



AEC 2022 BUDGET

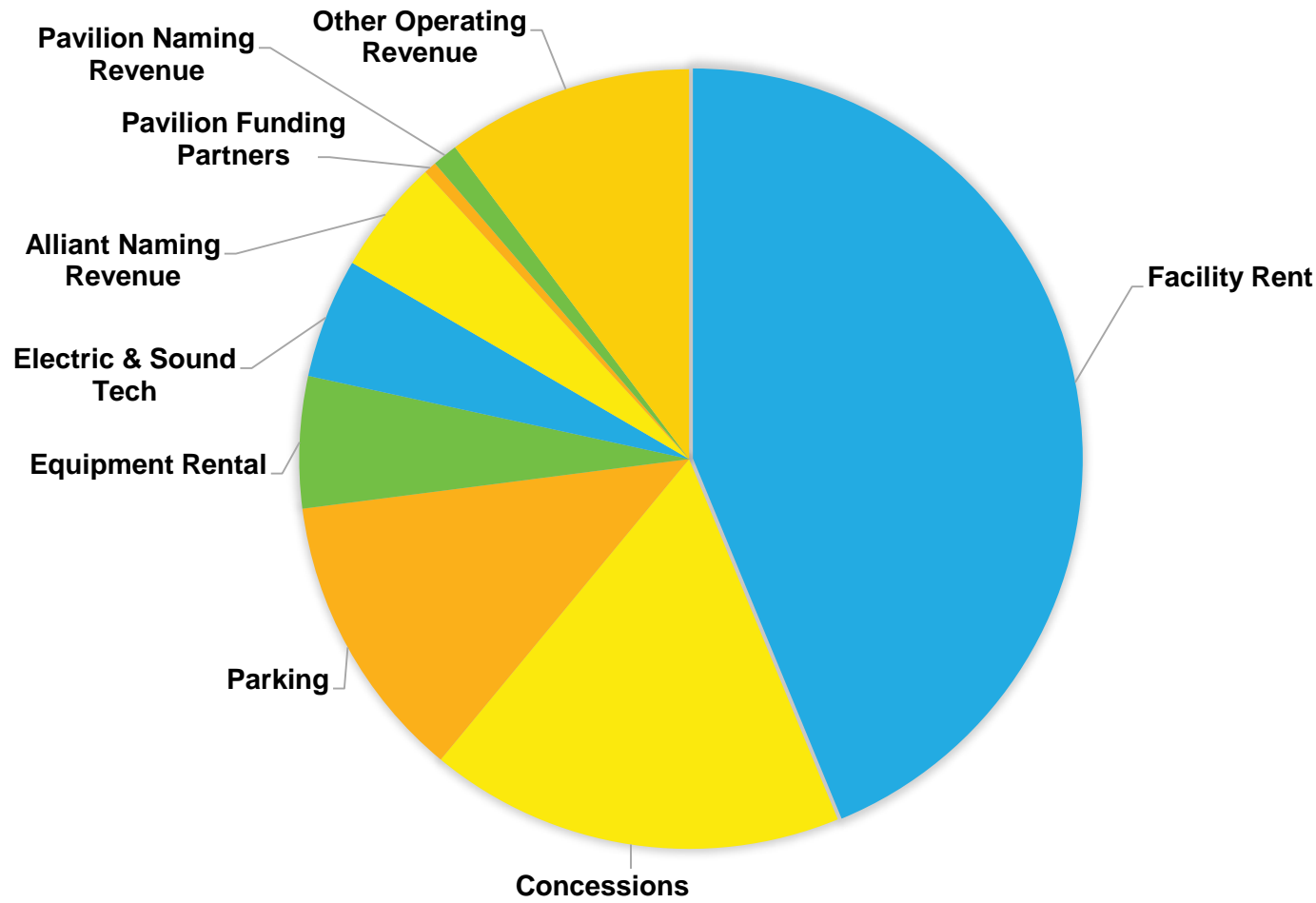
September 2021

2022 Requested Budget Summary

| Expenditures | Request |
|---------------------------|--------------------|
| Personal Services | \$4,359,000 |
| Operating Expenditures | \$3,951,301 |
| Contractual Services | \$1,177,600 |
| Operating Capital | \$0 |
| Total | \$9,487,901 |
| Revenue | Request |
| Taxes | \$0 |
| Intergovernmental Revenue | \$95,800 |
| Licenses & Permits | \$0 |
| Facility Rent & Fees | \$9,108,100 |
| Miscellaneous | \$300,000 |
| Total | \$9,503,900 |

- ★ **Projected Revenue: \$15,999**
- ★ Currently no anticipated request for GPR
- ★ COVID-19 reduced Reserve Fund to \$0
- ★ Slowly stabilizing from pandemic shut down

