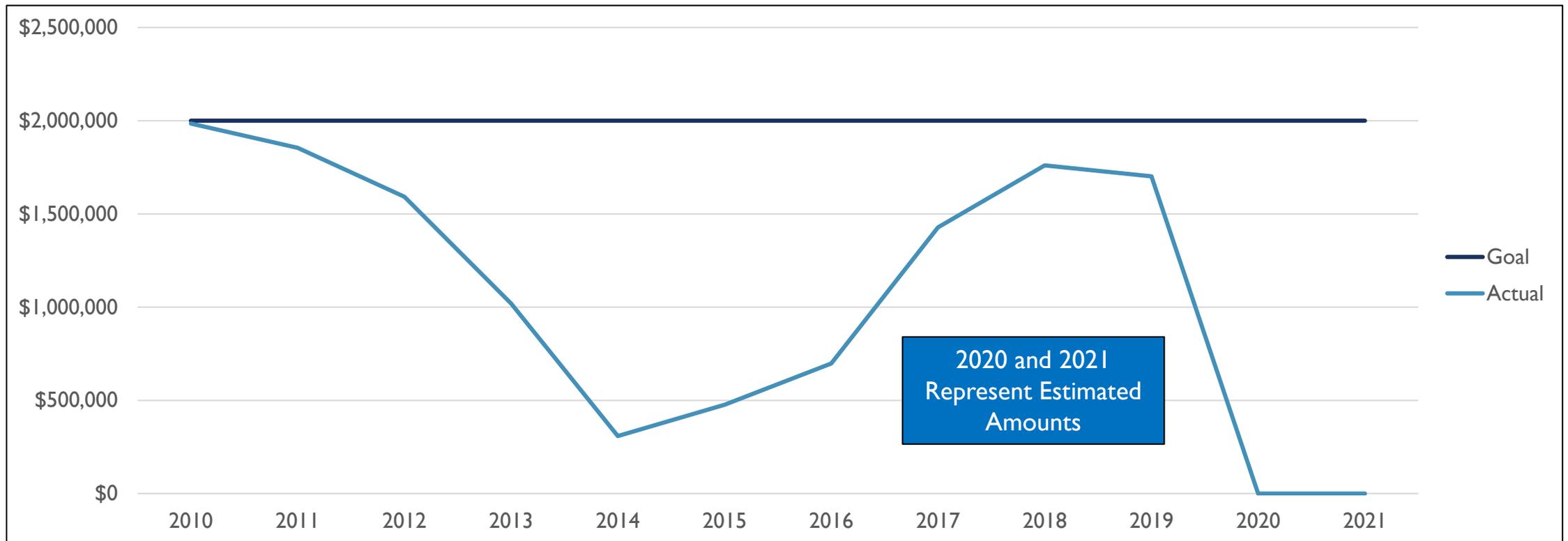
|                                 |                      |
|---------------------------------|----------------------|
| <b>Operating Revenue</b>        | <b>\$5,813,600</b>   |
| <b>Operating Expenses</b>       |                      |
| Personal Services               | \$4,285,100          |
| Utilities                       | \$972,200            |
| Other Operating Expenses        | \$1,076,200          |
| Contractual Services            | \$580,800            |
| Indirect Charges                | <u>\$326,200</u>     |
| <b>Total Operating Expenses</b> | <b>\$7,240,500</b>   |
| <b>Operating Income (Loss)</b>  | <b>(\$1,426,900)</b> |
| Other Income                    | \$598,000            |
| Other Expenses                  | (\$417,000)          |
| Debt Service                    | (\$1,247,003)        |
| Capital Outlay                  | (\$200,000)          |
| <b>Net Revenue (Expense)</b>    | <b>(\$2,692,903)</b> |

- Budgeted Loss of \$2.7 Million
  - No Events Through 6-30-21
  - Major Reorganization
  - No Capital Borrowing
- Plan to Breakeven
  - Staff Furloughs
  - Utility Savings
  - Public Health Testing/Immunization Rent
  - Other Expense Reductions

