

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

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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.	<ul style="list-style-type: none"> <li>- See pgs. 107-112, 116 &amp; 121</li> <li>- See <b>D</b> on site plan</li> </ul>	\$61.4M	-53,000	9,100	<ul style="list-style-type: none"> <li>- New indoor sports opportunities for neighborhood youth</li> <li>- Additional jobs at multiple skill levels</li> <li>- Opportunity to attract complementary commercial uses</li> </ul>	<ul style="list-style-type: none"> <li>- Private &amp; non-profit investors &amp; donors</li> <li>- State &amp; federal grants</li> <li>- County capital funds</li> </ul>	<ul style="list-style-type: none"> <li>- Could be located in retrofitted Coliseum or new structure east of Coliseum</li> <li>- Impact on existing parking will need to be evaluated if new facility</li> </ul>	<ul style="list-style-type: none"> <li>- Identify potential partners to help lead the project</li> <li>- Further investigate feasibility of Coliseum reuse vs. new build</li> </ul>
Private Development East/South of Rimrock Road	New	8-acre, vacant property partially developable. Interested party has approached Center director.	<ul style="list-style-type: none"> <li>- Not in Hunden Report</li> <li>- Not on site plan</li> </ul>	TBD	Positive	TBD	<ul style="list-style-type: none"> <li>- Additional tax base</li> <li>- Additional jobs at multiple skill levels</li> <li>- New commercial offerings complementary to Center and Destination District</li> </ul>	<ul style="list-style-type: none"> <li>- Proceeds from sell or lease can be used to fund other improvements</li> </ul>	<ul style="list-style-type: none"> <li>- Appraisal prepared in 2018</li> </ul>	<ul style="list-style-type: none"> <li>- Continue discussions/negotiations with developer</li> </ul>
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.	<ul style="list-style-type: none"> <li>- Not in Hunden Report</li> <li>- Not on site plan</li> </ul>	TBD	Positive	TBD	<ul style="list-style-type: none"> <li>- Attract new pro team to area</li> <li>- Opportunity for youth &amp; community use</li> <li>- Could accommodate livestock events</li> </ul>	<ul style="list-style-type: none"> <li>- Pro soccer team</li> <li>- Larger livestock events</li> <li>- County capital funds</li> </ul>	<ul style="list-style-type: none"> <li>- Recent concept not included in Hunden analysis</li> </ul>	<ul style="list-style-type: none"> <li>- Continue discussions with potential pro soccer team to lead the project</li> <li>- Prepare rough cost estimate &amp; operating pro forma</li> </ul>

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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





G

WILLOW ISLAND

NEW PERMANENT FESTIVAL STAGE

QUANN PARK

RESIDENTIAL

F

RESTAURANT

E

FLAGSHIP ENTERTAINMENT VENUE

RESTAURANT

F

RESTAURANT

RESIDENTIAL

VETERANS MEMORIAL COLISEUM

C

FOOD HALL

MARKETPLACE

B

NEW HOLLAND PAVILION 1

NEW HOLLAND PAVILION 2

H

EQUESTRIAN CENTER / ARENA

ADMIN

A

FUTURE MEETING ROOMS

F

HOTEL

EXHIBITION HALL

A

EXHIBITION BALLROOM CONFERENCE HALL EXPANSION

STORAGE

I

FUTURE PARKING

CLARION