



ALLIANT ENERGY CENTER REDEVELOPMENT COMMITTEE

APRIL 15, 2024

AGENDA

1. Call to Order
2. Approval of Minutes
3. Discussion and Recommendations on Major Capital Improvements
4. June Meeting Date
5. Public Comment



Discussion and Recommendations on Major Capital Improvements

April - Committee recommendations

May/June - Proposed presentation to County Board
Committee of the Whole

Summer/Fall – Projects added to County Capital
Improvement Plan and Budget

Potential Facility Improvements

- **County Led Projects**
 1. Expo Hall Expansion and Related Site Improvements
 2. Central Plaza
- **Partnership Projects Already Under Discussion**
 3. Indoor Youth Sports Facility
 4. Sale of Land East/South of Rim Rock Rd.
 5. Indoor Pro Soccer Practice and Multi-Use Facility
- **Partnership Projects with Discussion to be Initiated**
 6. Multi-Use Entertainment Arena
 7. Private Commercial Development
 8. Parking Structure
 9. Outdoor Amphitheater
 10. Multi-Use Show Ring

1. Expo Hall Expansion and Related Site Improvements



the ring road



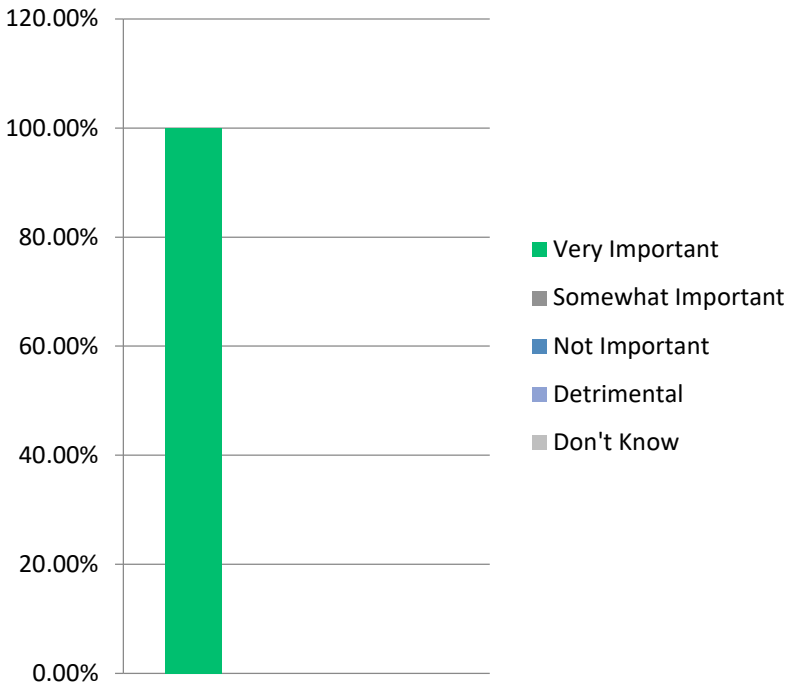
reinforce the heart



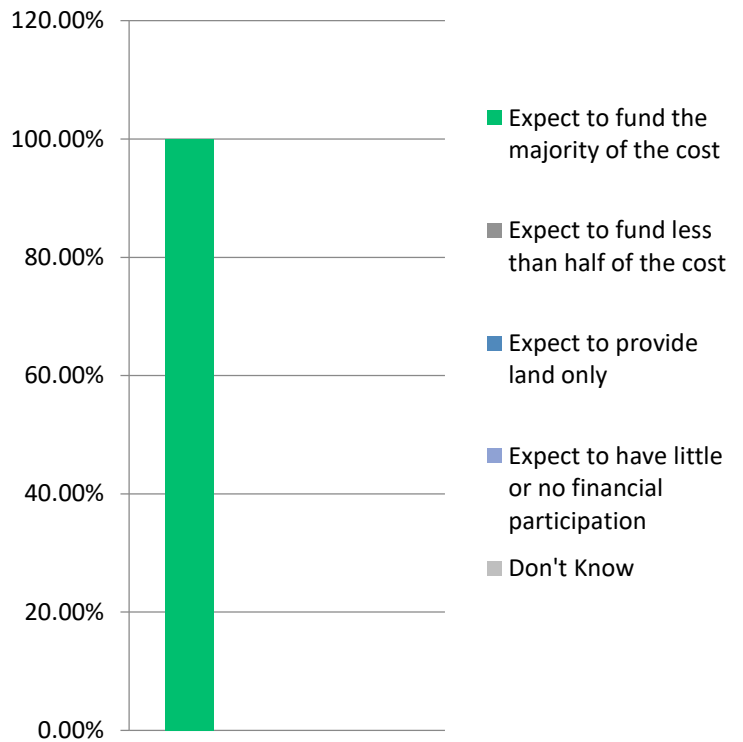
green linkages

1. Expo Hall Expansion and Related Site Improvements

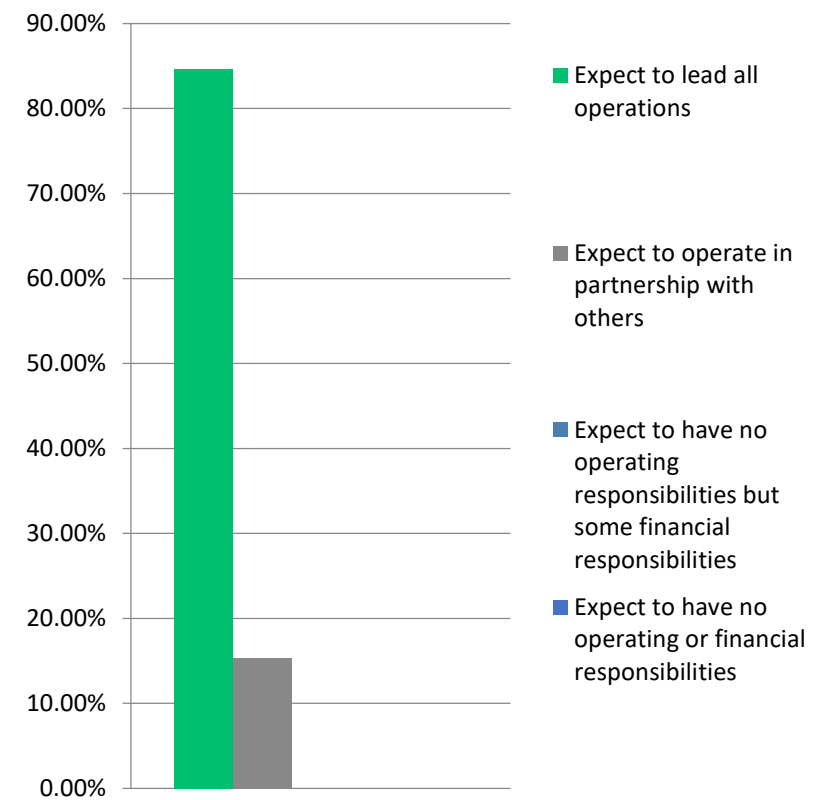
How important is the Expo Hall Expansion to the long-term financial sustainability and community impact of the Alliant Energy Campus?



What level of financial participation should the County anticipate in constructing



What level of participation should the County anticipate in operating?



