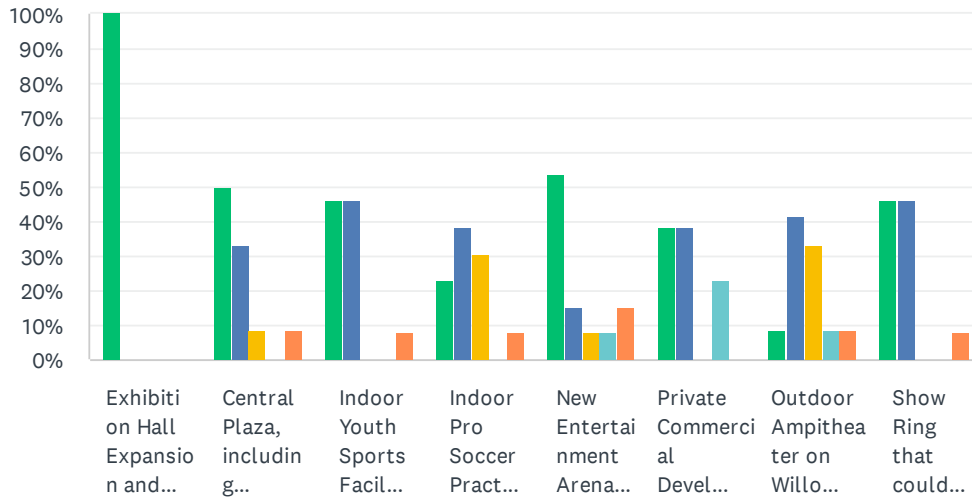


# Q1 How important do you believe the following are to the long-term financial sustainability and community impact of the Alliant Energy Campus?

Answered: 13 Skipped: 0



■ Very Important   
 ■ Somewhat Important   
 ■ Not Important   
 ■ Detrimental  
■ Don't Know

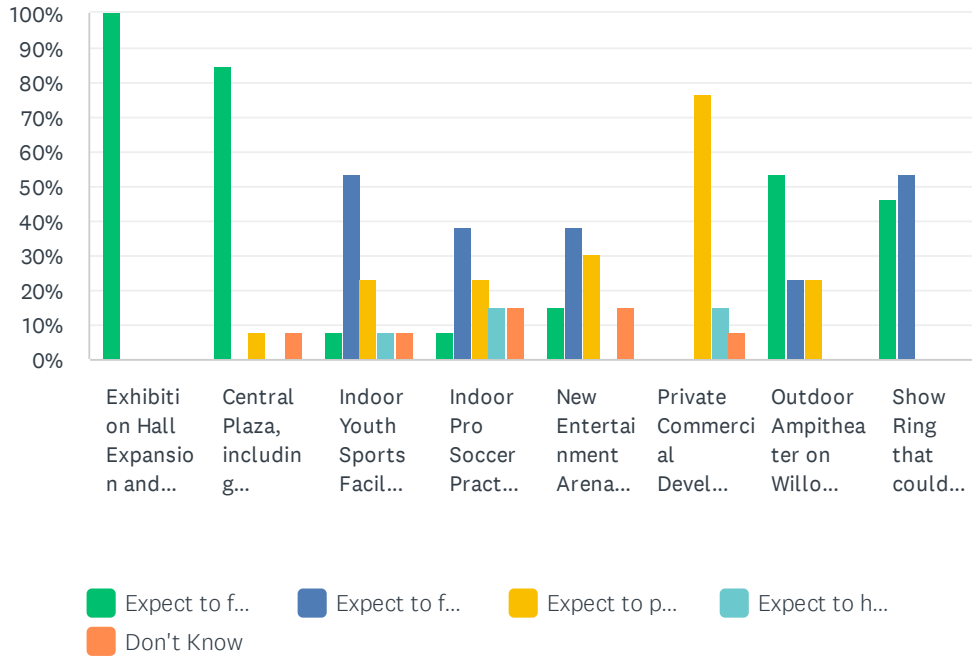
AEC Redevelopment Committee Questionnaire