# YEAR-END FINANCIAL RESULTS

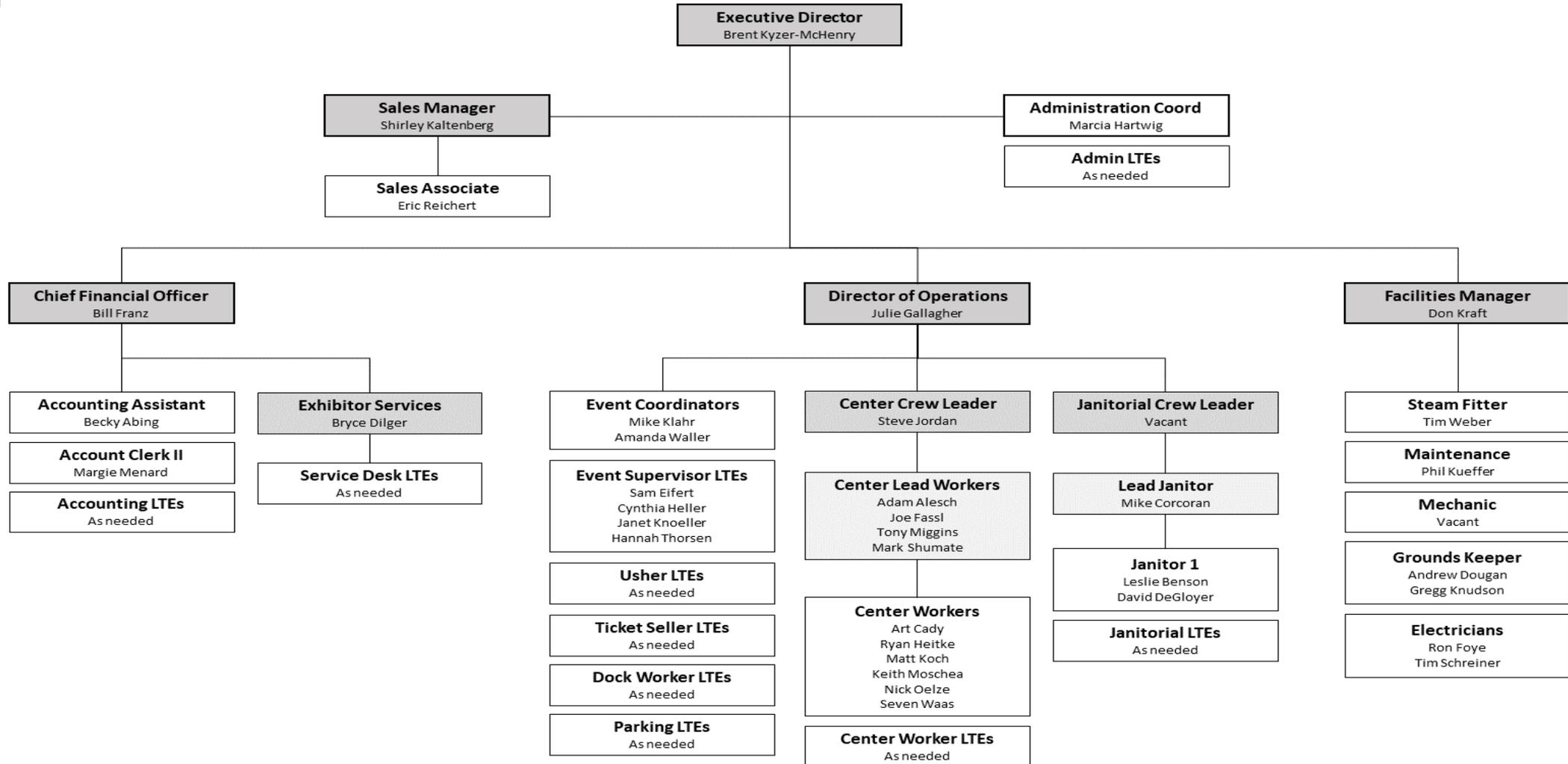


# RESERVE FUND BALANCE

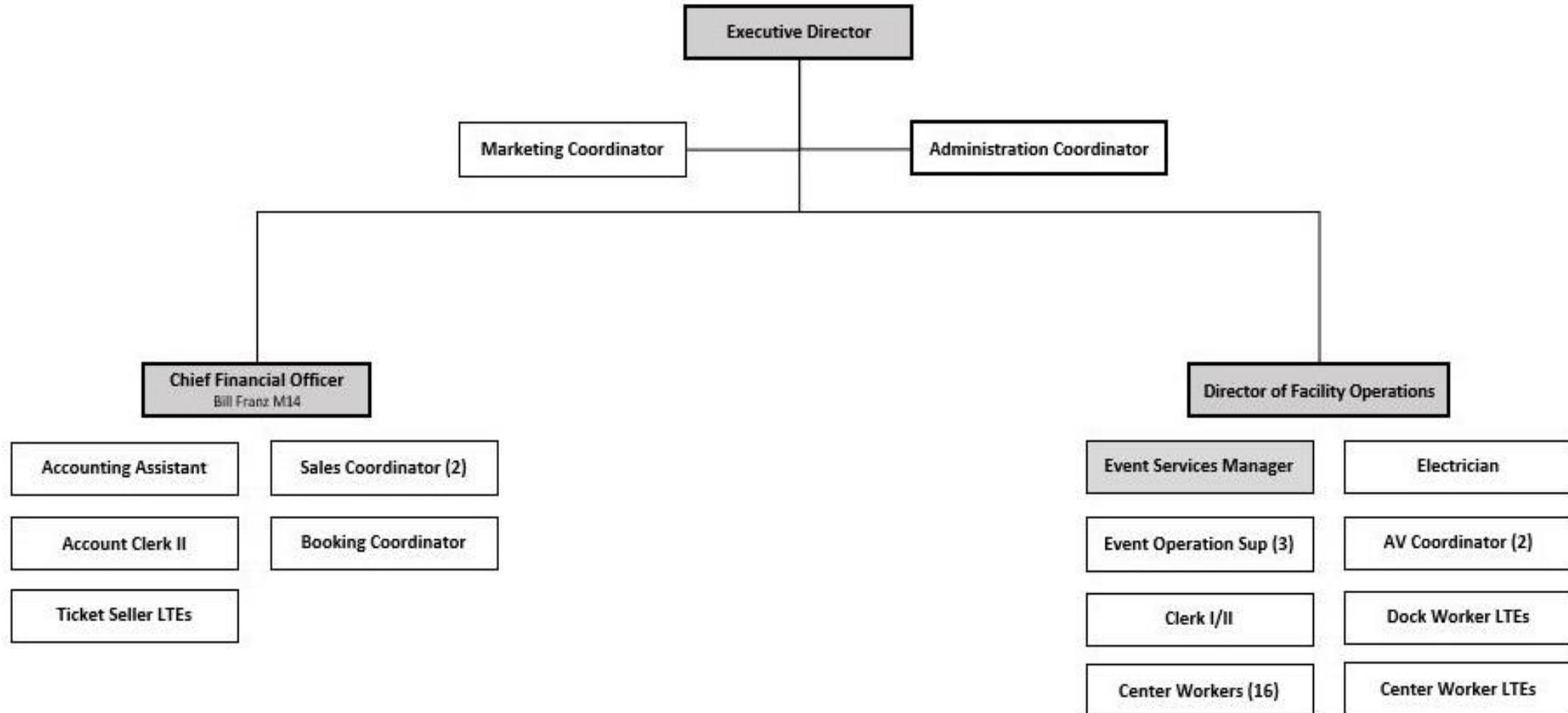




# PREVIOUS ORGANIZATIONAL STRUCTURE



# 2021 ORGANIZATION CHART



## 2020 AND 2021 CHALLENGES



**During these unprecedented times our greatest challenges have been:**

- Decrease in event operations, revenue, and significant staff reductions
- Inability to provide continuity of operations and events
- Depleting our reserve fund
- Unclear future of events and programming in 2021
- Deferred maintenance of buildings, equipment, and grounds

# CAPITAL IMPROVEMENTS (CIP) OVERVIEW

## KEY IMPROVEMENTS OVER THE LAST FIVE YEARS



|                            |                    |
|----------------------------|--------------------|
| Coliseum Restrooms         | \$1,400,000        |
| Center Improvements        | \$500,000          |
| A/V Equipment              | \$435,000          |
| Coliseum Loading Docks     | \$750,000          |
| Team Room Renovations      | \$850,000          |
| Concert Venue Enhancements | \$165,000          |
| Coliseum Painting          | \$200,000          |
| <b>TOTAL</b>               | <b>\$5,950,000</b> |

# CIP OVERVIEW

## KEY FINDINGS OF 2020 5-YEAR ASSESSMENT REPORT



### EXHIBITION HALL (Grand Total: \$14.3M)

- **Key Improvements:** Roof, room dividers, HVAC, air handling system, chilling system
- **Would be nice to have improvements:** Fix and replace front lobby floor, update restrooms, address fire code issues to bring facility up to City Code



### COLISEUM (Grand Total: \$3.9M)

- **Key Improvements:** Fire & life safety system, HVAC, chilling equipment, replace ice building system, roof repairs
- **Would be nice to have improvements:** upgrade rigging