1. Expo Hall Expansion and Related Site Improvements

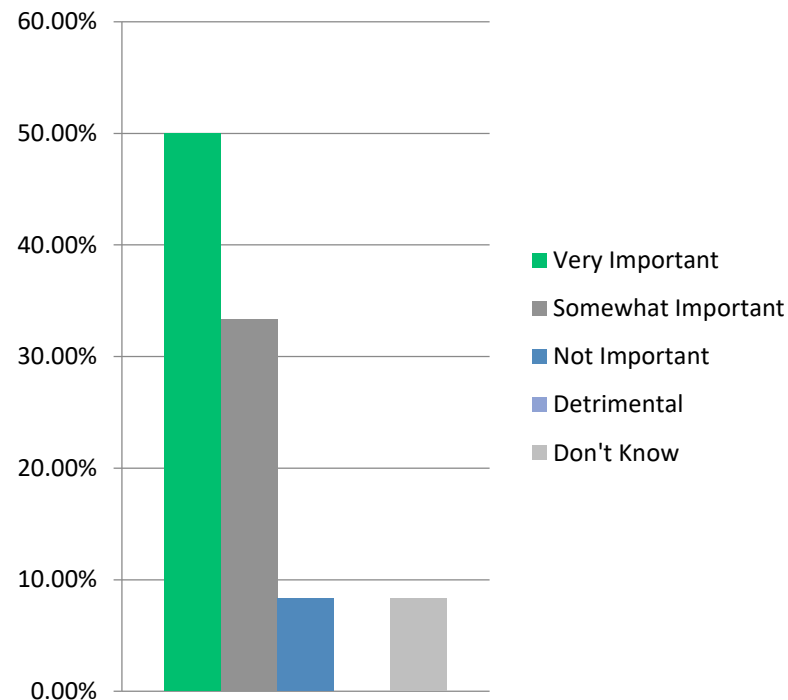
- a. Commit to **allocating \$175 million within the next three to five years** and return with a funding strategy.
- b. Pursue an Expo Hall expansion and related site improvements project with a **maximum construction budget of \$_____ within the next _____ years** and return with a funding strategy
- c. **Not pursue** an Expo Hall expansion and related site improvements project,
 - at this time, or
 - until (date), or
 - until (event) occurs.

2. Central Plaza

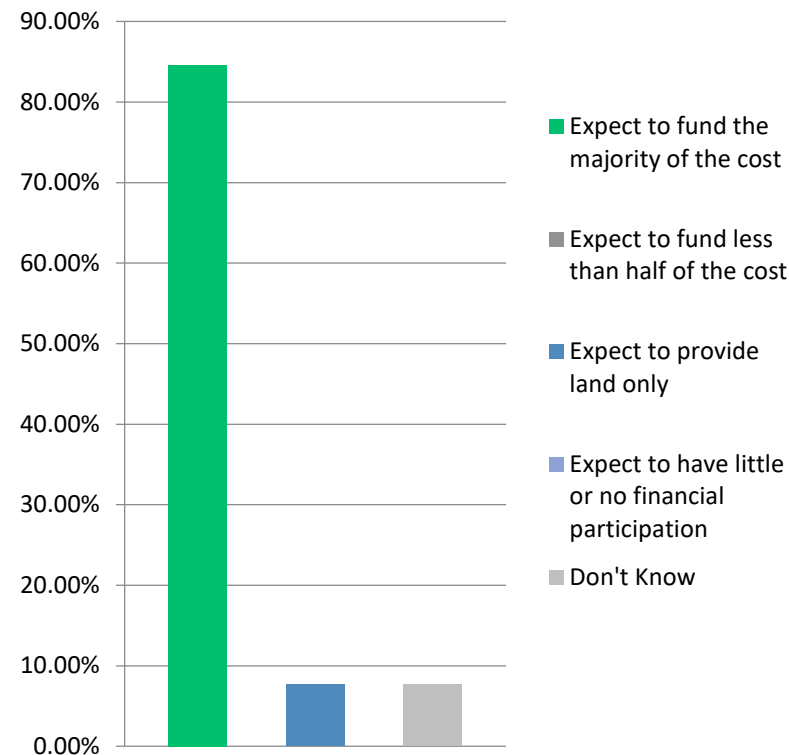


2. Central Plaza

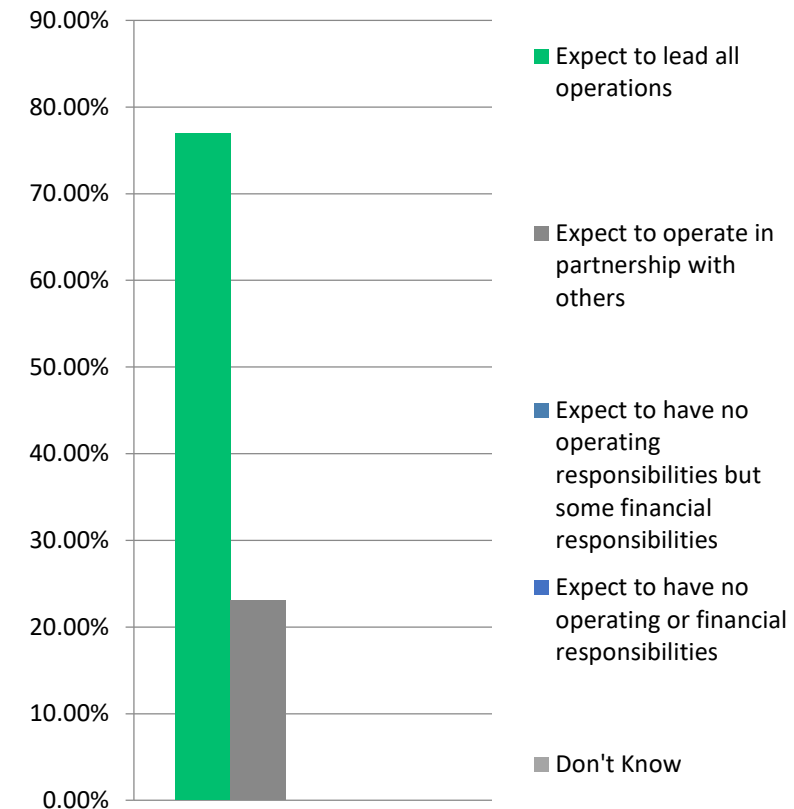
How important is the Central Plaza to the long-term financial sustainability and community impact of the Alliant Energy Campus?



What level of financial participation should the County anticipate in constructing?



What level of participation should the County anticipate in operating?



2. Central Plaza

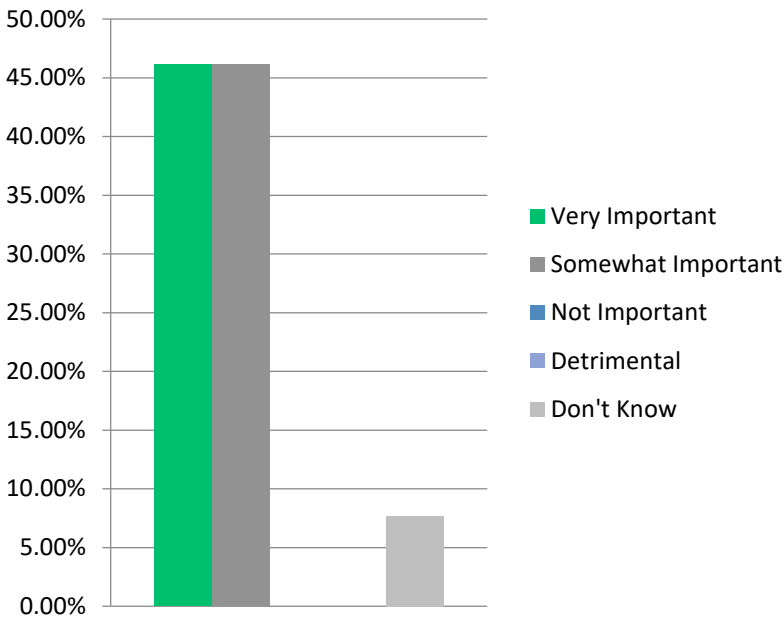
- a. In the 2025 or 2026 capital budget, allocate \$5 million and return with a funding strategy.
- b. Pursue a multi-use Central Plaza project with a **maximum construction budget of \$_____** and return with a funding strategy
- c. **Not pursue** a Central Plaza,
at this time, or
until (date), or
until (event) occurs.