|   | VERY IMPORTANT | SOMEWHAT IMPORTANT | NOT IMPORTANT | DETRIMENTAL | DON'T KNOW  | TOTAL | WEIGHTED AVERAGE |
|---|----------------|--------------------|---------------|-------------|-------------|-------|------------------|
| Exhibition Hall Expansion and related site improvements, including demolition of the Huber Center     | 100.00%<br>13  | 0.00%<br>0         | 0.00%<br>0    | 0.00%<br>0  | 0.00%<br>0  | 13    | 1.00             |
| Central Plaza, including demolition of the Arena Building and Bob Johnson Training Center             | 50.00%<br>6    | 33.33%<br>4        | 8.33%<br>1    | 0.00%<br>0  | 8.33%<br>1  | 12    | 1.83             |
| Indoor Youth Sports Facility serving the local community and hosting regional tournaments             | 46.15%<br>6    | 46.15%<br>6        | 0.00%<br>0    | 0.00%<br>0  | 7.69%<br>1  | 13    | 1.77             |
| Indoor Pro Soccer Practice Facility that also could be used by the community and serve as a show ring | 23.08%<br>3    | 38.46%<br>5        | 30.77%<br>4   | 0.00%<br>0  | 7.69%<br>1  | 13    | 2.31             |
| New Entertainment Arena, including the demolition of the Coliseum                                     | 53.85%<br>7    | 15.38%<br>2        | 7.69%<br>1    | 7.69%<br>1  | 15.38%<br>2 | 13    | 2.15             |
| Private Commercial Development, such as complementary hotels, restaurants, and retail                 | 38.46%<br>5    | 38.46%<br>5        | 0.00%<br>0    | 23.08%<br>3 | 0.00%<br>0  | 13    | 2.08             |
| Outdoor Ampitheater on Willow Island or elsewhere on campus   | 8.33%<br>1     | 41.67%<br>5        | 33.33%<br>4   | 8.33%<br>1  | 8.33%<br>1  | 12    | 2.67             |
| Show Ring that could host other functions as well   | 46.15%<br>6    | 46.15%<br>6        | 0.00%<br>0    | 0.00%<br>0  | 7.69%<br>1  | 13    | 1.77             |

| # | PROVIDE OTHER THOUGHTS ON NEEDED IMPROVEMENTS FOR LONG-TERM FINANCIAL SUSTAINABILITY AND COMMUNITY IMPACT.  | DATE              |
|---|---|-------------------|
| 1 | We have been talking about expanding the Exhibition Hall for over 10 years, maybe 15. We need to get the construction drawings, to get an estimate and then work with the County Board, the interim County Exec and the elected County Executive.   | 4/4/2024 7:33 PM  |
| 2 | I'm uncertain over whether or not the Coliseum should be demolished and a new entertainment arena constructed. This is a staggering financial cost and still wondering about the ROI and timing. I see the other projects as having more immediate and tangible financial and community returns. I am not sold on the concept of an indoor pro soccer practice facility, but I see the indoor youth sports facility as being the higher priority and more appealing of the two sports-oriented options, and we don't need both. | 4/3/2024 1:03 PM  |
| 3 | Would hope that either the new Entertainment Arena or Pro Soccer practice facility would be multi-purpose enough to eliminate need for separate Show Ring. Outdoor amphitheater idea is highly likely to cause conflict with local neighbors regarding sound transmission - would have to be very carefully designed.   | 4/1/2024 11:35 PM |
| 4 | We need to start with event space, ideally with a 25,000 - 30,000 ballroom / multipurpose space. This will allow us to attract larger trade shows and the dollars they bring.   | 4/1/2024 1:07 PM  |
| 5 | Parking garage  | 4/1/2024 12:01 PM |
| 6 | I'm intrigued by the concept of Coliseum reuse for indoor sports facility, if more economically viable than demolition/new facility.  | 4/1/2024 11:43 AM |
| 7 | Serve the whole county. Not just the neighborhood.  | 3/22/2024 6:33 PM |

## Q2 What level of financial participation should the County anticipate in constructing the following? (Cost estimates from Hunden study.)