# CIP OVERVIEW

## KEY FINDINGS OF 2020 5-YEAR ASSESSMENT REPORT



### PAVILIONS (Grand Total: \$250,000)

- **Would be nice to have improvements:** winterize facilities and power accessibility in pre-function areas

### WILLOW ISLAND

- **Would be nice to have improvements:** improve power connections & WIFI

### GROUNDS (Total Cost: \$12.5M)

- **Key Improvements:** manage stormwater runoff problems, replace and repair all parking lots except lots on the north side
- **Would be nice to have improvements:** remove emerald ash borer from trees, grade east side of Pavilion One



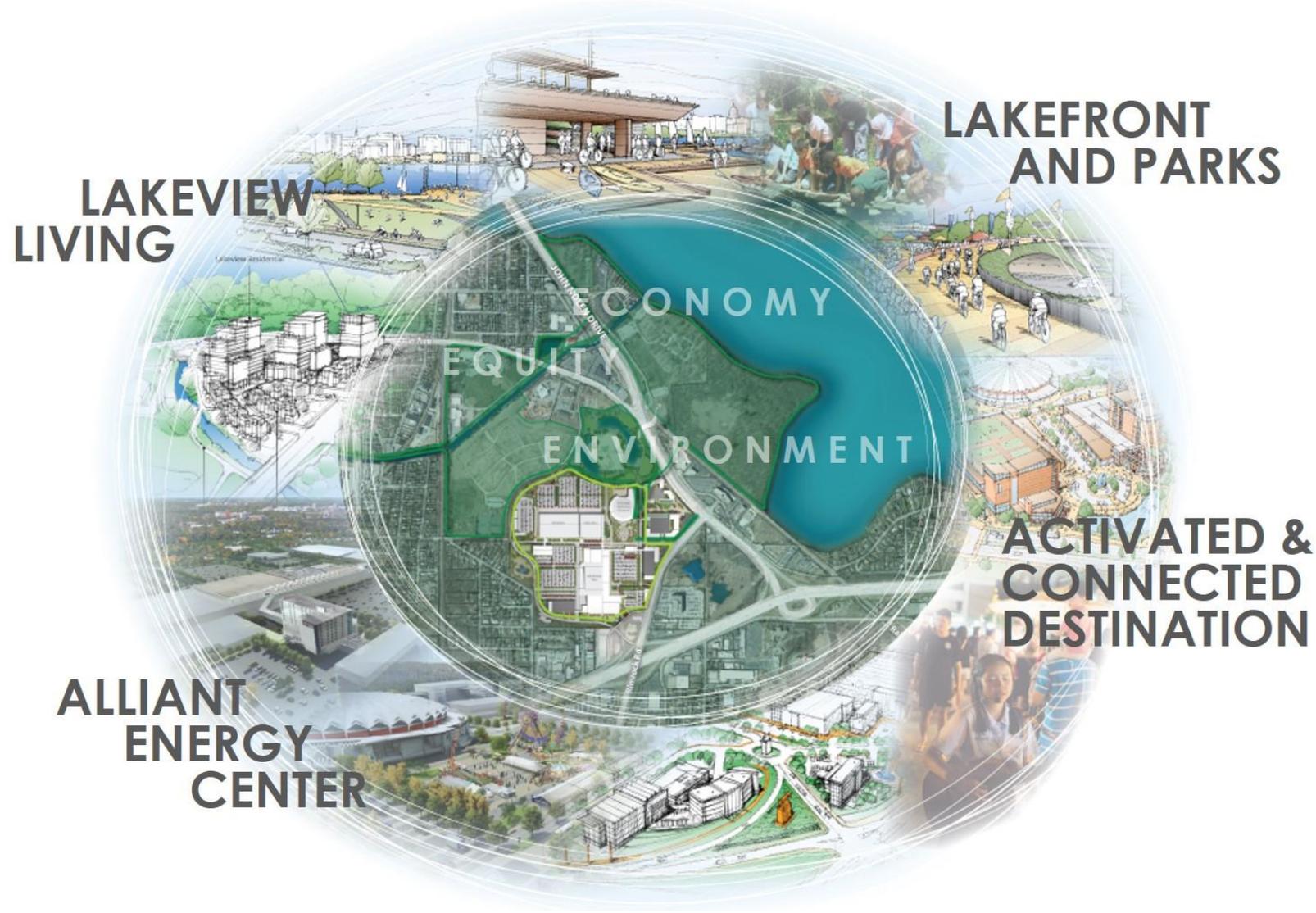
## CIP OVERVIEW

# POTENTIAL FUNDING SOURCES FOR CAPITAL IMPROVEMENTS



- AEC Reserves (none currently available)
- County capital borrowing
- Land and water (stormwater)
- City of Madison (stormwater)
- Grants (state and federal)
- Private (e.g., naming rights, vendors)