3. Indoor Youth Sports Facility

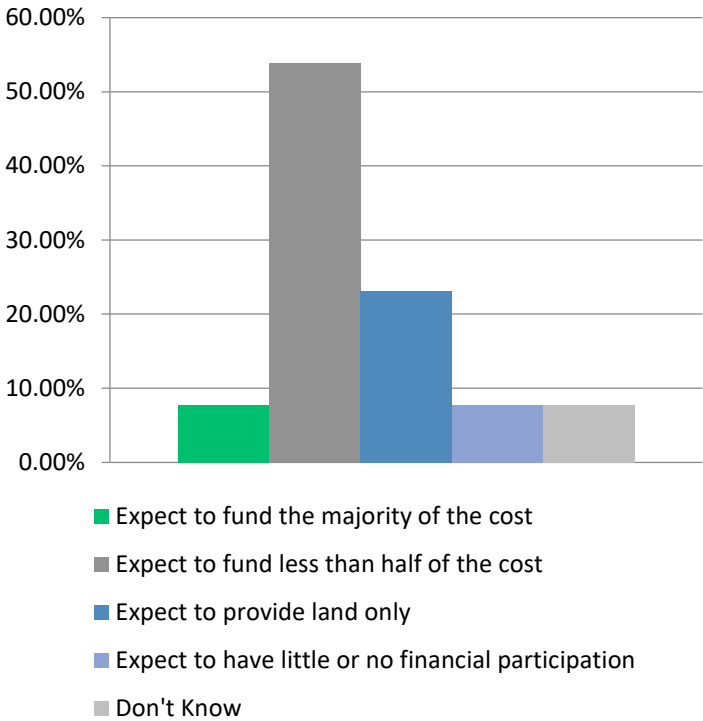


3. Indoor Youth Sports Facility

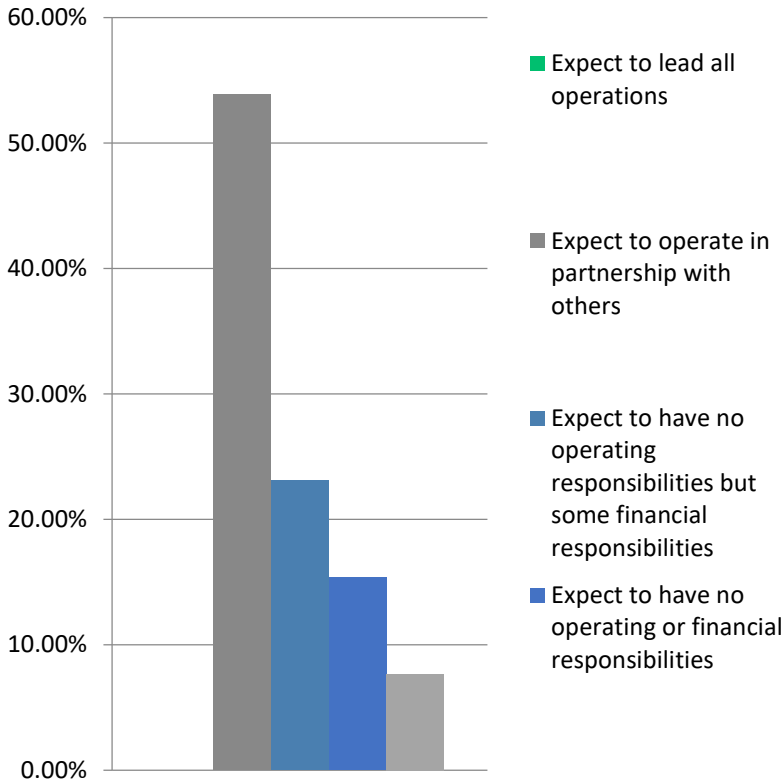
How important is an Indoor Youth Sports Facility to the long-term financial sustainability and community impact of the Alliant Energy Campus?



What level of financial participation should the County anticipate in constructing?



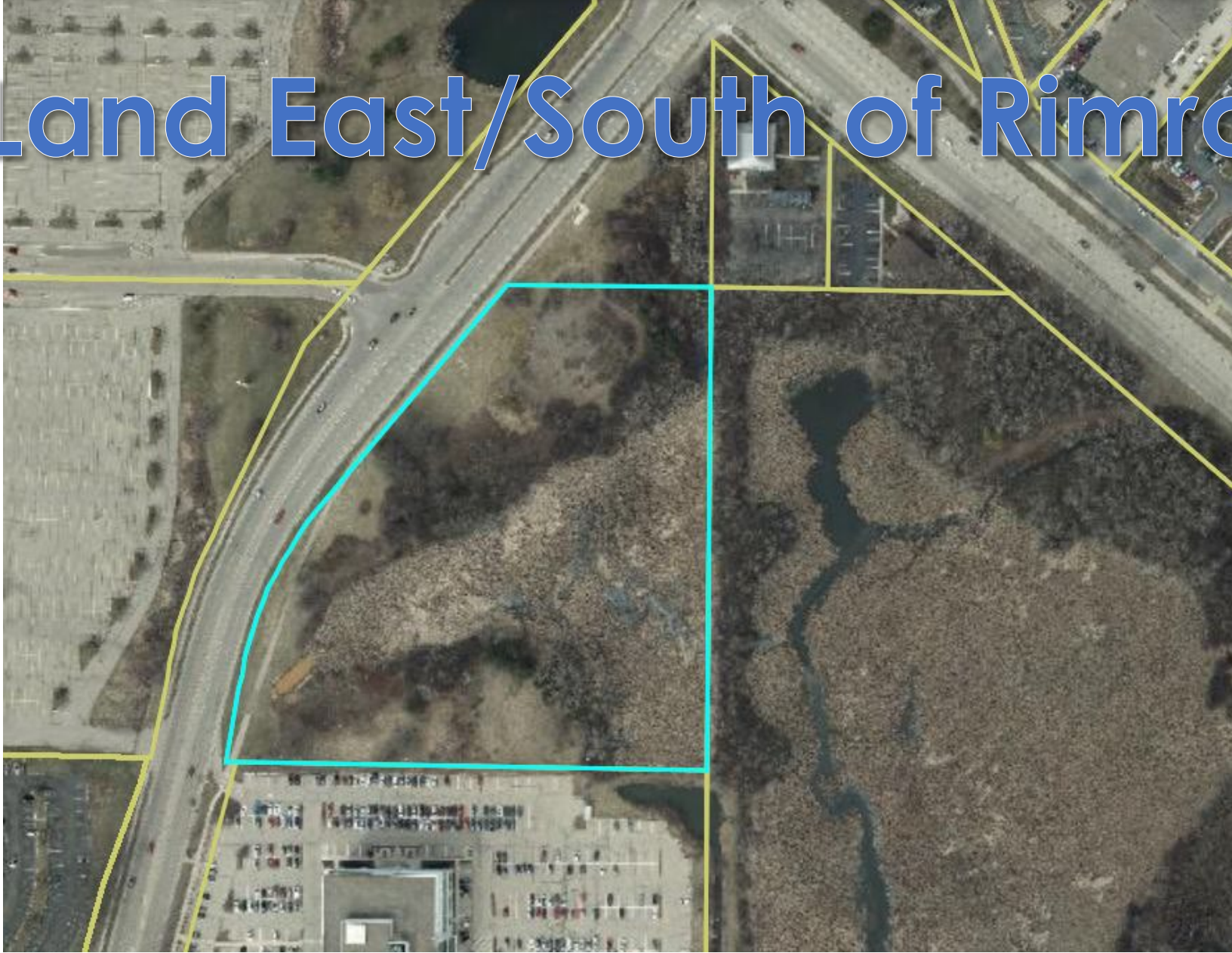
What level of participation should the County anticipate in operating?



3. Indoor Youth Sports Facility

- a. **Identify and engage with individuals and organizations** to determine initial feasibility and interest and return with an approach for selecting a partner and general level of County involvement.
- b. **In the 2025 capital budget, allocate \$_____** needed to further study adapting the Coliseum to an Indoor Youth Sports Facility.
- c. Not pursue adapting the Coliseum to an Indoor Youth Sports Facility and **pursue a new freestanding building**.
- d. **Limit County's financial participation** in a Facility making land available at low or no cost.
- e. **Not pursue** a Youth Sports Facility,
at this time, or
until (date), or
until (event) occurs.

