

**AMENDING CHAPTER 54 OF THE DANE COUNTY CODE OF
ORDINANCES, REVISING PARKING FEES AT
THE ALLIANT ENERGY CENTER**

The County Board of Supervisors of the County of Dane does ordain as follows:

ARTICLE 1. Unless otherwise expressly stated herein, all references to section and chapter numbers are to those of the Dane County Code of Ordinances.

ARTICLE 2. Section 54.21 is amended to read as follows:

54.21 PARKING REGULATIONS CONTINUED; IMPOSITION OF FEES.

(1) There is hereby imposed a fee of \$~~8~~10.00 for the entry of a motor vehicle onto Alliant Energy Center grounds.

(2) There is hereby imposed a fee of \$~~24~~30.00 for the entry of a bus onto Alliant Energy Center grounds. This fee shall not apply to a bus which does not remain on Alliant Energy Center grounds after discharge of passengers or which enters Alliant Energy Center grounds for the sole purpose of picking up passengers; such buses are fee exempt.

(3) There is hereby imposed a fee of \$~~8~~10.00 per day for a promoter's parking pass. A promoter's parking pass is a pass issued to a person who is presenting an exhibit at the Alliant Energy Center and shall entitle the holder thereof to bring his or her motor vehicle onto the grounds of the Alliant Energy Center. When authorized by the Alliant Energy Center executive director, an exhibitor's pass may also be issued to a non-exhibitor for the purpose of allowing the holder admission on the dates specified on the pass.

(4) There is hereby imposed a fee of \$~~2.50~~ 3.00 per person as a parking buyout option in-lieu of gate parking.

(5) In addition of the fees imposed under sub. (1) – (4), the executive director may authorize specialized parking plans and rates for specific events. This includes, but is not limited to, VIP parking, valet parking, and parking with shuttle bus service.

ARTICLE 3. NON CODE PROVISION. The effective date of this ordinance amendment shall be January 1, 2026.

[EXPLANATION: This amendment revises parking fees at the Alliant Energy Center and authorizes the Center's Executive Director to authorize specialized parking plans for specific events.]