# DESTINATION DISTRICT VISION



**LAKEVIEW  
LIVING**

**LAKEFRONT  
AND PARKS**

**ECONOMY  
EQUITY  
ENVIRONMENT**

**ACTIVATED &  
CONNECTED  
DESTINATION**

**ALLIANT  
ENERGY  
CENTER**

# DESTINATION DISTRICT TASK FORCE

**Alder Sheri Carter**

City of Madison

**Pam Christenson**

Madison Gas & Electric

**Robert Crain**

Alliant Energy Corporation

**Brewer Stouffer**

Roman Candle Pizza

**Supervisor Patrick Miles**

Dane County Board of Supervisors

**Chris Patton**

Department of Administration

**Justice Castañeda**

Common Wealth  
Development

**Diane Morgenthaler**

Destination Madison

**Mike Victorson**

M3 Insurance

**Isadore Knox**

South Madison Metropolitan  
Planning Council

**Rob Gottschalk**

Vandewalle & Associates

**James Tye**

Clean Lakes Alliance

**Brent McHenry**

Alliant Energy Center

**Eric Knepp**

City of Madison

**Matt Mikolajewski**

City of Madison

# Destination District Task Force

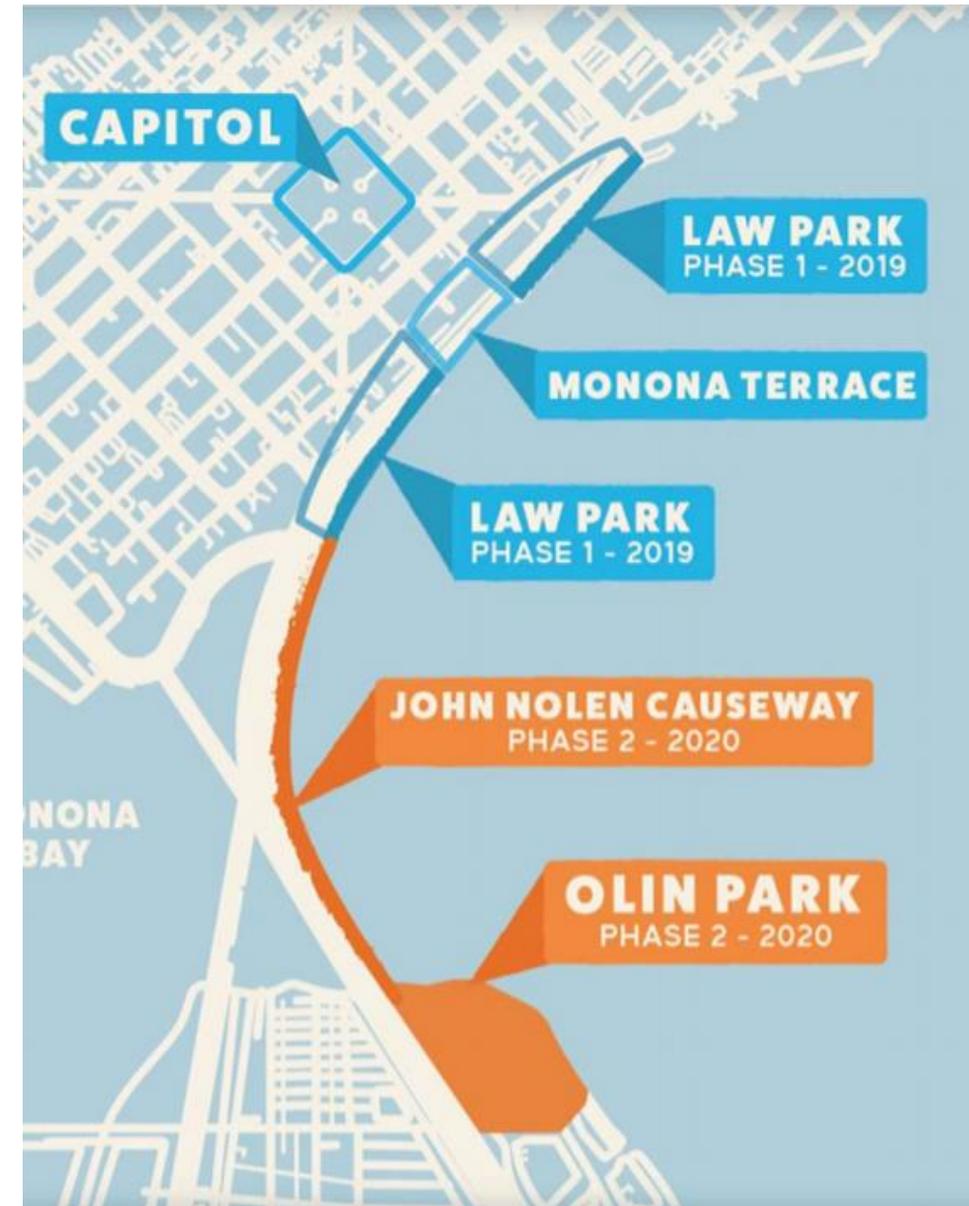
## Focus of 2021

- Advancing the sports facility feasibility and partner development
- Encouraging private development consistent with the vision around the campus
- Supporting creation of a TIF District