4. Land East/South of Rimrock Rd



4. Land East/South of Rimrock Rd

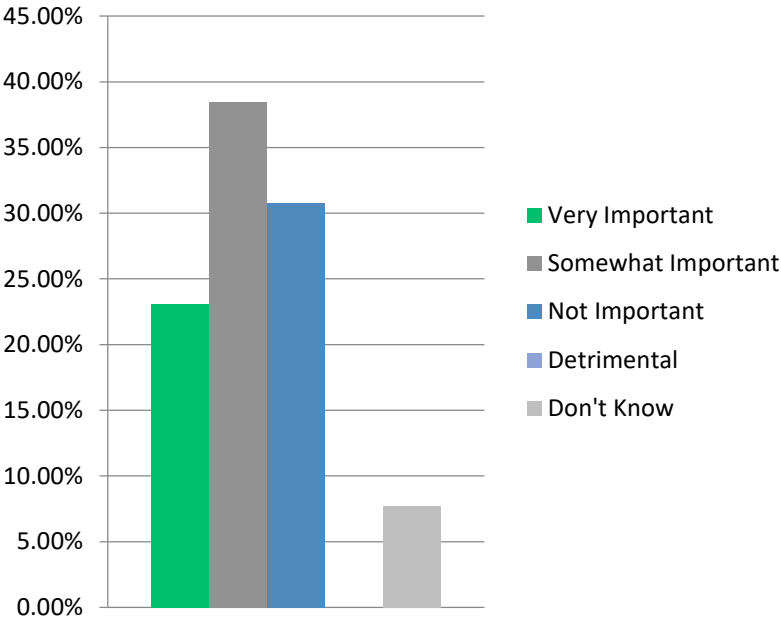
- a. Continue negotiations **only for the development of uses complementary to the Center and surrounding Destination District** and take final terms to the Redevelopment Committee.
- b. Continue negotiations to **obtain the highest price** regardless of use and relationship to the Alliant Energy Center and surrounding Destination District and take final terms to the Redevelopment Committee.
- c. **Not pursue** the sale of the Land,
 - at this time, or
 - until (date), or
 - until (event) occurs.



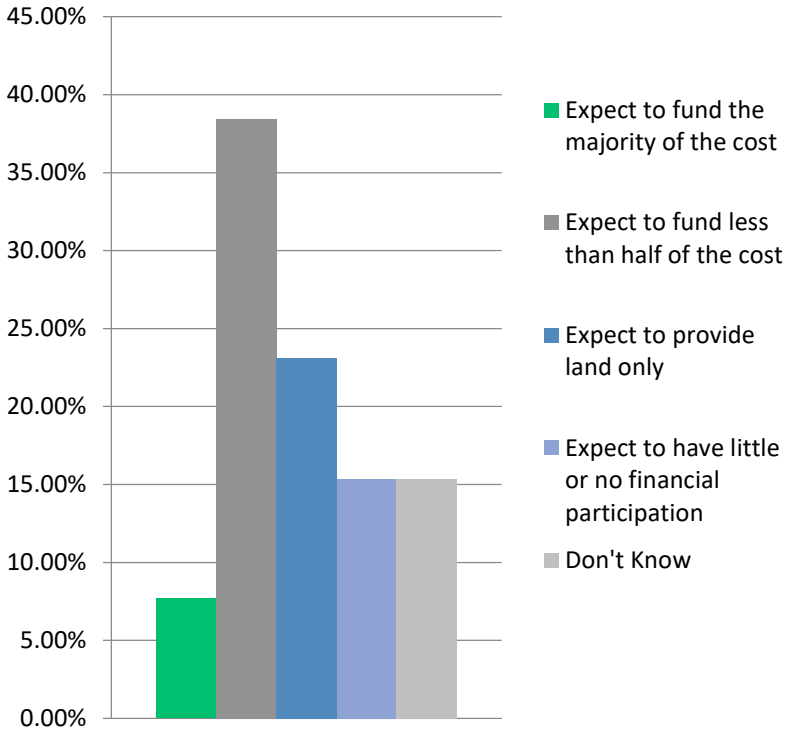
5. Indoor Pro Soccer Practice Facility

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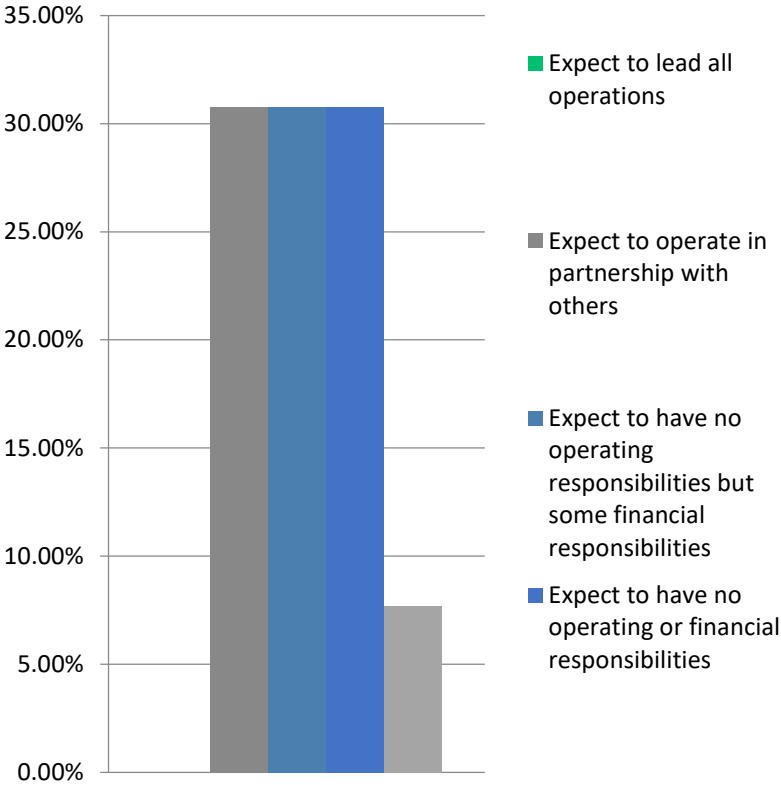
How important is an Indoor Pro Soccer Practice Facility to the long-term financial sustainability and community impact of the Alliant Energy Campus?



What level of financial participation should the County anticipate in constructing?



What level of participation should the County anticipate in operating?



5. Indoor Pro Soccer Practice Facility

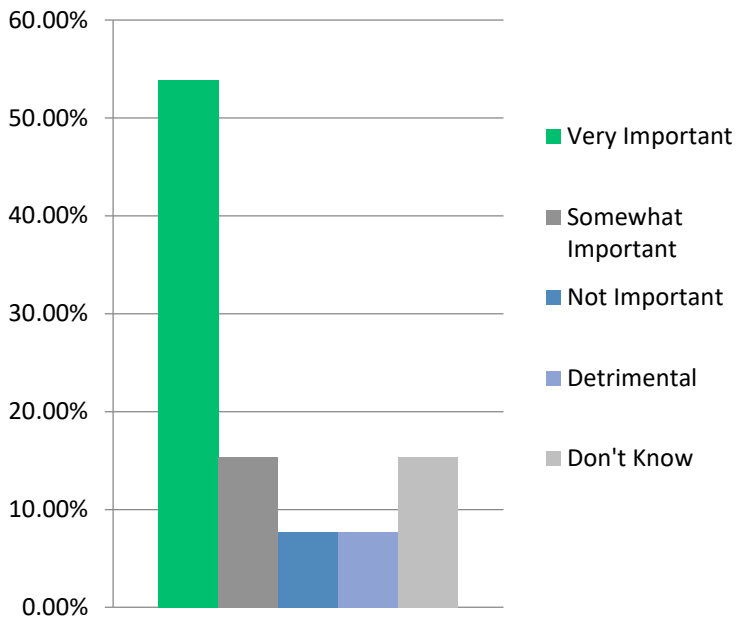
- a. **Continue discussions** and take final terms to the Redevelopment Committee.
- b. **Continue discussions provided the facility also serve as a multi-use facility** and take final terms to the Redevelopment Committee.
- c. **Not pursue** an Indoor Soccer Practice Facility,
at this time, or
until (date), or
until (event) occurs.

