

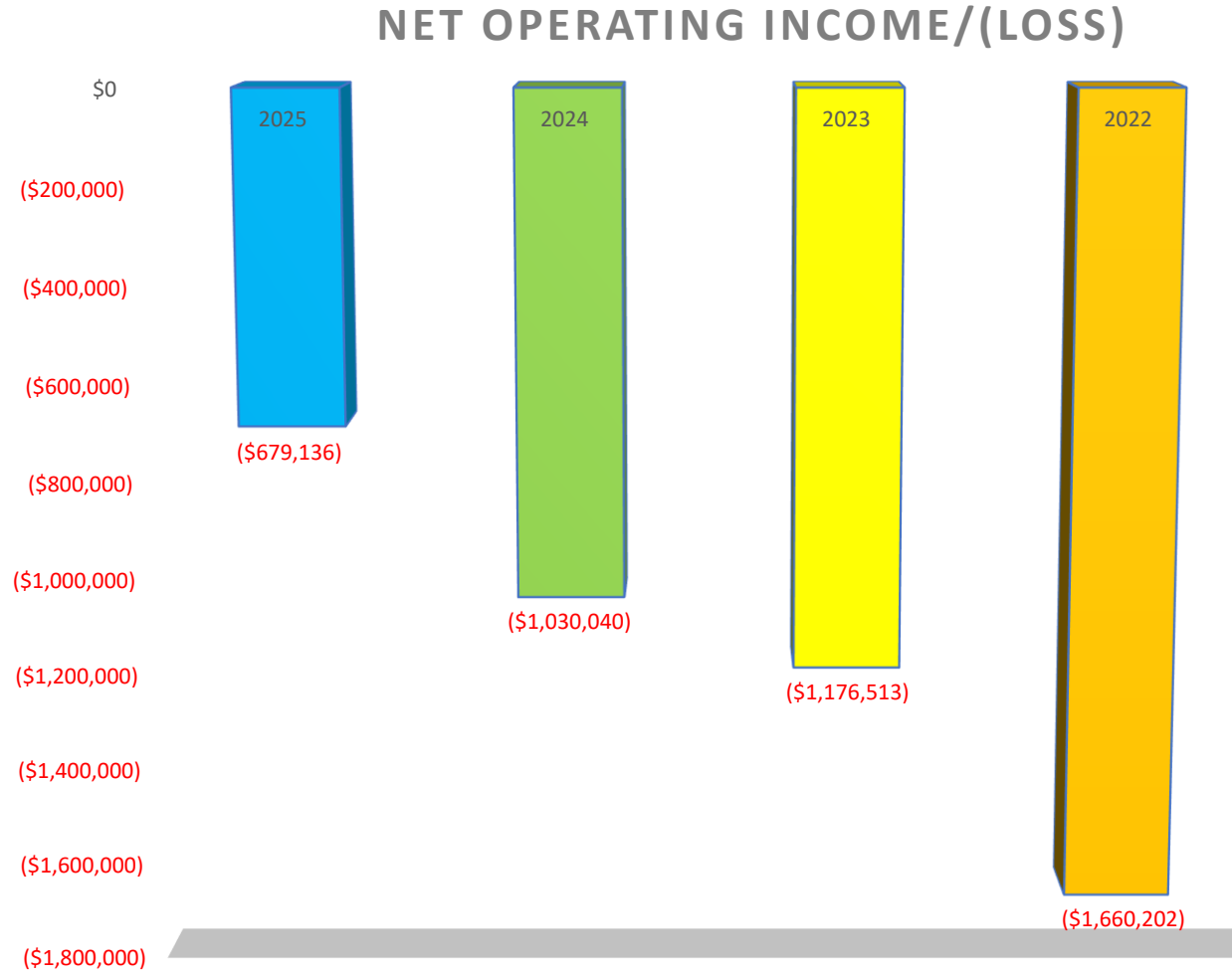
Director's Report

Review FY25 Financial Performance
Review Projected Work Calendar
Review RFI Results
Coliseum Update

Alliant Energy Center FY25 Year End Report

- Ended the year \$350k better than 2024 – 40% improvement
- Revenue increased by 11%
- Over \$1M more in revenue
- Rent, Equipment Rental and Concessions all leading revenue gainers
- New Holland Pavilions, Arena & Exhibition Hall all turned a profit

Net Operating Income/(Loss)

