



# Alliant Energy Center Campus Master Plan

*Dane County, Wisconsin*

Hunden worked on multiple studies with Dane County to determine the best path forward for future economic activity and overall development of the Alliant Energy Center campus and surrounding area.

Initially in 2016, Hunden provided an analysis of Dane County regarding meetings, events, entertainment and sports markets to understand the current economic climate. Hunden examined opportunities to expand AEC's impact via new facility developments or enhancements to provide a complete package of walkable amenities to the already robust campus of event facilities onsite.

The AEC is comprised of multiple buildings that span 164 acres. The campus features: Veterans Memorial Coliseum, Exhibition Hall, Willow Island, the New Holland Pavilions, and the Arena Building. Hunden made recommendations and impact projections for a variety of scenarios. Recommendations covered infrastructure investments, ROI, impact, highest and best uses, new business opportunities and others.

In April 2018, Hunden joined a team led by Perkins+Will to complete the comprehensive campus master plan. Hunden served on the team as the tourism/entertainment strategic advisor. The plan outlined steps for improvements to the Alliant Energy Center campus to draw supporting private development. Approximately \$90 million in public investment will trigger more than \$205 million in private investment on the campus for the first phases alone, creating 1,400 new jobs and generating nearly \$3 million in annual local property, sales and lodging taxes. In 2019, Dane County will be starting initial design work and preparing a public-private funding strategy with the goal of breaking ground in the next two to three years.

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**Client:** Alliant Energy Center

**Time Period:** 2016 - 2018