6. Multi-Use Entertainment Arena

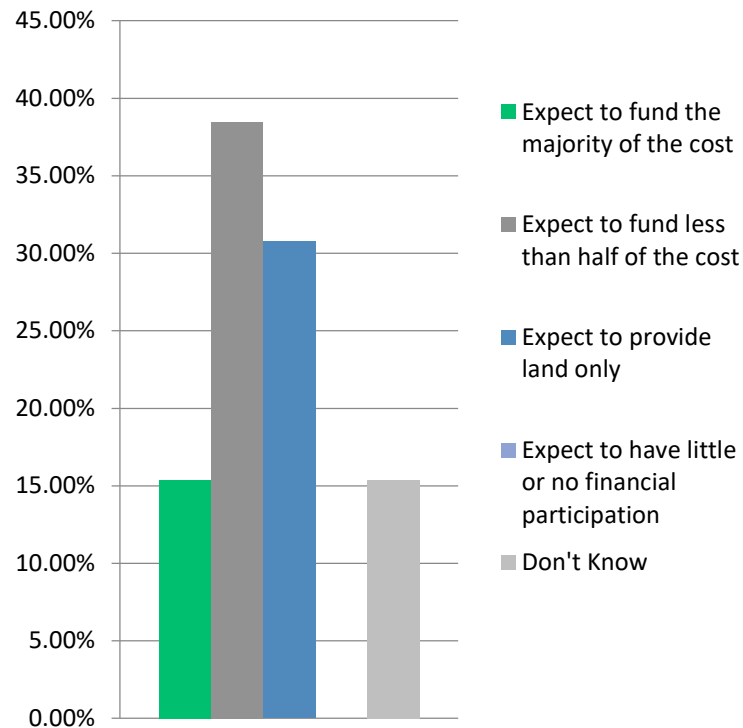


6. Multi-Use Entertainment Arena

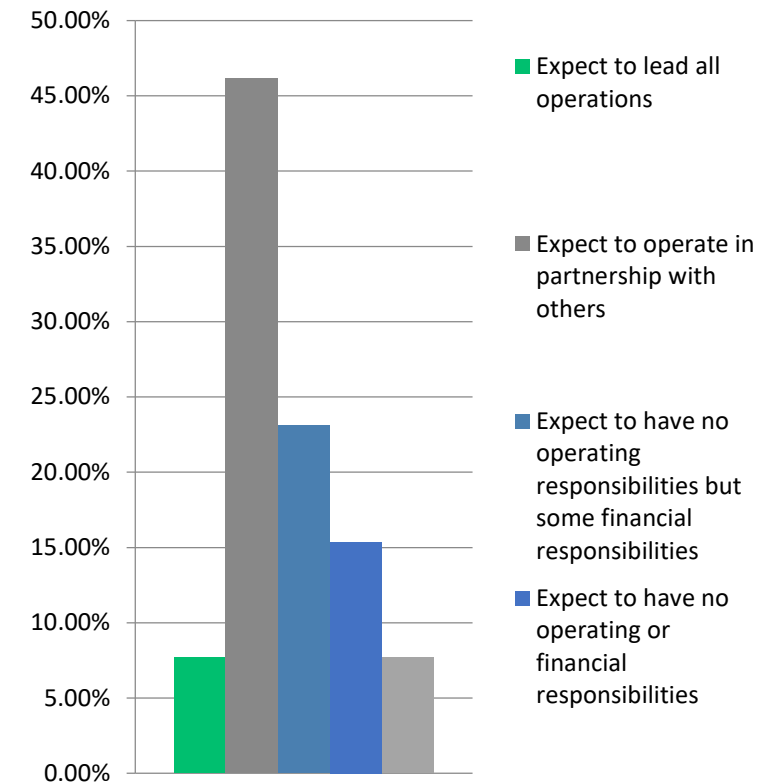
How important is a Multi-Use Entertainment Arena to the long-term financial sustainability and community impact of the Alliant Energy Campus?



What level of financial participation should the County anticipate in constructing?



What level of participation should the County anticipate in operating?



6. Multi-Use Entertainment Arena

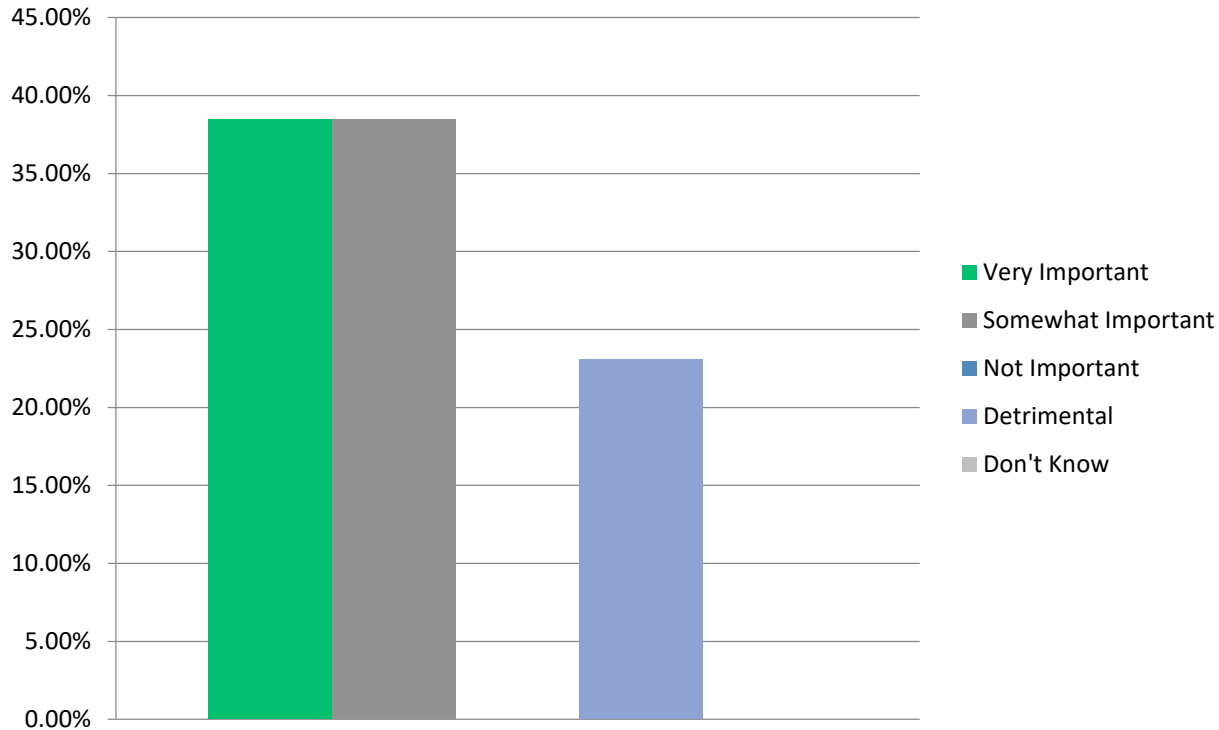
- a. **Identify and engage with individuals and organizations** to determine initial feasibility and interest and return with an approach for selecting a partner and general level of County involvement.
- b. Determine feasibility of the **County alone** developing and operating a Multi-Use Entertainment Arena and return with a preliminary financial analysis.
- c. **In the 2025 capital budget, allocate \$_____ to determine feasibility of renovating the Coliseum** to meet contemporary needs and return with the feasibility findings.
- d. **Not pursue** a Multi-Use Entertainment Arena,
at this time, or
until (date), or
until (event) occurs.

