



ALLIANT ENERGY CENTER
REDEVELOPMENT COMMITTEE
DECEMBER 18, 2023

AGENDA

1. Call to Order
2. Approval of Minutes
3. Market Analysis Update –
 - a. Purposes and Uses
 - b. Hunden Partners Presentation
 - c. Committee Q&A with Hunden
4. 2024 Committee Meeting Schedule
5. Public Comment



MARKET STUDY UPDATE – PURPOSES AND USES

What this study is:

- An update to the 2017/2018 market analysis to determine **how markets have changed** since then and in light of the COVID pandemic
- An identification of **potential market opportunities** for the Center
- A list of **potential public and private improvements** to the Center to meet the market demands
- Rough **cost estimates** for the improvements
- Projected **revenues, visitors, and room nights** from the improvements
- **Consultant's suggested** order of priority based on costs and impacts
- A **long-term guide** for determining future improvements to the Center.

MARKET STUDY UPDATE – PURPOSES AND USES

What this study is not:

- An immediate action plan – additional work is needed before the Committee determines the best path forward.
- A funding strategy – many different options exist, and others will be explored
- An all or nothing proposition – components can be pursued in a different sequence and at different scales.
- A master plan – the exact locations of future improvements will be determined once priorities are established
- A commitment to fund improvements – the Committee will determine the priorities and recommend those to the County Board and County Executive

MARKET STUDY UPDATE – PURPOSES AND USES

What's next:

- The Committee will evaluate the consultant's findings and determine the additional information needed to establish priorities
- The Committee will investigate potential funding sources (including public/private partnerships) and prepare a detailed funding strategy
- The Committee will investigate opportunities for more immediate and complementary private development.
- The County will continue to address deferred maintenance and undertake other smaller scale improvements to ensure long-term financial viability

MARKET STUDY UPDATE – HUNDEN PARTNERS

- Rob Hunden, Hunden Partners
- Lucas Neuteufel, Hunden Partners
- Don Dethlefs, Perkins + Will

2024 COMMITTEE MEETING DATES

Meetings are the 3rd Monday of Even-Numbered Months from 11:30 to 1:00

February 19

April 15

June 17

August 19

October 21

December 16





<https://aecstudy.countyofdane.com>



REDEVELOPMENT COMMITTEE MEETING