- Continuing due diligence and positioning of the land bridge
- Helping connecting the dots between various public and private efforts in the district; John Nolen bridge design study, Monona Waterfront study etc.



# Lake Monona Waterfront

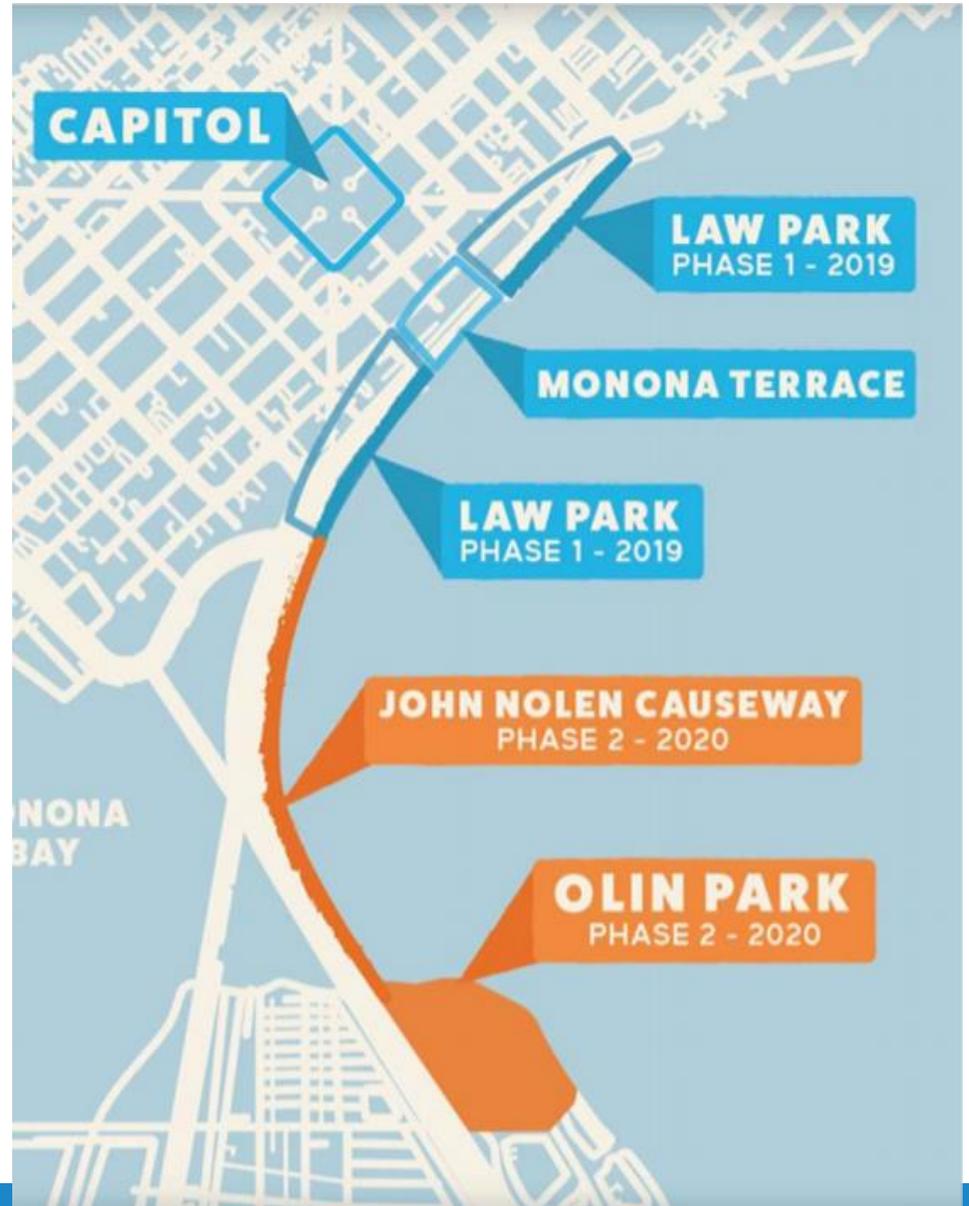
- Expanded beyond Law Park to include the John Nolen Drive causeway bike path and the northern portion of Olin Park.
- Over 1.4 miles of Lake Monona shoreline and 14 acres of parkland.
- With the reconstruction of John Nolen Drive anticipated in 2026, the expanded planning scope is an opportunity to develop a cohesive vision for the west shore of Lake Monona.
- The project area is now referred to as the **Lake Monona Waterfront**.
- The Preliminary Report is a pre-design document that will serve as the basis of a future masterplan effort for the Lake Monona Waterfront.
- Parks is renovating the former Wisconsin Medical Society building located in Olin Park. Holding a virtual public meeting to review the proposed building and site improvements tomorrow at 6pm.
- Meeting info here: <https://cityofmadison.com/parks/projects/olin-park-facility-renovation>