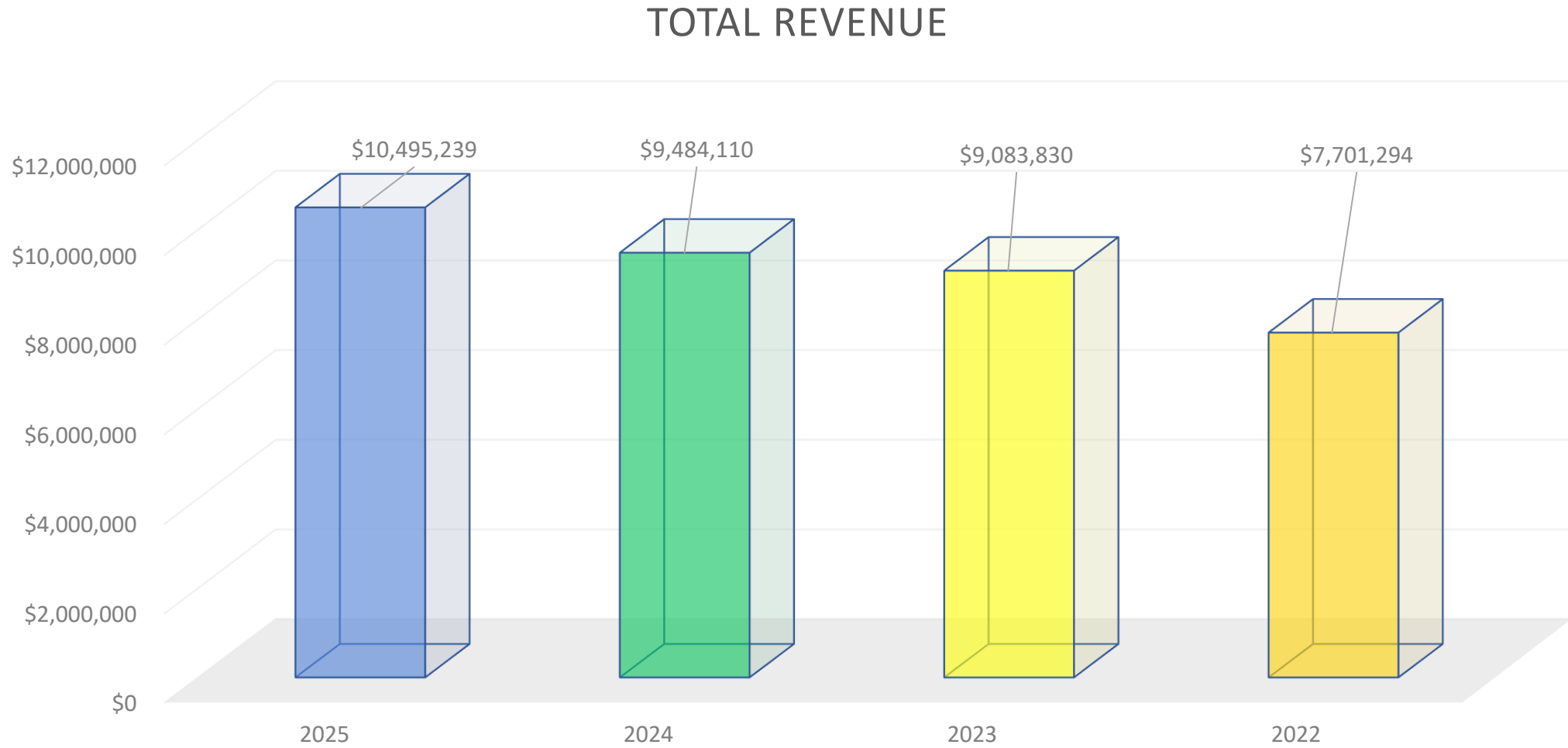


Net Operating Income/(Loss) By Building

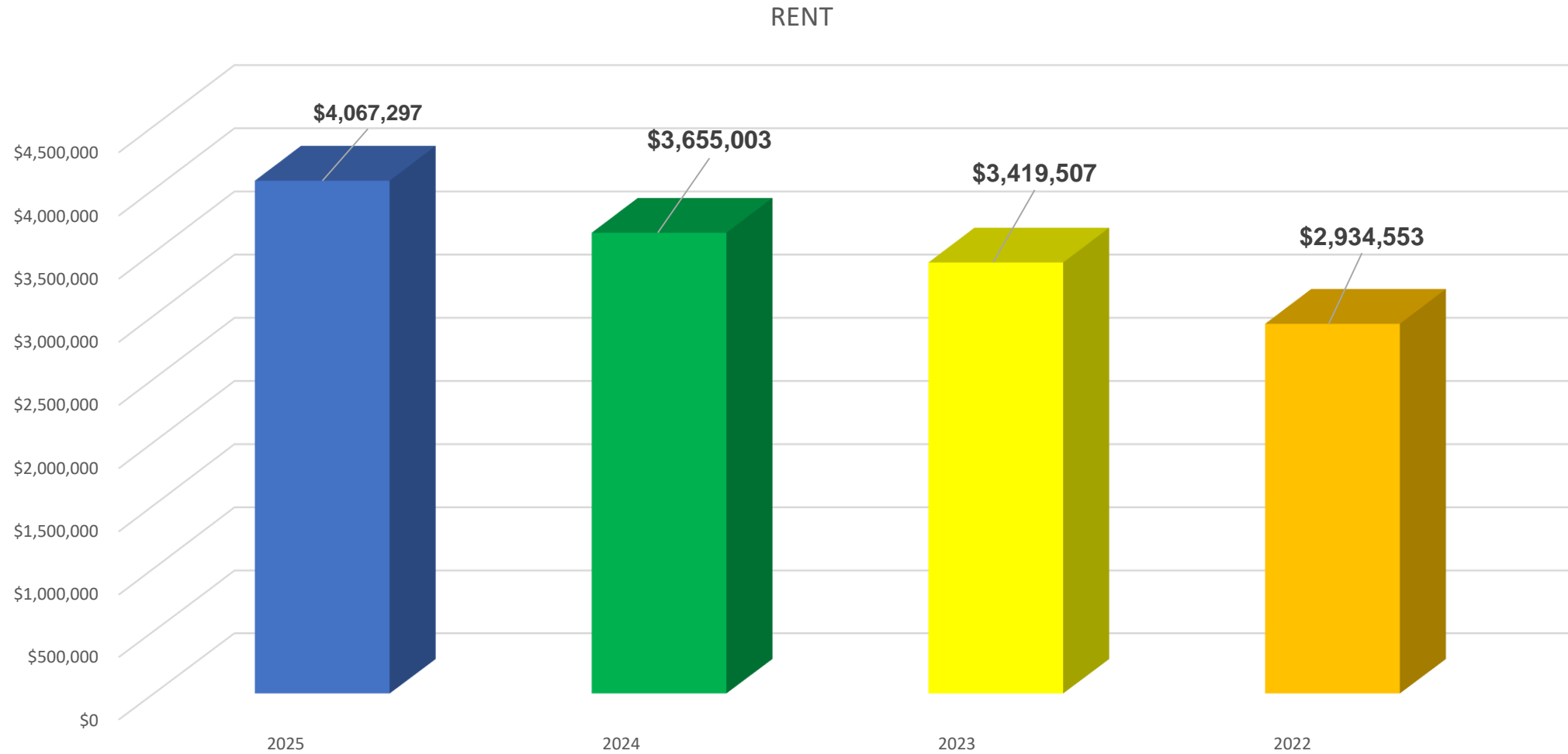
NET OPERATING INCOME/(LOSS)	2025	2024	2023	2022
PAVILIONS	\$114,016	\$216,866	(\$354,159)	(\$539,989)
ARENA	\$52,762	\$107,419	\$39,158	\$172,729
COLISEUM	(\$202,140)	(\$104,685)	(\$322,237)	(\$87,448)
CONFERENCE CENTER	(\$376,130)	(\$103,872)	(\$169,302)	(\$219,648)
OUTDOOR	(\$89,720)	\$10,180	\$110,583	\$194,583
PARKING LOTS*	(\$407,115)	(\$533,938)	(\$417,374)	(\$348,398)
EXHIBITION HALL	\$2,610,466	\$1,618,217	\$2,139,986	\$1,162,208

*Parking fees are attached to the event that generates them and the building the event occurs.