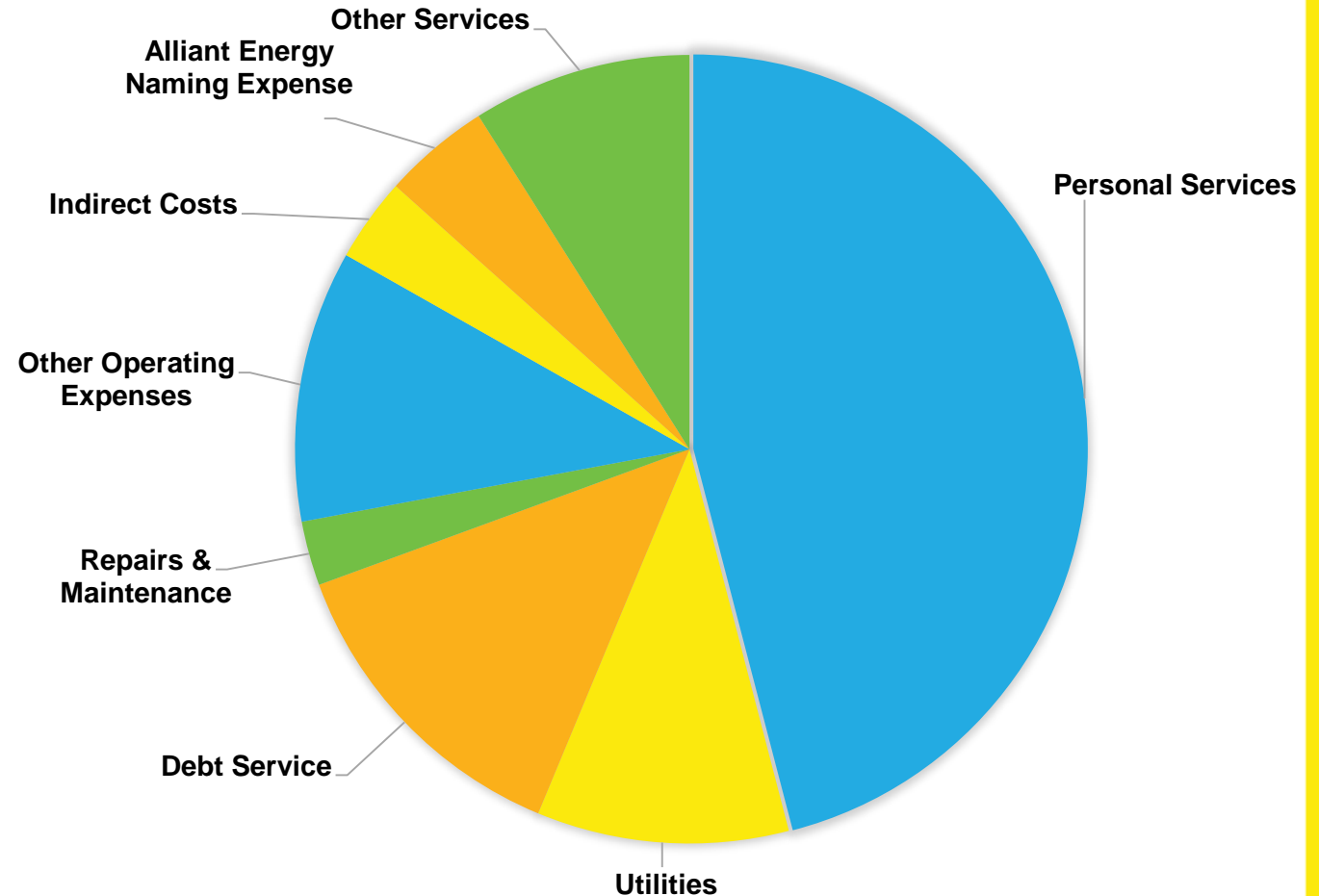
2022 Requested Revenue



| Revenue | Amount |
|---------------------------|--------------------|
| Facility Rent | \$4,159,700 |
| Concessions | \$1,636,800 |
| Parking | \$1,138,100 |
| Equipment Rental | \$518,800 |
| Electric & Sound Tech | \$472,500 |
| Alliant Naming Revenue | \$454,000 |
| Pavilion Funding Partners | \$50,000 |
| Pavilion Naming Revenue | \$100,000 |
| Other Operating Revenue | \$974,000 |
| Total | \$9,503,900 |