# DESTINATION DISTRICT

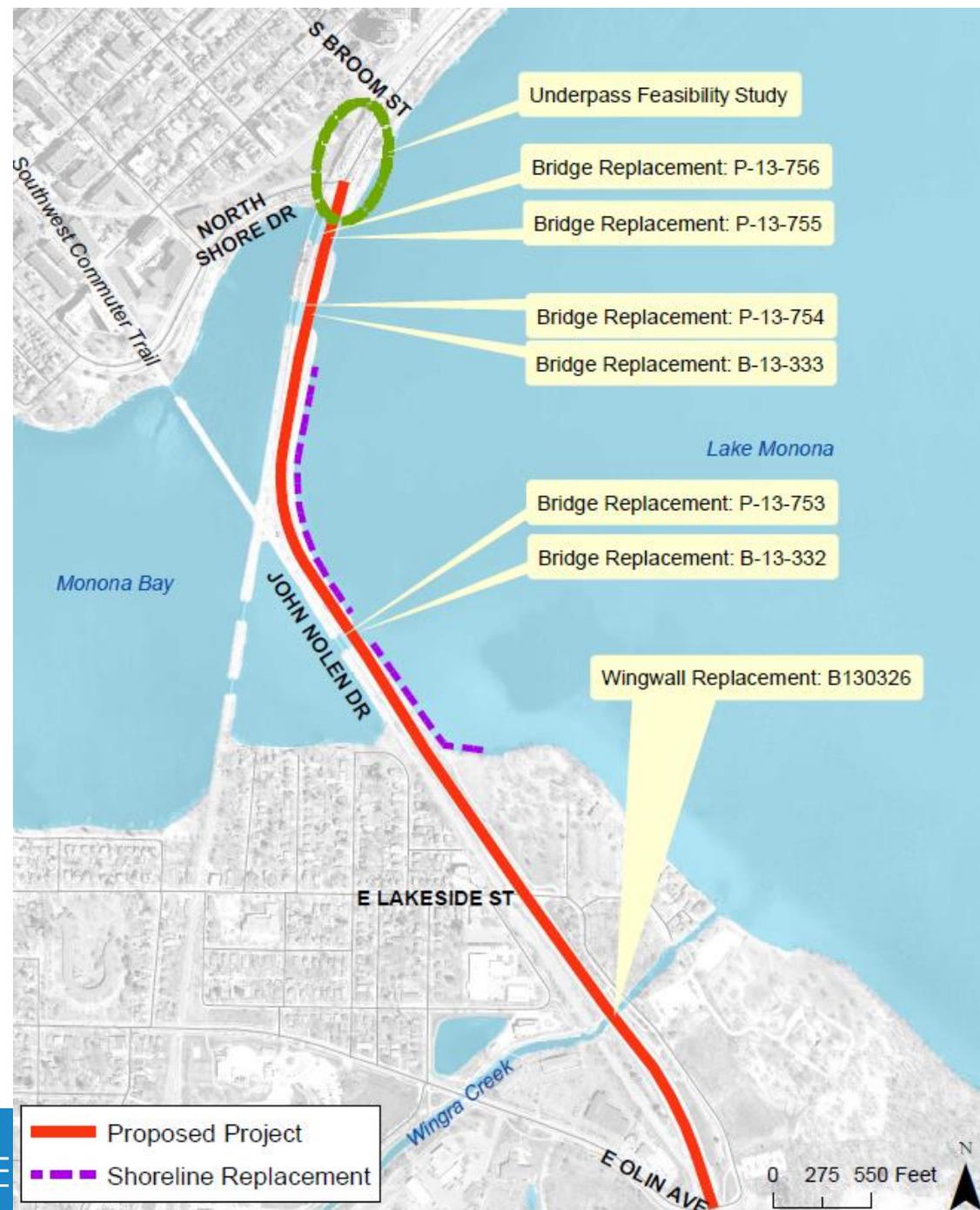


# LAKE MONONA WATERFRONT



# John Nolen Bridges Project / Land Bridge Update

- Selected Consultant Group:  
**KL Engineering**
  - **TEAM:** MSA, Freshwater Eng., CGC Inc., Urban Assets, EQT, CHG
- Services to be completed: preliminary design, environmental reporting, final design, plans, specifications and estimates for the reconstruction of John Nolen Dr.
- Proposed Construction Year: **2025**



# 2021 WORK PLAN

## ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE

**COMMITTEE ROLE:** as directed in County Board Resolution 2018-498, duties of the committee include addressing financing and governance issues associated with campus redevelopment as well as review of public and private investment in the Alliant Energy Center.

|   | 1st QUARTER   | 2nd QUARTER | 3rd QUARTER | 4th QUARTER |  |
|---|---|-------------|-------------|-------------|--|
| <b>On-Campus Private Development</b>            | Assess Private Development Impacts to Campus & Identify Strategies to Address Impacts (i.e. parking, access improvements, utilities, land bridge integration) |             |             |             |  |
|   | Assess Annexation Implications  |             |             |             |  |
|   | Assess Potential Need for Tax Increment Finance District  |             |             |             |  |
|   | Determine Evaluation Process for Proposed Private Development   |             |             |             |  |
| <b>Improvements to Existing Facilities</b>      | Determine Needed COVID Response Improvements  |             |             |             |  |
|   | Develop Plan to Address Deferred Maintenance  |             |             |             |  |