Total Revenue

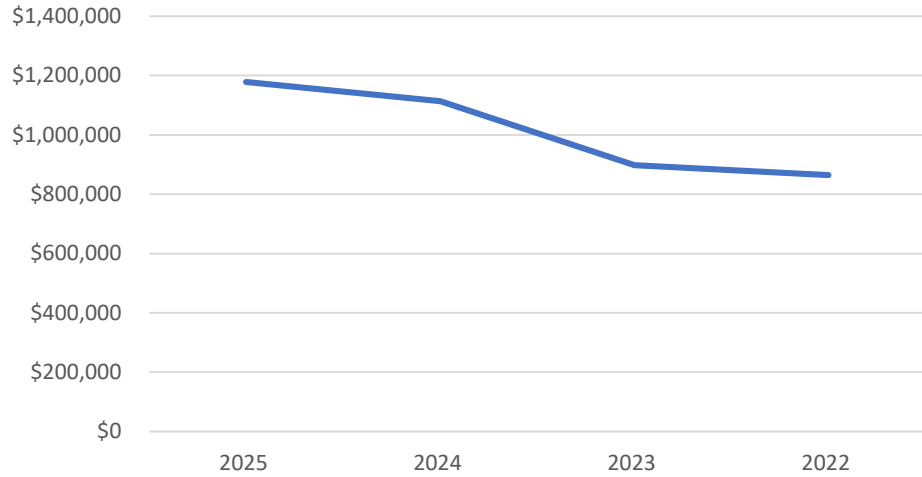


Rent

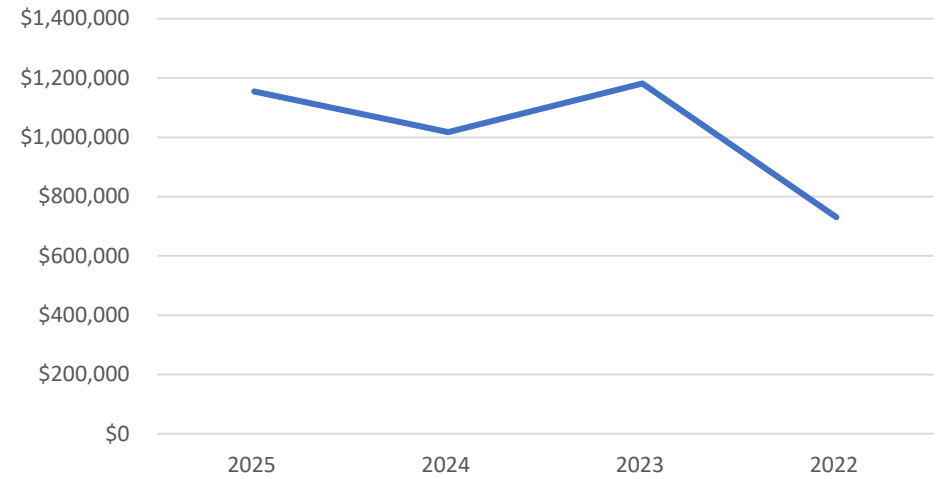


Event Revenue

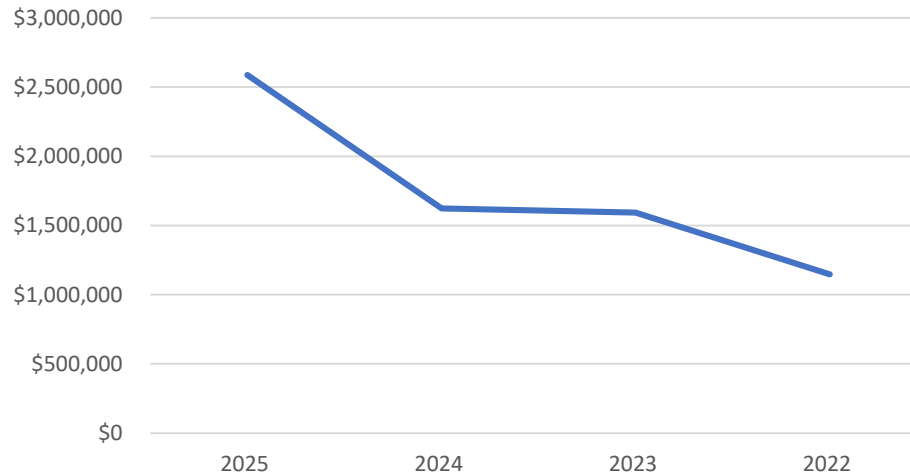
PARKING



CONCESSIONS



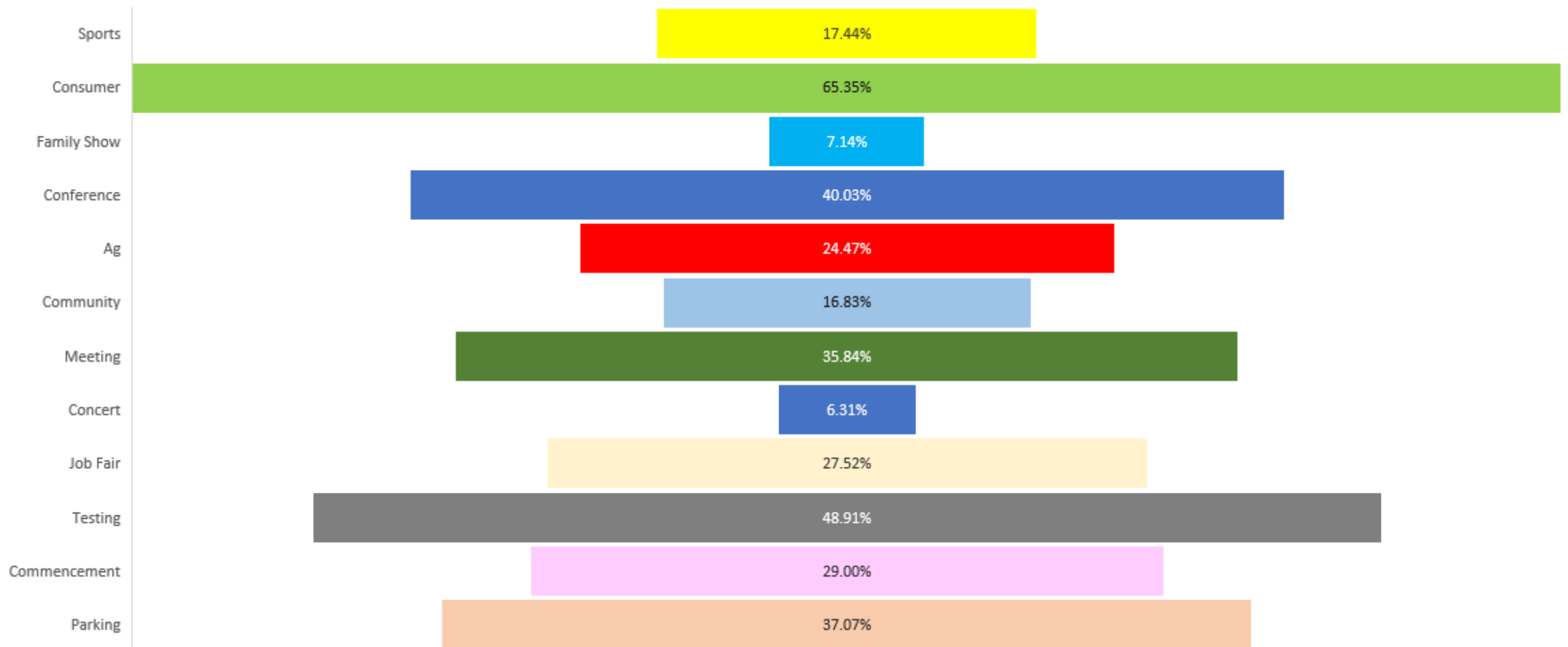
Event Revenue



Top Ten Expenses

TOP 10 EXPENSES	2025	2024	2023	2022
SALARIES & WAGES	\$3,191,788	\$2,958,090	\$2,792,727	\$1,907,573
LIMITED TERM EMPLOYEES	\$1,010,694	\$1,003,400	\$567,996	\$349,622
HEALTH INSURANCE	\$947,183	\$928,237	\$1,047,811	\$678,148
BUILDING MAINTENANCE	\$538,798	\$489,420	\$413,768	\$292,007
ELECTRICITY	\$457,161	\$473,138	\$516,477	\$456,300
ELECTRIC DEMAND	\$419,067	\$388,787	\$402,532	\$424,870
OVERTIME	\$274,578	\$206,927	\$285,579	\$198,915
PLUMBING, HVAC REPAIRS	\$251,544	\$178,006	\$334,870	\$314,783
PARKING SERVICES	\$232,307	\$0	\$0	\$0
SOCIAL SECURITY	\$214,228	\$196,445	\$164,204	\$112,913