Answered: 13 Skipped: 0



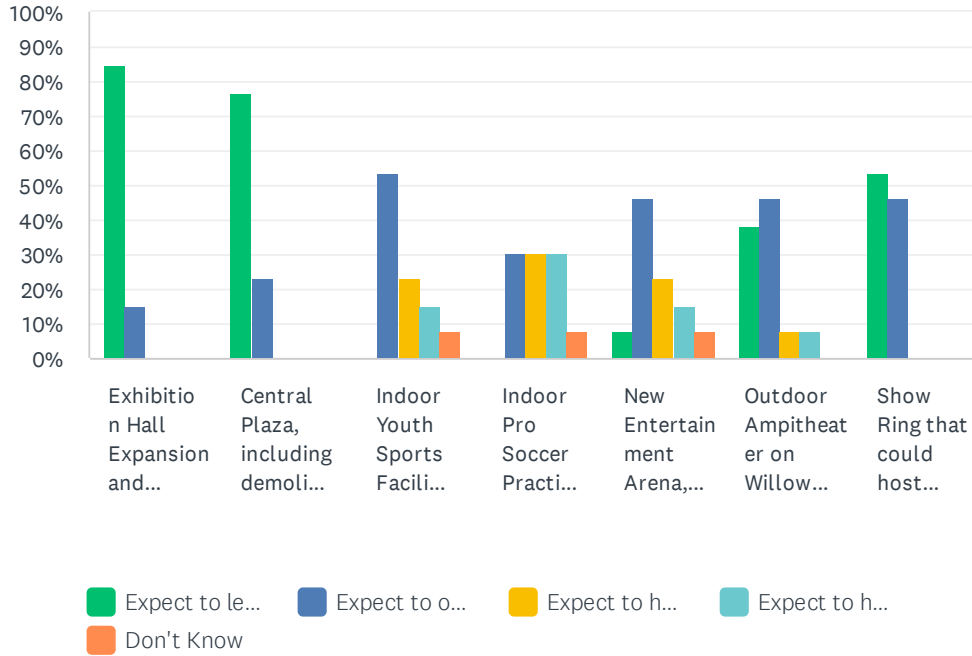
AEC Redevelopment Committee Questionnaire

|  | EXPECT TO FUND THE MAJORITY OF THE COST | EXPECT TO FUND LESS THAN HALF OF THE COST | EXPECT TO PROVIDE LAND ONLY | EXPECT TO HAVE LITTLE OR NO FINANCIAL PARTICIPATION | DON'T KNOW  | TOTAL | WEIGHTED AVERAGE |
|--|---|---|-----------------------------|---|-------------|-------|------------------|
| Exhibition Hall Expansion and related site Improvements, including demolition of the Huber Center (\$175M)       | 100.00%<br>13                           | 0.00%<br>0                                | 0.00%<br>0                  | 0.00%<br>0  | 0.00%<br>0  | 13    | 1.00             |
| Central Plaza, including demolition of the Arena Building and Bob Johnson Training Center (\$5M)                 | 84.62%<br>11                            | 0.00%<br>0                                | 7.69%<br>1                  | 0.00%<br>0  | 7.69%<br>1  | 13    | 1.46             |
| Indoor Youth Sports Facility serving the local community and hosting regional tournaments (\$61M)                | 7.69%<br>1                              | 53.85%<br>7                               | 23.08%<br>3                 | 7.69%<br>1  | 7.69%<br>1  | 13    | 2.54             |
| Indoor Pro Soccer Practice Facility that also could be used by the community and serve as a show ring (cost TBD) | 7.69%<br>1                              | 38.46%<br>5                               | 23.08%<br>3                 | 15.38%<br>2   | 15.38%<br>2 | 13    | 2.92             |
| New Entertainment Arena, including the demolition of the Coliseum (\$347M)                                       | 15.38%<br>2                             | 38.46%<br>5                               | 30.77%<br>4                 | 0.00%<br>0  | 15.38%<br>2 | 13    | 2.62             |
| Private Commercial Development, such as additional hotels, restaurants, and retail (\$320M)                      | 0.00%<br>0                              | 0.00%<br>0                                | 76.92%<br>10                | 15.38%<br>2   | 7.69%<br>1  | 13    | 3.31             |
| Outdoor Ampitheater on Willow Island or elsewhere on campus (\$1.5M)   | 53.85%<br>7                             | 23.08%<br>3                               | 23.08%<br>3                 | 0.00%<br>0  | 0.00%<br>0  | 13    | 1.69             |
| Show Ring that could host other functions as well (\$17M)  | 46.15%<br>6                             | 53.85%<br>7                               | 0.00%<br>0                  | 0.00%<br>0  | 0.00%<br>0  | 13    | 1.54             |

| # | PROVIDE OTHER THOUGHTS ON COUNTY FINANCIAL PARTICIPATION IN CONSTRUCTION OF FACILITIES.   | DATE              |
|---|---|-------------------|
| 1 | Ideally, Dane County would fund the exhibition hall expansion, the Central Plaza and the Outdoor Ampitheater . This will provide a solid foundation which all events can use. It would also provide the necessary upgrades that the community wants to see.   | 4/4/2024 7:33 PM  |
| 2 | With new county leadership, is pursuing a convention center taxing district with the state legislature now more feasible? If city & county leadership acted in unison (as MKE's city & county leadership did in last legislative session), might they shepherd through some sort of state financing deal for Madison? Huge opportunity here at this political juncture. | 4/1/2024 11:35 PM |
| 3 | Seek private sector investment for most or all projects.  | 4/1/2024 3:52 PM  |
| 4 | Private commercial development could provide an opportunity for funding through leases or outright sale of land. This funding could be used to service construction loan debt or be invested directly into the construction and/or operation of the facilities.   | 4/1/2024 1:07 PM  |
| 5 | Do NOT destroy ability to host rural events.  | 3/22/2024 6:33 PM |