2022 Requested Expenses

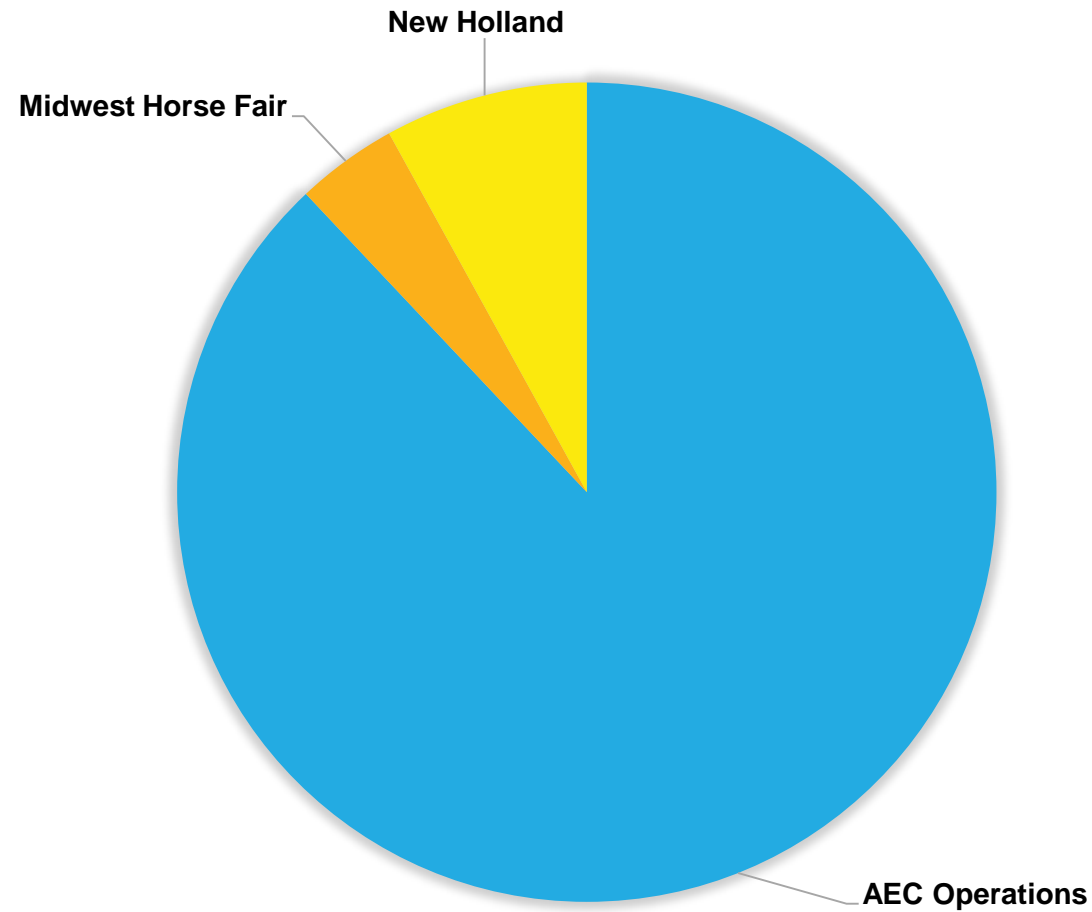
| Expenditures | Amount |
|-------------------------------|--------------------|
| Personal Services | \$4,359,000 |
| Utilities | \$979,400 |
| Debt Service | \$1,247,551 |
| Repairs & Maintenance | \$250,700 |
| Other Operating Expenses* | \$1,056,650 |
| Indirect Costs | \$326,200 |
| Alliant Energy Naming Expense | \$417,000 |
| Other Services** | \$851,400 |
| Total | \$9,487,901 |