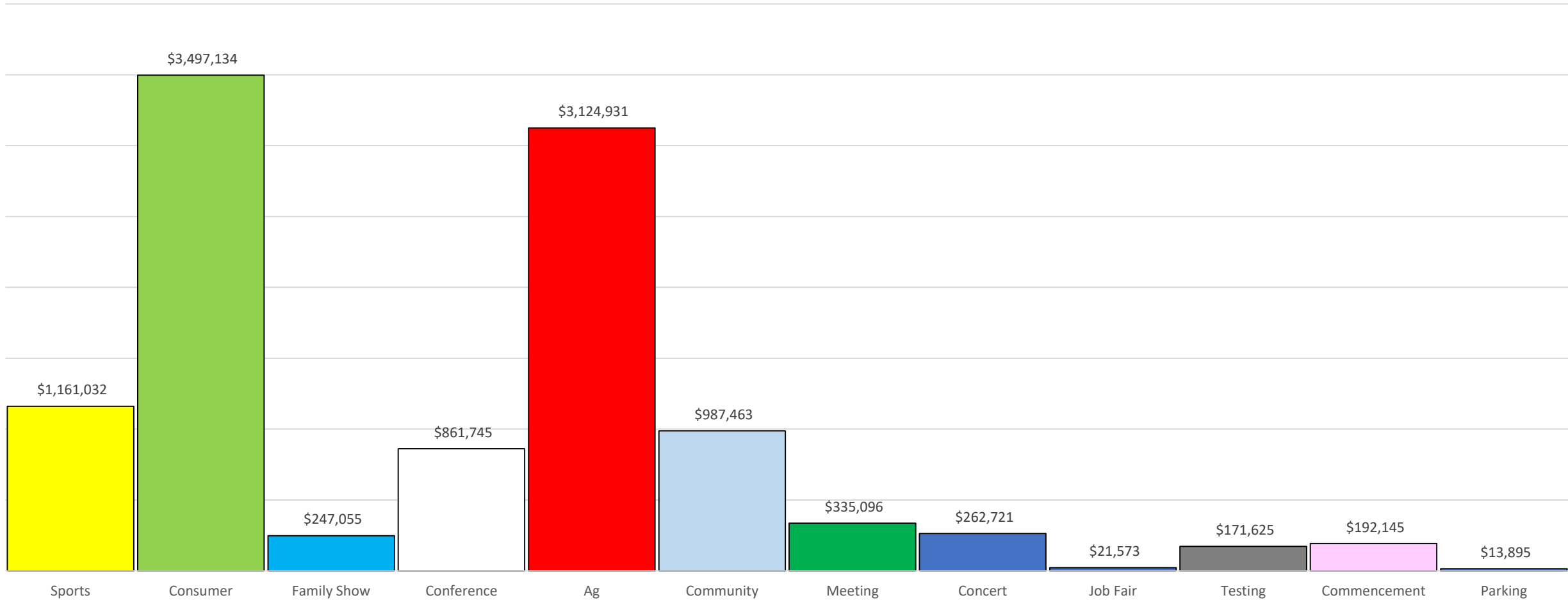
Profit Margin by Event Type



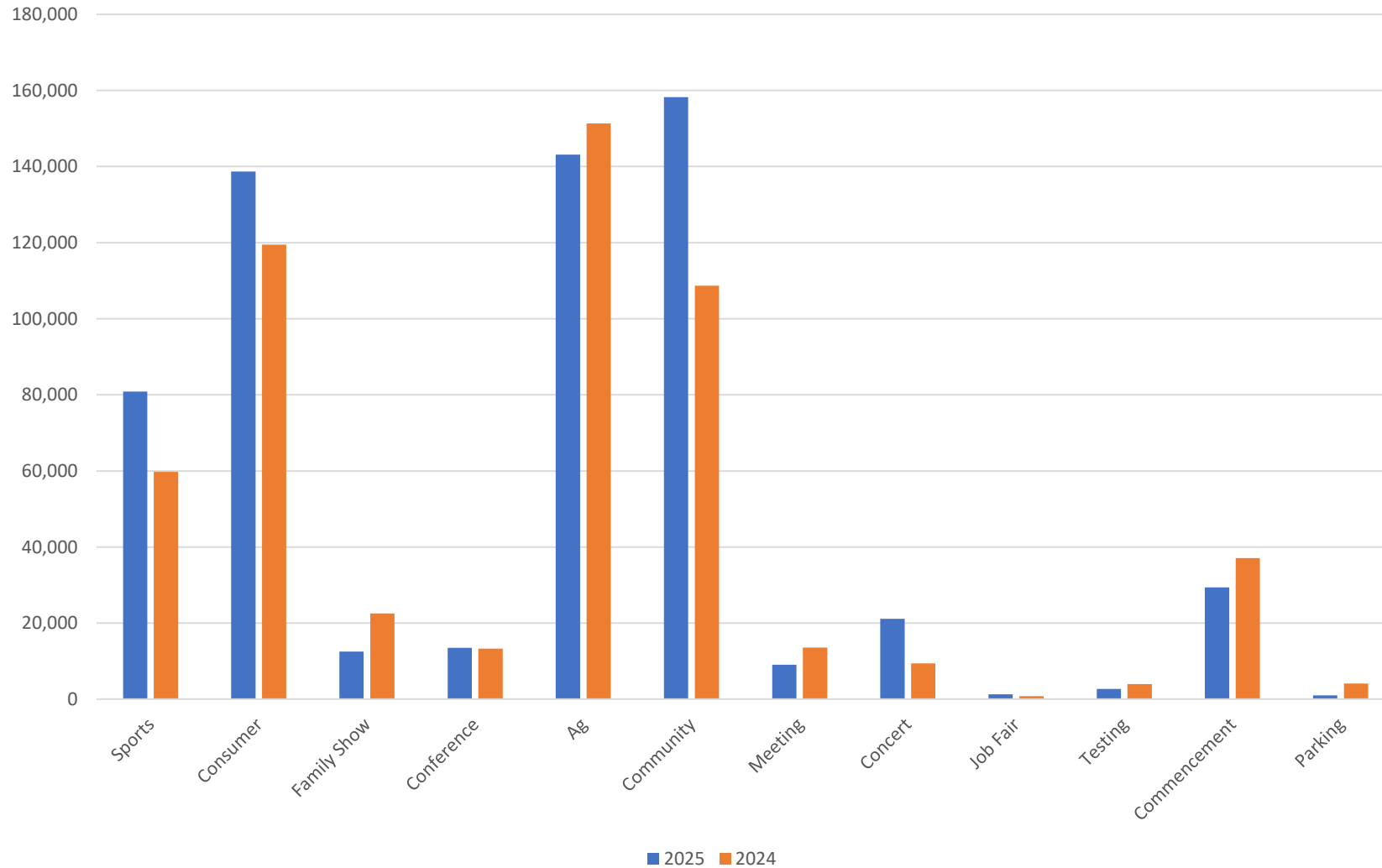
TOTAL PROFIT MARGIN INCREASED BY 205% FROM 17.44% IN 2024 TO 35.8% IN 2025

Gross Revenue by Event Type

■ Sports ■ Consumer ■ Family Show ■ Conference ■ Ag ■ Community ■ Meeting ■ Concert ■ Job Fair ■ Testing ■ Commencement ■ Parking



