

**Alliant Energy Center Redevelopment Committee**  
**Updated Market Analysis: Purposes and Intended Uses**  
December 14, 2023

The following is brief overview of the purposes and intended uses of the updated market analysis for the Alliant Energy Center (Center) as prepared by Hunden Partners to be presented to the Alliant Energy Center Redevelopment Committee (Committee) at their meeting on December 18, 2023.

**What this study is:**

- An update to the 2017/2018 market analysis to determine how convening markets may have changed since then and in light of the COVID pandemic in particular.
- An identification of potential market opportunities that align with the Center's location, existing facilities, and potential future improvements.
- A list of potential public and private improvements to the Center to meet the market demands.
- Rough cost estimates for the improvements.
- Projected increased revenues, attendees, and overnight stays associated with the improvements.
- Consultant's suggested order of priority based on costs and impacts.
- A long-term guide for determining future improvements to the Center.

**What this study is not:**

- An immediate action plan –additional work will be needed before the Committee determines the best path forward.
- A funding strategy – many different options exist, and others have yet to be explored, for funding potential improvements as was done with New Holland Pavilions.
- An all or nothing proposition – different 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 the Committee determines the initial priorities.
- A commitment to fund improvements – the findings and recommendations are those of the consultant team. Over the coming months, the Committee will determine the priorities and recommend those to the County Board and County Executive as they did with the 2018 Master Plan.

**What's next:**

- Over the coming months, the Committee will evaluate and discuss the consultant's findings and recommendations and determine what additional information is needed for them to establish the priorities to be pursued.
- The Committee will investigate potential funding sources (including public/private partnerships) and prepare a detailed funding strategy for the priority improvements.
- The Committee will investigate opportunities for more immediate and complementary private development.
- The County and the Center will continue to address deferred maintenance and undertake other smaller scale improvements to ensure the Center retains existing events and remains financially viable over the long term.