

# 2024 BUDGET REQUEST PRESENTATION TO THE COUNTY BOARD

Our Team is the  
**Center of Event Business**



RENEW

REBUILD

REIMAGINE

SEPTEMBER 13, 2023

# RENEW – 2023 ALLIANT ENERGY CENTER REVIEW



## Alliant Energy Center - Public Facility Venue

- **Team Transformation**
- **Operational Stability**
- **Relationship Building**
- **Deferred Maintenance**
- **Capital Planning**

# RENEW – 2024 BUDGET GOALS



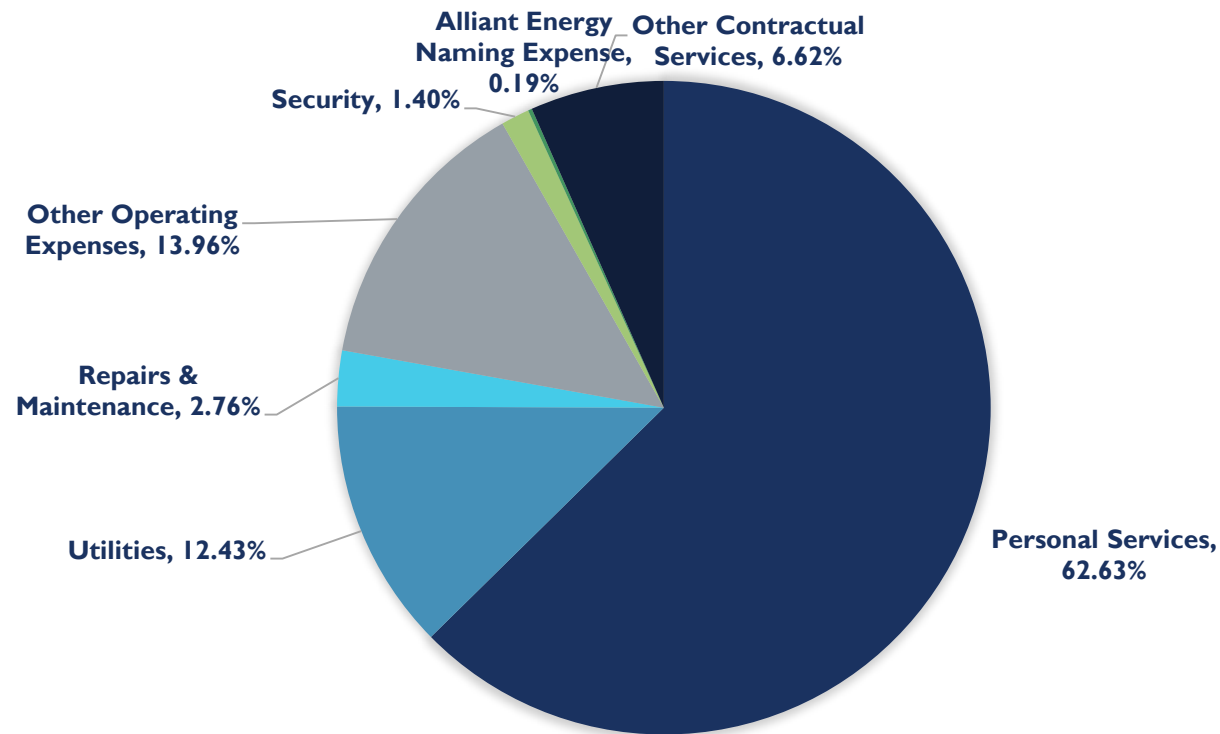
- **Follow the 2024 Executive Department Guidelines**
- **Manage Expenses**
  - Utilities
  - Operating and Contracted Services
- **Increase Revenues**
  - Fill CrossFit Void
- **Capital Planning**
  - Sustain Physical Plant: Energy Efficiency, Life Safety and Code Compliance
  - Projects that Renew, Rebuild through Reimagining AEC Campus

# 2024 REQUESTED BUDGET SUMMARY



|                          |             |                      |
|--------------------------|-------------|----------------------|
| Operating Revenue        |             | \$6,671,900          |
| Operating Expenses       |             |                      |
| Personal Services        | \$5,693,600 |                      |
| Utilities                | \$1,130,100 |                      |
| Other Operating Expenses | \$1,520,100 |                      |
| Contractual Services     | \$627,700   |                      |
|                          |             |                      |
| Total Operating Expenses |             | \$8,971,500          |
| <b>Operating Income</b>  |             | <b>(\$2,299,600)</b> |
|                          |             |                      |
| Other Income             |             | \$616,900            |
| Other Expenses           |             | (\$17,700)           |
|                          |             |                      |
| <b>Net Revenue</b>       |             | <b>(\$1,700,400)</b> |