7. Private Commercial Development

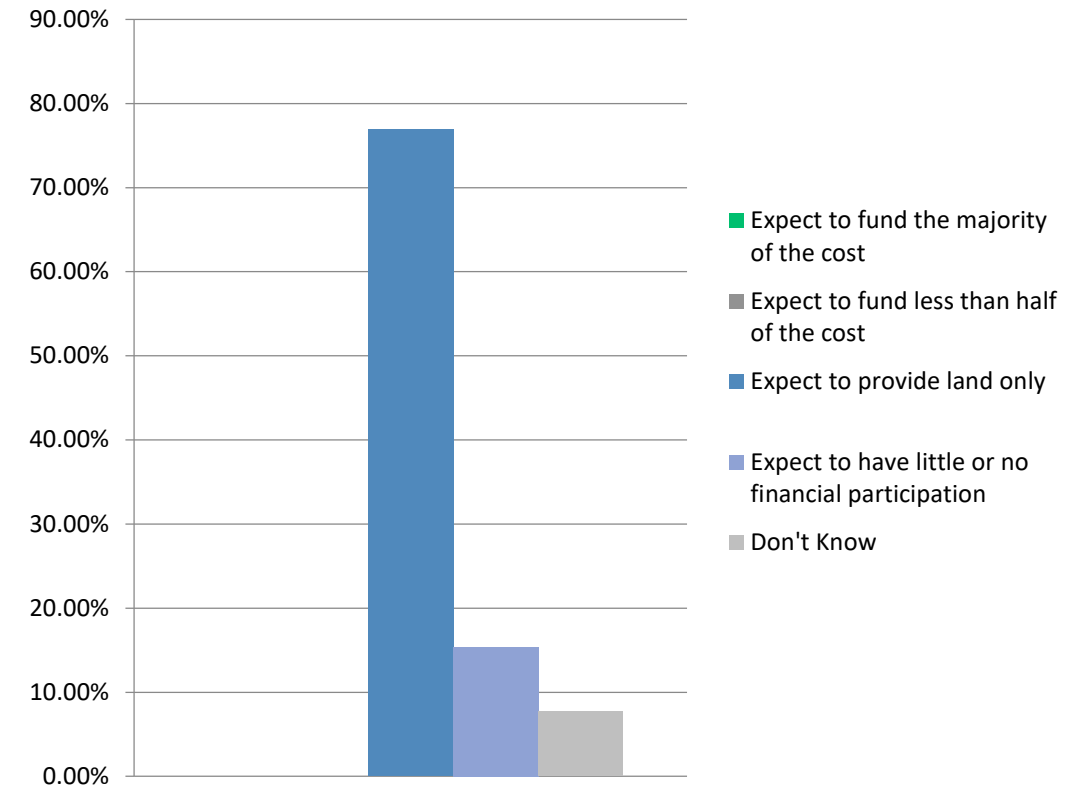


7. Private Commercial Development

How important is Private Commercial Development to the long-term financial sustainability and community impact of the Alliant Energy Campus?



What level of financial participation should the County anticipate in constructing?



7. Private Commercial Development

- a. **Identify and engage with individuals and organizations** to determine initial feasibility and interest in the development of Private Commercial Development and return with an approach for selecting a partner and general level of County involvement.
- b. **Not pursue** Private Commercial Development,
at this time, or
until (date), or
until (event) occurs.

8. Parking Structure



8. Parking Structure

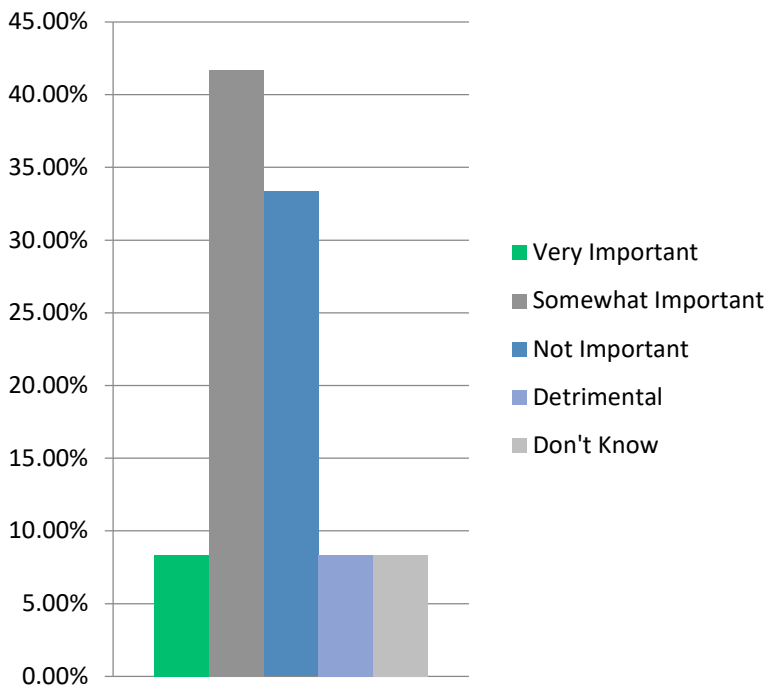
- a. In the 2025 capital budget, allocate \$_____ to further evaluate the need for a Parking Structure.
- b. **Not pursue** a Parking Structure,
at this time, or
until (date), or
until (event) occurs.

9. Amphitheater

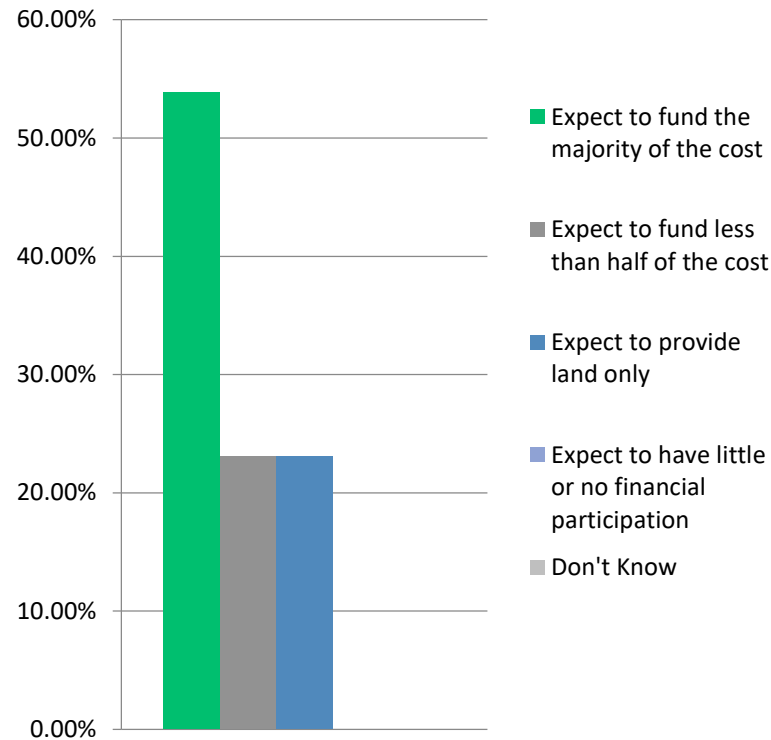


9. Amphitheater

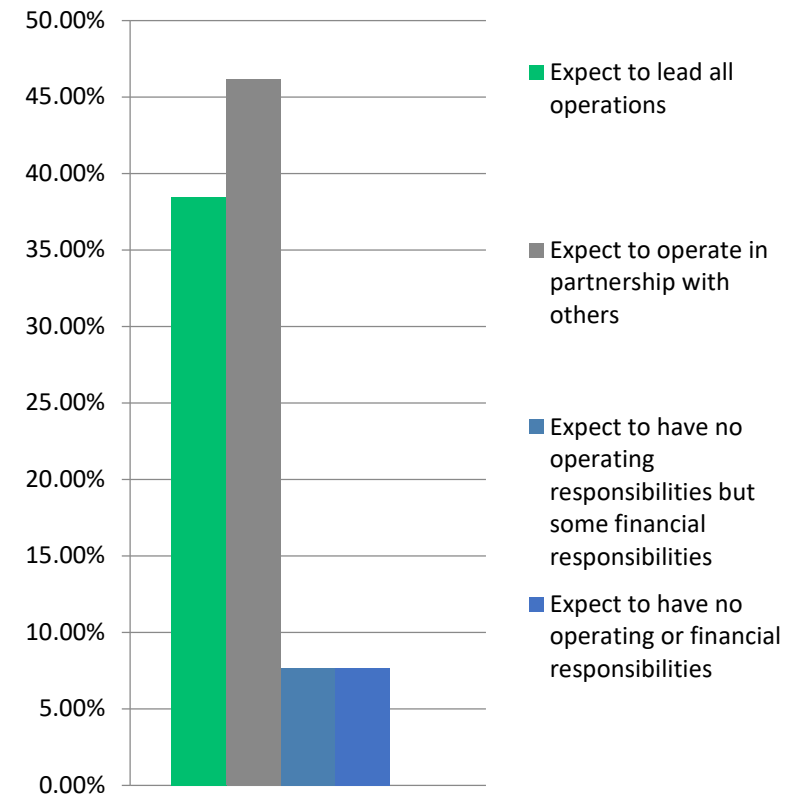
How important is the Amphitheater to the long-term financial sustainability and community impact of the Alliant Energy Campus?