*consumables, rental equipment, event support materials

**security, parking, ushers, screening, graphics, rigging, stagehands, etc

2022 Debt Service Funding



| Source | Amount |
|---------------------|--------------------|
| AEC Operations | \$1,097,551 |
| Midwest Horse Fair* | \$50,000 |
| New Holland | \$100,000 |
| Total | \$1,247,551 |

*payment was deferred in 2020 and 2021

Requested Position Changes for 2022

- ★ Open A/V Coordinator position will be transitioned to Steamfitter
 - ★ HVAC systems continue to age and malfunction
this is now a much needed position, specifically Coliseum systems
- ★ Open Sales Coordinator position will be transitioned to Event Operations Supervisor
 - ★ As we continue to manage events with limited staff, and event needs grow this is a needed position, to ensure adherence to GBAC certification requirements, additional needs of event planners amidst pandemic recovery and event activations

Event and Attendee Data

| Year | Events | Attendees |
|------|--------|-----------|
| 2018 | 326 | 895,449 |
| 2019 | 340 | 725,804 |
| 2020 | 234 | 151,846 |
| 2021 | 183** | 165,691* |
| 2022 | 74** | 449,087* |

*Estimate

**Events booked to date – 50+ in progress/planning/deciding

- ★ Recovery underway in wake of pandemic shutdown and reopening
- ★ Industry is cautiously beginning to re-start, will be slow/methodical



Better Understanding the Events Industry

- ✧ Calendar year is divided into various slow and busy periods
 - ✧ Slow periods allow for staff to undertake larger projects that would not be possible while events are in-progress
 - ✧ Busy periods require staffing levels well above what is needed during slow periods
- ✧ Different events have wildly different needs and expectations
 - ✧ A livestock show requires trucked-in dirt and manure disposal
 - ✧ A sporting event requires impeccably clean facilities
 - ✧ These events may be scheduled for the same facility on back-to-back days

Events Industry Variables

- ✧ Busiest periods require staffing levels well above what budget can support year-round
- ✧ Alliant Energy Center attempting to balance budgetary, event and employee needs while improving quality of services and campus
- ✧ COVID-19 has increased complexity and demands for various tasks and events
- ✧ Reopening has been promising, but future remains far from certain

Equity and Inclusion

- ✧ Equity Fund supported events:
 - ✧ Montyland Productions – performance
 - ✧ Back To School – school supply distribution event
 - ✧ Qu Vershea – fashion show
 - ✧ Centenario Live Music and Dance
 - ✧ Mexican Carnival
 - ✧ NBC Share Your Holidays – holiday gift distribution
- ✧ Increasing parity among AEC staff
 - ✧ Seven additional people of diverse backgrounds
 - ✧ Up from one individual in 2020
- ✧ Staff participate in quarterly equity and inclusion training