
ALLIANT ENERGY CENTER FUNDING REQUEST - 2026

CITY OF MADISON ROOM TAX COMMISSION



VERSATILE · COLLABORATIVE · INNOVATIVE · CREATIVE · DEDICATED

08-25-2025

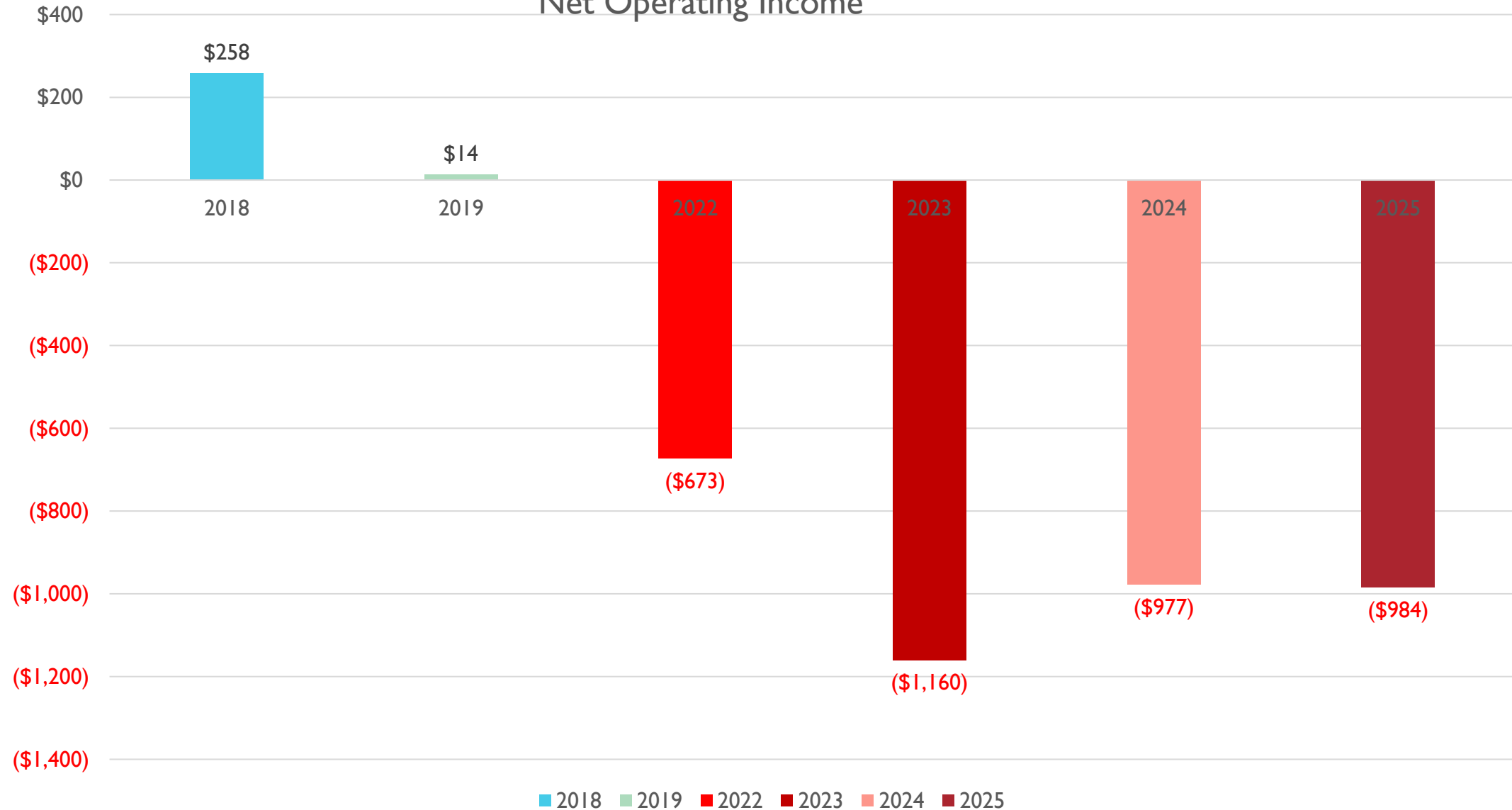


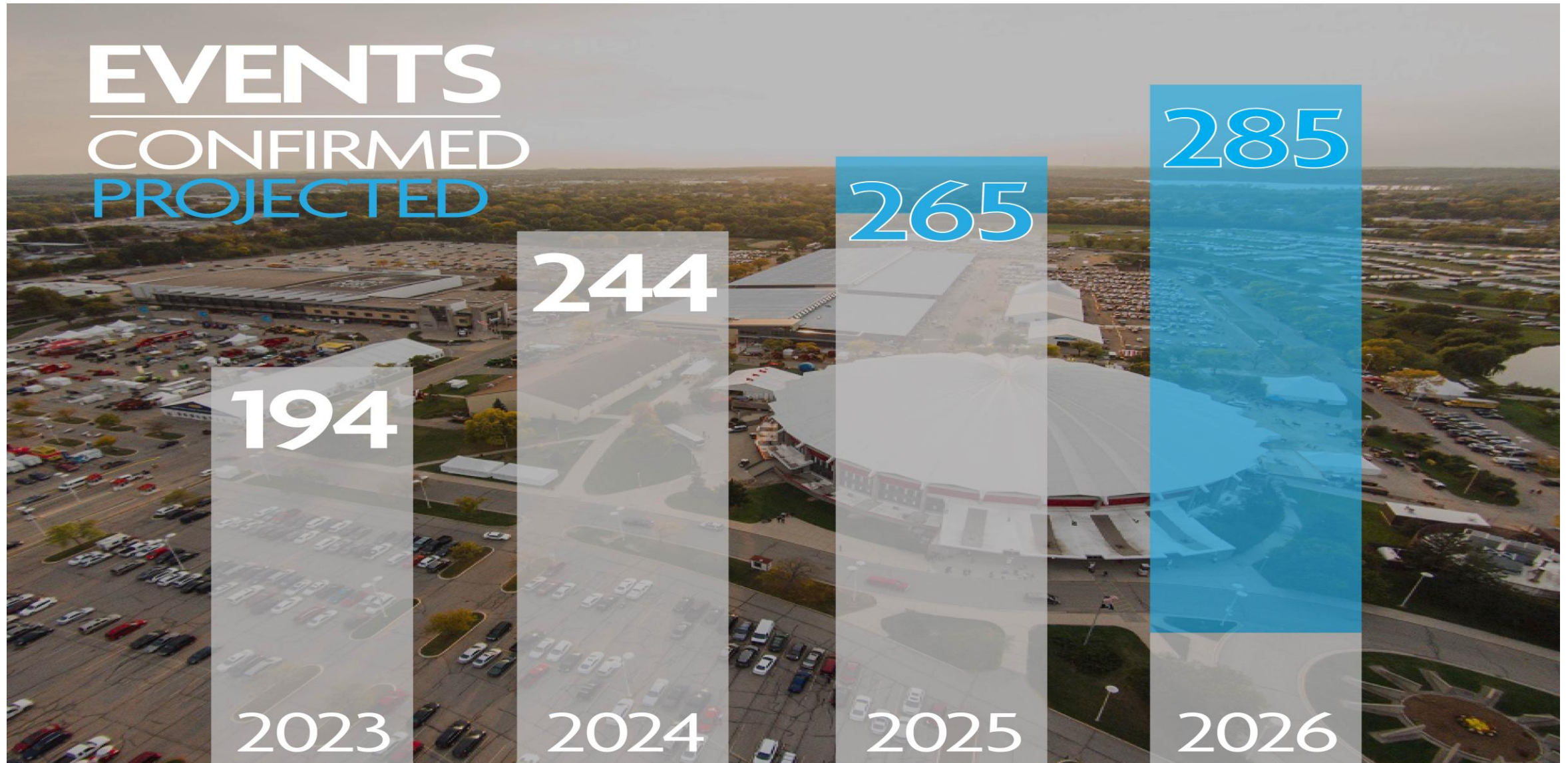
2025 OPERATIONAL GOALS AND FINANCIAL CONDITION

- **Increase Net Operating Income**
- **Increase activity**
- **Invest in campus**
 - Improve appearance of campus
 - Investment in equipment
 - Investment in facilities
- **Alliant Energy Center continues to operate in deficit**

NET OPERATING INCOME (\$'000'S)

Net Operating Income







IMPACT OF FUNDING ON OPERATIONS

- AEC continues to offer significant discounts to attract and retain business
- Our clients are often presented with significant discount offers by our competitors
- Our competitors use their Hotel/Motel Tax dollars to incentivize clients to their communities
- In order to remain competitive, AEC has had to offer significant discounts

Event Name	Economic Impact	AEC Discounts
SkillsUSA	\$723,657	\$57,831
MadTown Volleyball Fest	\$895,625	\$30,875
National Junior Angus Show	\$1,322,203	\$302,735
2024 AASHTO COMP	\$580,887	\$24,230
Ironman Storage		\$10,505
Official Strongman Games	\$1,173,315	\$51,943
Total	\$5,199,795	\$478,119

IMPACT OF FUNDING ON OPERATIONS



- 2025 Economic Impact and Discount Numbers

Event Name	Economic Impact	AEC Discounts
Ultimate Derby	\$684,323	\$192,133
Professional Dairy Producers		\$111,510
SkillsUSA	\$736,646	\$59,830
CheeseCon	\$751,040	\$6,387
USA Gymnastics	\$1,208,414	\$1,754