### Q3 What level of participation should the County anticipate in operating the following? (10-year average net operating income estimates from Hunden study)

Answered: 13 Skipped: 0



AEC Redevelopment Committee Questionnaire

|  | EXPECT TO LEAD ALL OPERATIONS | EXPECT TO OPERATE IN PARTNERSHIP WITH OTHERS | EXPECT TO HAVE NO OPERATING RESPONSIBILITIES BUT SOME FINANCIAL RESPONSIBILITIES | EXPECT TO HAVE NO OPERATING OR FINANCIAL RESPONSIBILITIES | DON'T KNOW | TOTAL | WEIGHTED AVERAGE |
|--|-------------------------------|--|--|---|------------|-------|------------------|
| Exhibition Hall Expansion and related site Improvements, including demolition of the Huber Center (\$1.7M)         | 84.62%<br>11                  | 15.38%<br>2                                  | 0.00%<br>0   | 0.00%<br>0  | 0.00%<br>0 | 13    | 1.15             |
| Central Plaza, including demolition of the Arena Building and Bob Johnson Training Center (Income TBD)             | 76.92%<br>10                  | 23.08%<br>3                                  | 0.00%<br>0   | 0.00%<br>0  | 0.00%<br>0 | 13    | 1.25             |
| Indoor Youth Sports Facility serving the local community and hosting regional tournaments (\$53,000 loss)          | 0.00%<br>0                    | 53.85%<br>7                                  | 23.08%<br>3  | 15.38%<br>2   | 7.69%<br>1 | 13    | 2.77             |
| Indoor Pro Soccer Practice Facility that also could be used by the community and serve as a show ring (Income TBD) | 0.00%<br>0                    | 30.77%<br>4                                  | 30.77%<br>4  | 30.77%<br>4   | 7.69%<br>1 | 13    | 3.15             |
| New Entertainment Arena, including the demolition of the Coliseum (\$2.9M)   | 7.69%<br>1                    | 46.15%<br>6                                  | 23.08%<br>3  | 15.38%<br>2   | 7.69%<br>1 | 13    | 2.69             |
| Outdoor Ampitheater on Willow Island or elsewhere on campus (\$319,000)  | 38.46%<br>5                   | 46.15%<br>6                                  | 7.69%<br>1   | 7.69%<br>1  | 0.00%<br>0 | 13    | 1.85             |
| Show Ring that could host other functions as well  | 53.85%<br>7                   | 46.15%<br>6                                  | 0.00%<br>0   | 0.00%<br>0  | 0.00%<br>0 | 13    | 1.46             |

## AEC Redevelopment Committee Questionnaire

(reduces  
Pavilions  
losses by  
\$1M)

| # | PROVIDE OTHER THOUGHTS ON COUNTY PARTICIPATION IN THE OPERATION OF FACILITIES.   | DATE              |
|---|--|-------------------|
| 1 | Dane County government needs to have final say on any operations at the AEC grounds. For the Youth Sports Facility, the Indoor Pro Soccer Facility and the New Entertainment Arena, the day to day actions could be run by an operator with still having County oversight and then County oversight over major decisions so that we do not disrupt the major events that keep the AEC running overall. All operators should report to the Executive Director of the AEC. | 4/4/2024 7:33 PM  |
| 2 | Seems like the new entertainment arena should be programmed and managed by third party specialized in that industry. Soccer facility would only need county participation in order to conduct some county use, assuming it's built as a multi-use facility.  | 4/1/2024 11:35 PM |
| 3 | These choices do not adequately reflect the options available to the county. The county could continue to operate the facility, hire a professional management entity to manage some / all of the facility, or partner with City of Madison and/or other facilities. While these options are not without challenges, it's hard to answer the questions above with this mindset.  | 4/1/2024 1:07 PM  |
| 4 | Need to be creative in exploration of public / private partnerships  | 4/1/2024 10:37 AM |
| 5 | Do not destroy the parking.  | 3/22/2024 6:33 PM |