What level of financial participation should the County anticipate in constructing?



What level of participation should the County anticipate in operating?



9. Amphitheater

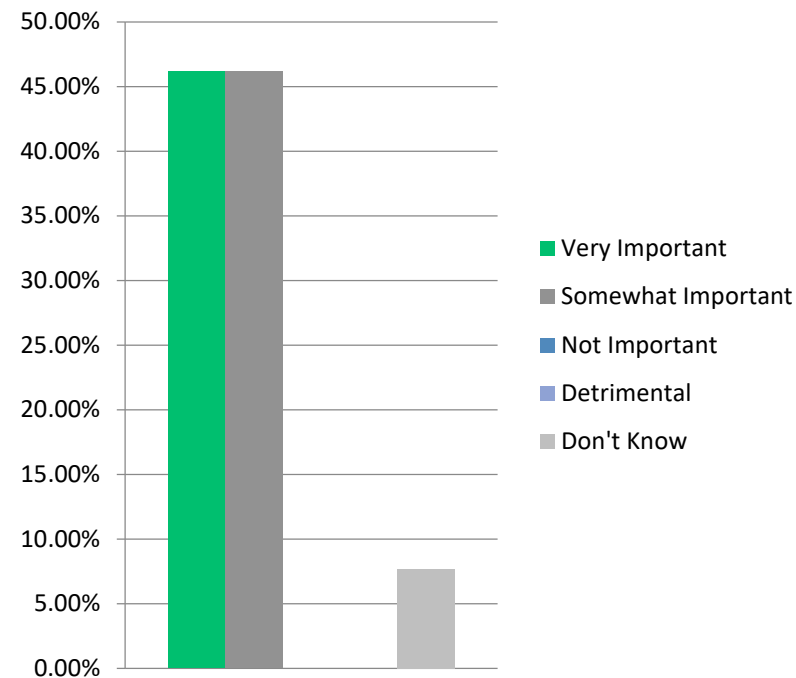
- a. **Identify and engage with individuals and organizations** to determine initial feasibility and interest and return with a recommended approach for selecting a partner and general level of County involvement.
- b. Determine initial feasibility of the **County alone** constructing and operating an Outdoor Amphitheater and return with the feasibility findings.
- c. **Not pursue** an Outdoor Amphitheater,
at this time, or
until (date), or
until (event) occurs.



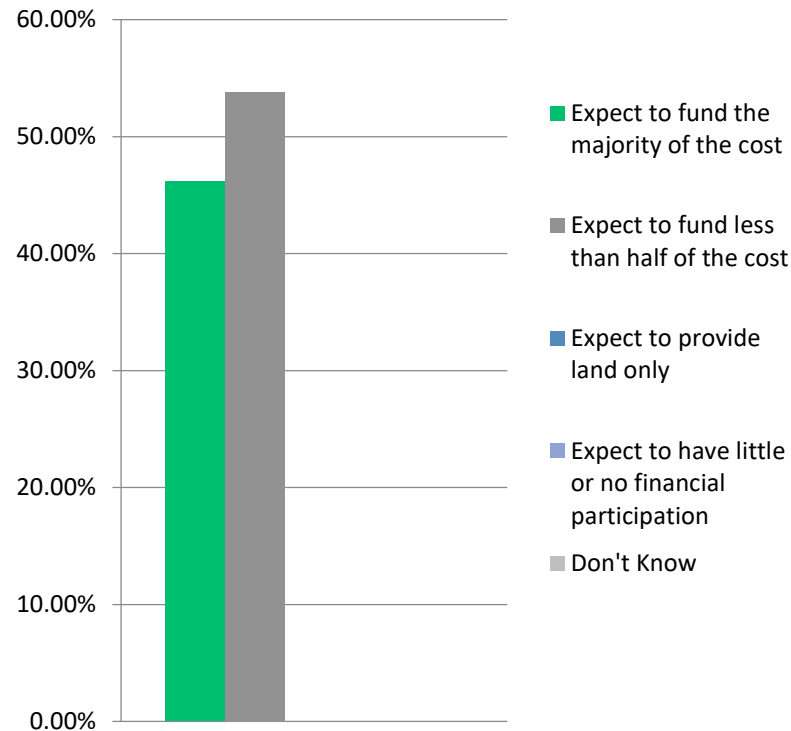
10. Multi-Use Show Ring

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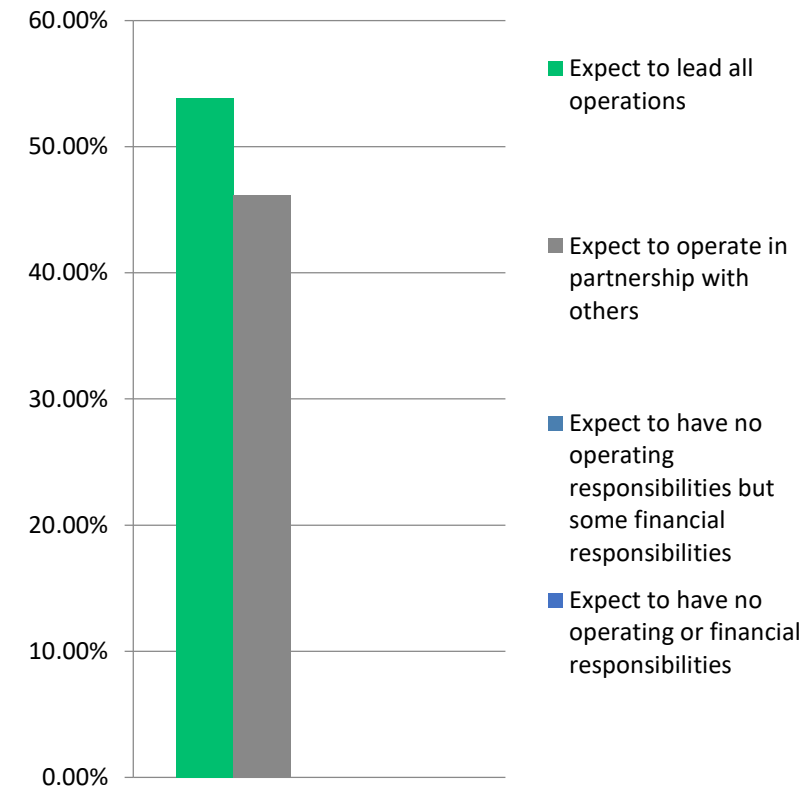
How important is the Multi-Use Show Ring to the long-term financial sustainability and community impact of the Alliant Energy Campus?



What level of financial participation should the County anticipate in constructing?



What level of participation should the County anticipate in operating?



10. Multi-Use Show Ring

- a. **Identify and engage with individuals and organizations** to determine initial feasibility and interest and return with a recommended approach for selecting a partner and general level of County involvement.
- b. Determine initial feasibility of the **County alone** constructing and operating a Show Ring and return with the feasibility findings.
- c. **Not pursue** an Amphitheater,
at this time, or
until (date), or
until (event) occurs.

2024 COMMITTEE MEETING DATES

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

June ??

