

Alliant Energy Center RFP guiding parameters – 3/17/25

RFP focus:

- To invite qualified parties interested in renovating the Dane County Veterans Memorial Coliseum into a state-of-the-art arena for family shows, music concerts, conventions, and sports events.
- Respondents may also propose associated development of facilities or private development that would optimize the coliseum reinvestment and enhance the Alliant Energy Center Campus as a top-notch destination and community asset. (map of defined geography for associated development area to be included)

Dane County RFP objectives:

- Provide a state-of-the-art civic arena for the Dane county region and visitors that attracts and presents family entertainment, music concerts, conventions, and sports events
- Provides for design, development, renovation/construction of the Coliseum with minimal County financial participation
- Partner with the county for successful, comprehensive, and sustainable operations of the state-of-the-art Coliseum with minimal county financial participation
- Provide project construction and operations in a manner that is equitable for workers and consistent with the county's equity and sustainability goals
- Provides project design and operations in a manner that showcases the Coliseum as a focal point of a vibrant ,activated, walkable campus seamlessly connected with the surrounding Destination District and neighborhoods
-

The RFP will:

- be written to invite a Public Private Partnership(P3)
- express the project as a priority of the County Executive, The AECRC, and County Board
- indicate that a complete interior renovation of the VMC is recommended
- include financial projections
- include partnership details (i.e., private management, revenue sharing, etc.)
- allow respondents to address additional space outside the VMC that they believe will enhance the project
- indicates that the housing is not a desired campus use
- prioritize local labor
- indicates that the county will maintain ownership of the lands long term
- identify approach to how key events can be maintained during Coliseum renovation
- ensure respondents make recommendations to accommodate any additional parking needed or displaced
-

Alliant Energy Center Redevelopment Committee (AECRC) role:

- AECRC will review the final draft of the RFP prior to release

- AECRC should be allowed to review submittal summaries before a decision is made to enter negotiations with a respondent
- AECRC Chairperson or committee representative will the committee that is created to review, analyze, and select winning respondent