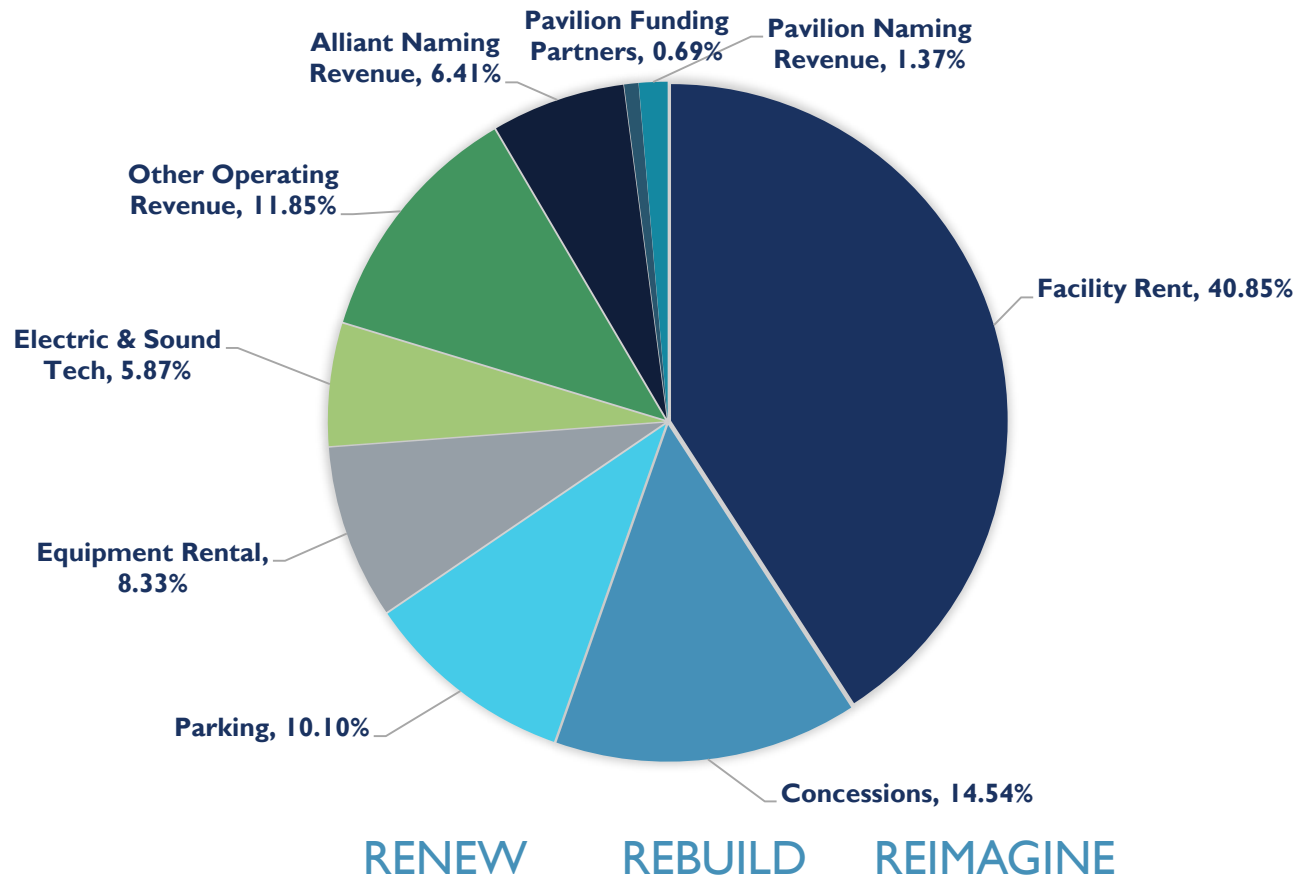
# 2024 REQUESTED EXPENSES



RENEW REBUILD REIMAGINE

|                               |           |                  |
|-------------------------------|-----------|------------------|
| Personal Services             | \$        | 5,693,600        |
| Utilities                     | \$        | 1,130,100        |
| Repairs & Maintenance         | \$        | 250,700          |
| Other Operating Expenses      | \$        | 1,269,400        |
| Security                      | \$        | 127,700          |
| Alliant Energy Naming Expense | \$        | 17,700           |
| Other Contractual Services    | \$        | 627,700          |
| <b>Total</b>                  | <b>\$</b> | <b>8,971,500</b> |

# 2024 REQUESTED REVENUE



|                           |           |                  |
|---------------------------|-----------|------------------|
| Facility Rent             | \$        | 2,977,300        |
| Concessions               | \$        | 1,059,700        |
| Parking                   | \$        | 736,450          |
| Equipment Rental          | \$        | 607,300          |
| Electric & Sound Tech     | \$        | 427,750          |
| Other Operating Revenue   | \$        | 863,400          |
| Alliant Naming Revenue    | \$        | 466,900          |
| Pavilion Funding Partners | \$        | 50,000           |
| Pavilion Naming Revenue   | \$        | 100,000          |
| <b>Total</b>              | <b>\$</b> | <b>7,288,800</b> |

# RENEW - CAPITAL BUDGET REQUESTS



## 2020 Facility Review Study of the AEC Physical Plant

- **Center Improvements - \$ 700,000**
- **Campus Lighting & Electrical Review - \$ 1,100,000**
- **Coliseum and Exhibit Hall HVAC Upgrades - \$ 2,475,000**
- **Vehicles & Equipment - \$ 425,000**
- **Asphalt & Concrete Repair - \$ 500,000**

# REIMAGINE - CAPITAL BUDGET REQUESTS



- **AEC Redevelopment**
  - Strategic Design/Action Plan - \$ 250,000
- **Organizational Business and Strategic Plan - \$100,000**
- **Parking Plan and Technology Consulting - \$75,000**
- **Campus Wayfinding Signage - \$475,000**



# REIMAGINE – SERVICES AND AMENITIES



## Guest, Exhibitor, Client and Employee Experience

- **Accessibility**
  - Mobility, visibility, acoustics, technology, gender neutrality, service animals
- **Language**
  - Wayfinding Signs
  - Menus, Web content with Dynamic Translation (DOA), Interpreter and Translation Services
- **Safety and Security**
- **Food and Beverage Offering**