August 19

October 21

December 16





<https://aecstudy.countyofdane.com>

Dane County Alliant Energy Center
Potential Facility Improvements
April 5, 2024

Facility	Type of Construction	Description/Functions	Hunden Report Pages & Location	2027 Est. Const. Cost	10-yr Avg. Net Oper. Inc.	Avg. Annual Est. Add'l Room Nights	Community Needs Addressed	Potential Funding Sources & Partners	Notes	Initial Next Steps
County Led Projects										
Exhibition Hall Expansion & Site Improvements	Addition & Improvements	Expo Hall: 90,000 SF Ballroom: 30,000 SF Meeting Rooms: 20,000 SF Includes: additional surface parking, ring road, stormwater improvements, green space/landscaping, sewer main, new hotel connector Serves new/expanded consumer, trade, sport, conferences, conventions, banquets, meetings, civic events, etc.	- See pgs. 107-109, 113, 116 & 117 - See A on site plan	\$175.2M	\$2.7M	17,000	- New & expanded community & public event space - Additional jobs at multiple skill levels - Improved storm water management & landscaping - Improved pedestrian connections - Southside Gateway to Center	- State capital funds - State & federal grants - County capital funds - Center operating revenue - Primary users - Naming rights	- Schematic plans completed in 2020 - Requires removal of Huber Center - Recommended companion full-service conference headquarters hotel	- Have contracted with Strang/Perkins+Will for schematic refinements & updated cost estimate - Prepare detailed funding strategy
Pavilion Plaza	Rehab	30,000 SF of outdoor gathering, display & vendor space on east side of Pavilion 1 and adjacent to Central Plaza. Regraded area, utilities, green space, lighting, surfaces, and stormwater mitigation	- Not in Hunden Report - See B on site plan	\$1.5M	\$100,000	N/A	- Used for community & neighborhood gathering and prefunction event space -Used to enhance Pavilion rental	-Funded through State Grant	- Construction to begin in spring 2024, completed by fall - Will be first phase of Central Plaza	- Award construction contract & construct
Central Plaza (Includes demo of Arena Building & Bob Johnson Training Center)	New	125,000 SF of outdoor gathering, performance, food/beverage, & expo space serving as visual & pedestrian connection between all facilities & potential private development to the east. May include green space, vendor amenities (water & electric), & community/neighborhood events.	- See pg. 107-109 - See C on site plan	\$4.7M	N/A	N/A	- Community & neighborhood gathering/event space - Would create immediate visual impact	- State & federal grants - County capital funds - Center operating revenue - Naming rights	- Requires removal of Arena Building & unused Bob Johnson Facility - Arena Building is oldest on Campus & current uses can be relocated on Campus - Will tie into Pavilion Plaza	- Refine 2020 schematic plan & cost estimate - County public works to prepare demolition estimate - Prepare funding strategy

Facility	Type of Construction	Description/Functions	Hunden Report Pages & Location	2027 Est. Const. Cost	10-yr Avg. Net Oper. Inc.	Avg. Annual Est. Add'l Room Nights	Community Needs Addressed	Potential Funding Sources & Partners	Notes	Initial Next Steps
Partnership Projects Already Under Discussion										
Indoor Youth Sports Facility	New	8-12 courts, open floor(s) with supporting locker rooms & concessions hosting youth sports leagues & tournaments (basketball, volleyball, wrestling, etc.). Serve as overflow expo space. Hunden report recommended/assumed rehabbing the Coliseum for this use.	- See pgs. 107-112, 116 & 121 - See D on site plan	\$61.4M	-53,000	9,100	- New indoor sports opportunities for neighborhood youth - Additional jobs at multiple skill levels - Opportunity to attract complementary commercial uses	- Private & non-profit investors & donors - State & federal grants - County capital funds	- Could be located in retrofitted Coliseum or new structure east of Coliseum - Impact on existing parking will need to be evaluated if new facility	- Identify potential partners to help lead the project - Further investigate feasibility of Coliseum reuse vs. new build
Private Development East/South of Rimrock Road	New	8-acre, vacant property partially developable. Interested party has approached Center director.	- Not in Hunden Report - Not on site plan	TBD	Positive	TBD	- Additional tax base - Additional jobs at multiple skill levels - New commercial offerings complementary to Center and Destination District	- Proceeds from sell or lease can be used to fund other improvements	- Appraisal prepared in 2018	- Continue discussions/negotiations with developer
Indoor Pro Soccer Practice & Multi-Purpose Facility	New	120,000 SF building with limited seating & support facilities for professional women's & youth soccer practice (fall/winter), serve as a show rings for horse shows (spring/summer), other sports activities & events.	- Not in Hunden Report - Not on site plan	TBD	Positive	TBD	- Attract new pro team to area - Opportunity for youth & community use - Could accommodate livestock events	- Pro soccer team - Larger livestock events - County capital funds	- Recent concept not included in Hunden analysis	- Continue discussions with potential pro soccer team to lead the project - Prepare rough cost estimate & operating pro forma

Facility	Type of Construction	Description/Functions	Hunden Report Pages & Location	2027 Est. Const. Cost	10-yr Avg. Net Oper. Inc.	Avg. Annual Est. Add'l Room Nights	Community Needs Addressed	Potential Funding Sources & Partners	Notes	Initial Next Steps
Partnership Projects with Discussion to be Initiated										
Entertainment Arena to Replace the Coliseum	New	New venue with 10,000-12,000 seats with supporting facilities & amenities hosting concerts, public shows, sports, livestock, consumer, trade & various other events & activities	- See pgs. 107-109 & 120 - See E on site plan	\$347.3M	\$1.6M	5,900	- Greater diversity of national touring acts & shows - Additional jobs at multiple skill levels - Will attract/could include complementary commercial uses	- Private event promoters - State & federal grants - County capital funds - Naming rights	- Would replace current uses in Coliseum - Could be operated by private entity - Would likely attract/include private commercial development	- Identify private entity to lead feasibility analysis - Determine preferred location - Contracted with LOVB Volleyball as home site for professional Women's Volleyball & an arena football team
Coliseum	Demo or Rehab	Demolished or retrofitted for youth sports by adding a new floor above main floor. Coliseum is no longer competitive for modern concerts & events & cannot be adequately retrofitted for those given its round configuration.	Demo: - Not in Hunden Report Rehab: - See pgs. 107-112, 116 & 121	Demo: TBD Rehab: \$61.4M	Demo: TBD Rehab: -\$53,000	Demo: TBD Rehab: 9,000	Demo: (see Entertainment Arena) Rehab: (see Indoor Youth Sports Facility)	Demo: - County capital funds Rehab: - (see Indoor Youth Sports Facility)	Demo: - Requires replacement with Entertainment Arena Rehab: - Requires replacement with Entertainment Arena	- Complete analysis to convert to youth sports - Identify partner for new Entertainment Arena - Prepare rough demolition cost estimate
Private Commercial Development	New	Potential for 2 hotels, 3+ restaurants, entertainment, retail & office development.	- See pgs. 107-109, 116, 122 & 123 - See F on site plan	\$320.1M	\$9.7M	30,700	- Additional tax base - Additional jobs at multiple skill levels - New commercial offerings	- Private developers - TIF	- Need to review existing hotel land lease - Would likely require/be part of new Entertainment Arena	- Identify private entity to determine feasibility & timing
Parking Structure	New	Parking structure located west of Expo Hall expansion to offset losses from other new facilities being constructed on existing surface lots.	- Shown on plan but not directly addressed - See I on site plan	\$25M	TBD	N/A	- Allows for the use of existing surface lots for new facilities - Brings parking closer to new ballroom and meeting rooms	- State capital funds - State & federal grants - County capital funds - Center operating revenue - Depending on location, potential to share with private development	- Would accommodate cars only; trucks and trailers would still use surface lots	- Further determine needs based on projected parking losses associated with other facilities - Determine appropriate size & location
Amphitheater	New	Covered outdoor stage with seating for smaller (less than 10,000) for festivals, concerts, performing arts, graduations, & demonstrations. Could be on Willow Island, Central Plaza, or elsewhere on Campus.	- See pgs. 108, 109, 116, 122 & 123 - See G on site plan	\$1.5M	\$280,000	2,000	- Greater diversity of national touring acts & shows - New venue for local acts & community groups	- Private developers & event promoters - State & federal grants - County capital funds - Larger events	- Current demand: BratFest, Gamehole Con, 46 Entertainment, graduations, World Dairy, etc.	- Further investigate promoter interest & needs - Determine appropriate size & location
Show Ring	New	37,500 SF mostly open floor metal building adjacent to Pavilions with limited seating, restrooms & concessions to host livestock shows and serve as additional expo space	- See pgs. 107-109, 114 & 118 - See H on site plan	\$17.2M	(Reduces Pavilions operating deficit by \$1M for net annual loss of \$70,000)	4,000		- State & federal grants - County capital funds - Center operating revenue - Primary users - Naming rights	- Show rings currently set up in Pavilions & Coliseum - If Coliseum removed, shows could be held in new Entertainment Arena or temporary structures	- Further investigate user needs & interest



Perkins&Will