| <b>Area Plans &amp; Projects Lead by Others</b> | Destination District Task Force   |             |             |             |  |
|   | City to Conduct John Nolen Dr. Bridges Design Study   |             |             |             |  |
|   | City to Conduct Law Park/Lake Monona Waterfront Studies & Future Master Plan  |             |             |             |  |
|   | City to Prepare TID Project Plans   |             |             |             |  |
|   | City to Finalize South Madison Plan   |             |             |             |  |
|   | Off-Campus Private Development  |             |             |             |  |
| <b>Funding for Improvements</b>                 | Track Stimulus Funding  |             |             |             |  |
|   | Evaluate Potential Funding Sources As They Become Available   |             |             |             |  |

**DRAFT**

### TENTATIVE COMMITTEE AGENDAS

| MEETING LOCATION: TBD  | JANUARY 25   | 2nd QUARTER | 3rd QUARTER | 4th QUARTER |
|--|--|-------------|-------------|-------------|
| <ul style="list-style-type: none"> <li>• ADMINISTRATIVE</li> <li>• PRIVATE DEVELOPMENT</li> <li>• FACILITY IMPROVEMENTS</li> <li>• PLANS BY OTHERS</li> <li>• FUNDING</li> </ul> | <ul style="list-style-type: none"> <li>• Introductions</li> <li>• Work Plan Overview</li> <li>• State of the Center Overview</li> <li>• Area Plans/Projects Update                             <ul style="list-style-type: none"> <li>• Destination District Task Force</li> <li>• South Madison Plan</li> <li>• Law Park/Lake Monona Waterfront</li> <li>• John Nolen Bridges Design Study</li> </ul> </li> <li>• AEC Communications Update - Newsletter</li> </ul> | • TBD       | • TBD       | • TBD       |