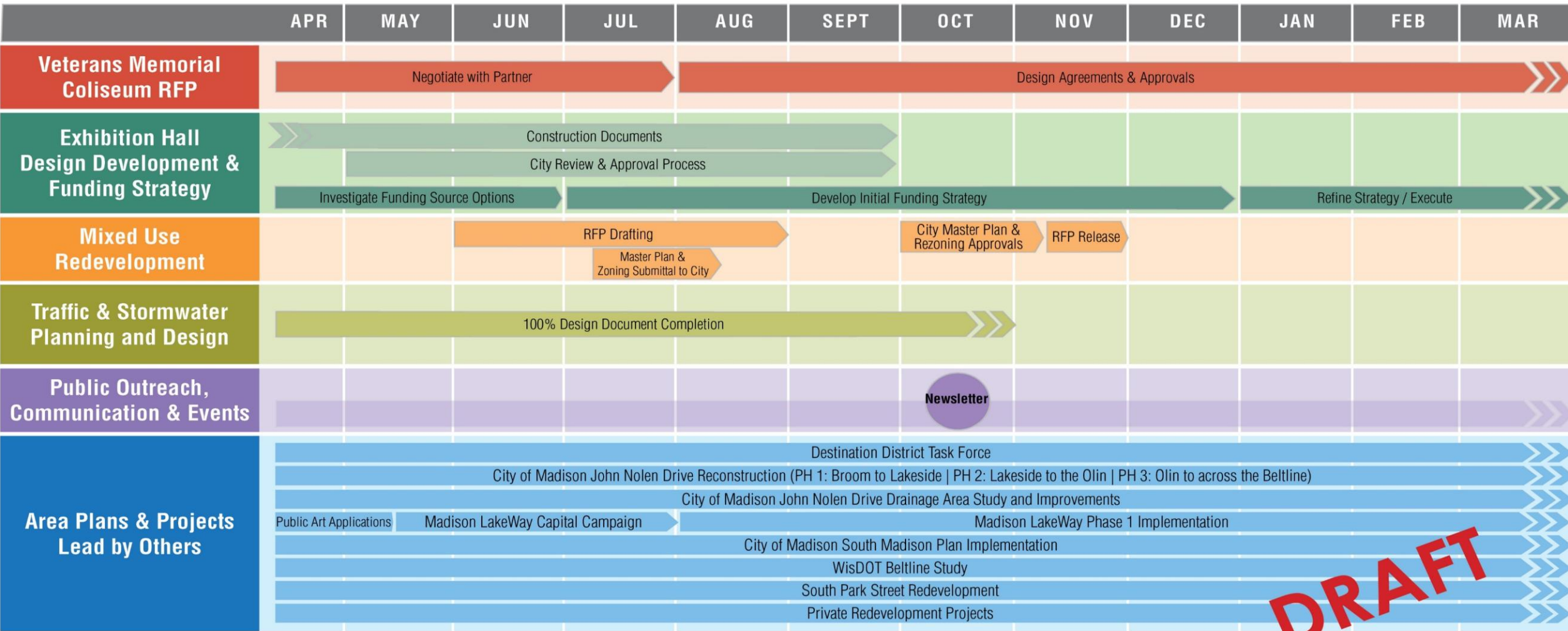
Attendance By Year



2025 – 611,572

2024 – 544,059

6-Month Calendar



DRAFT

TENTATIVE 6-MONTH COMMITTEE AGENDA TOPICS

MEETING LOCATION: Board Room on the 2nd level of the Exhibition Hall	APRIL 20	MAY 18	JUNE 15	JULY 20	AUGUST 17	SEPTEMBER 21
<ul style="list-style-type: none"> ADMINISTRATIVE VMC RFP EXPO DESIGN & FUNDING MIXED-USE RFI TRAFFIC & STORMWATER COMMUNITY OUTREACH PLANS BY OTHERS 	<ul style="list-style-type: none"> Work Plan Update on listening session RFI responses 	<ul style="list-style-type: none"> City submittal update City meeting update Mixed Use Master Plan and Zoning submittals 	<ul style="list-style-type: none"> City submittal update Mixed Use Master Plan and Zoning submittals 	<ul style="list-style-type: none"> TBD 	<ul style="list-style-type: none"> Mixed Use RFP 	<ul style="list-style-type: none"> Mixed Use RFP

RFI Responses

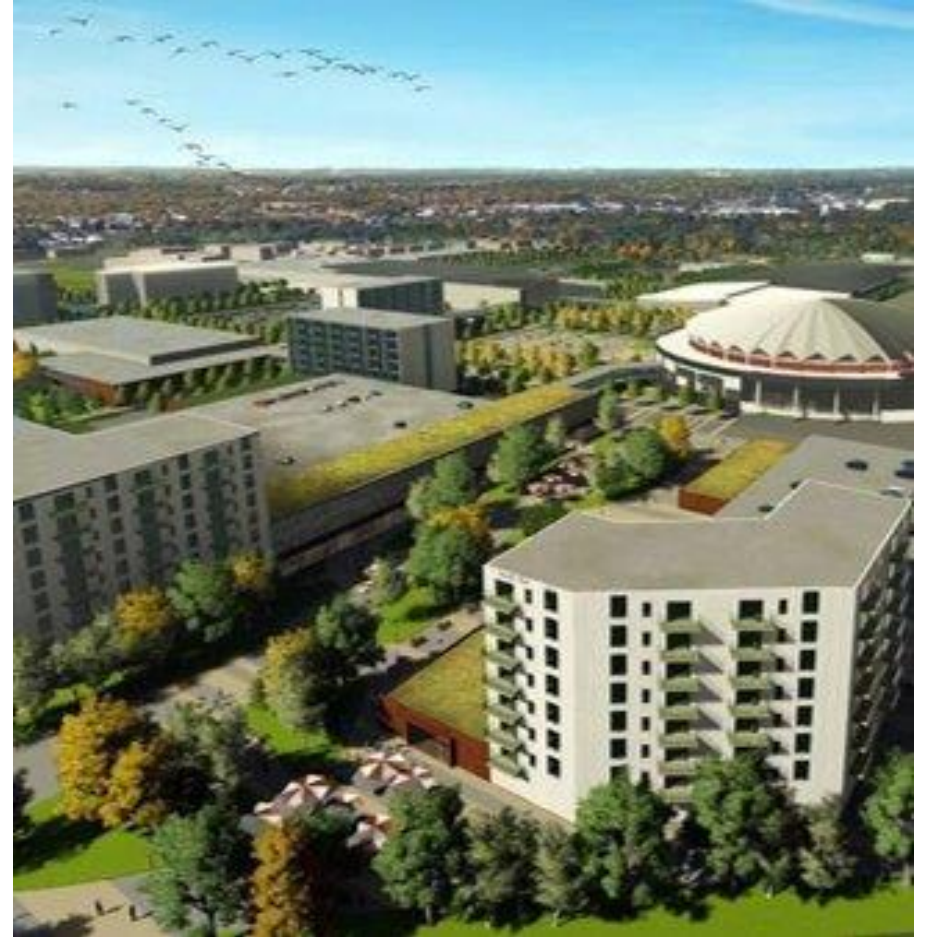
Mixed-Use RFI Summary



- 515 Project View Counts
- 64 Downloads
- 7 Submissions
 - 3 – Madison
 - 1 – West Allis
 - 1 – Indianapolis
 - 1 – Chicago
 - 1 – New Jersey

Mixed Use RFI Summary

- High-density multi-family is essential
 - Unanimous amongst responders
- Entertainment, restaurants, and public spaces are key complements
- An activated Coliseum is critical to success
- The Olin Ave. site is important to include
- A phased project approach is recommended (market-rate housing first)



Question #1: Of the following uses, which do you believe are most important to drive daily site activation and vibrancy to the mixed-use site? (Choose 3)

Selected #1

Multi-family housing (5)

Indoor sports (2)

Selected #2

Restaurants (3)

Entertainment-oriented commercial (2)

Public gathering spaces (1)

Selected #3

Entertainment-oriented commercial (3)

Restaurants (1)

Multi-family housing (1)

Retail (1)

Indoor sports (1)

Question #2: Rank the following potential uses in order of **market and financial feasibility**, based on your perspective and experience.

1=Most Feasible,
8=Least Feasible.

Multi-Family Housing	1.0
Restaurants	3.57
Hotel	3.71
Entertainment-Oriented Commercial	3.71
Retail	5.0
Indoor Sports	5.43
Public Gathering Spaces	5.86
Office	7.29

Questions #3: Of the following potential uses, **roughly how many gross square feet or number of units** (ranges appropriate) would you anticipate dedicating to each. What **parking ratio** would you propose for each use, approximately?

Use	Average	Average Range	Average Parking Stalls	Total Parking Stalls
Multifamily Housing (Units)	554	521-588	1.33 per unit	737 stalls
Restaurant (SF)	20,800	18,600-23,000	5.88 per 1,000 sf	122 stalls
Hotel (Rooms)	201	188-213	0.82 per room	165 stalls
Entertainment (SF)	33,333	30,000-36,667	6.17 per 1,000 sf	206 stalls
Retail (SF)	12,667	10,833-14,500	5.17 per 1,000 sf	66 stalls
Indoor Sports (SF)	78,000	no range	1.18 per 1,000 sf	92 stalls
Office Space (SF)	14,400	13,800-15,000	3.75 per 1,000 sf	54 stalls
Public Gathering Space (SF)	83,825	60,170-107,480	2 per 1,000 sf	168 stalls
Total Parking Demand				1,610 stalls

Table Updated 4/23/26

Question #4a: How important is **high density multi-family residential** development to the site's overall use mix, activation and financial feasibility?



Key Take Aways:

High Density multi-family housing is essential for success

Housing demand is strong and supported by Madison's growth

Residential density should be the first step in site development

Mix of market rate and affordable (with market rate being developed first)

Residential uses are compatible with event and entertainment uses

Mixed-income housing on part of the campus could support workforce needs

Question #4b: Are there complementary uses, infrastructure investments or public improvements you believe are necessary to support housing viability?

Key Take Aways:

Restaurants, retail, entertainment & open spaces are viewed as important complementary uses

Strong public transportation to neighborhoods and downtown are necessary

Parking could be shared use

High quality public gathering spaces, plazas, green space and walkable connections throughout the campus are considered ideal components for creating a cohesive destination

Pedestrian and bike connectivity must be addressed and emphasized

Question #5: Would you have interest in the Olin Avenue site if was part of the RFP?



Key Take Aways:

All seven responded “yes”

Strong desire for multi-family housing on this site

Could use to phase in the project (i.e. Olin Ave. site developed first, then parking lot near Coliseum)

Question #6: How does the **proposed Coliseum renovation**, including a proposed \$100M investment and over 60 entertainment events per year, enhance market feasibility and interest in the mixed-use sites?



Key Take Aways:

Renovating and activating the Coliseum is widely viewed as the major driver of the feasibility for the mixed use development

Increased events and consistent activation support hospitality, restaurants, entertainment and retail

Housing demand and retail viability improve with greater density

Some felt the Coliseum is the essential piece to entire campus development, while one strongly opposed the renovation.

Question #7: What other factors should the County consider to enhance the feasibility, marketability, or long-term success of the mixed-use areas?

Key Take Aways:

A coordinated district strategy is essential - integrating complementary uses, infrastructure investments, pedestrian connections, structured parking, and year-round programming to enhance long-term feasibility and appeal.

Significant site upgrades are recommended - including utilities, signage, transit access, branding, and marketing

Several respondents stress the importance of sequencing: the main RFP should wait until Coliseum and AEC expansion plans are clarified, while the Olin Avenue site could proceed independently and sooner.

Adding new event anchors, such as a professional soccer team or a youth/amateur sports complex, could generate sustained multi-day visitation, hotel demand, and restaurant activity.

A phased redevelopment approach, beginning with market-rate housing and supported by structured/shared parking, mixed-income housing, and strong public-private partnerships, is viewed as critical for long-term feasibility and market absorption.