American Truck Historical Society	\$2,309,680	\$139,025
Region 10 Arabian Horse	\$770,905	\$5,466
2025 AJSA National Classic	\$776,673	\$74,300
2025 USA All Star Championship	\$2,483,281	\$61,011
Total	\$9,720,962	\$651,416

2026 OUTLOOK



■ New Events

- Midwest Honey Bee Expo
- USTA Trampoline Championships
- Red Angus Junior Nationals
- Junior Hereford Expo

■ County Budget Challenge

- County has their own structural deficit they need to address
- AEC is increasing revenue and cutting expenses resulting in a \$1M reduction in GRP
- County funds the AEC Event Incentive Fund of \$75K through General Purpose Revenue
- As competition gets stronger County can't be expected to fund such a large percentage of discounts and maintain our facilities at a high level

2026 REQUEST



- Request to increase share of tax from current level of approximately **\$90k** to **\$400k** or all Hotel/Motel Tax collected at Spark by Hilton, Home2 Suites Alliant Energy Center, Madison Marriott South, Holiday Inn Express & Suites Madison Central and Fairfield Inn & Suites Madison South whichever is less.
- These funds will be used to attract and retain business to the Alliant Energy Center campus
- This will ensure that the campus remains healthy and continues to produce a positive economic impact for our community

JUSTIFICATION



- **Alliant Energy Center events contribute produce a positive economic impact on City of Madison and Dane County**
- **The funds will be used to attract and retain tourism related events to the Alliant Energy Center campus.**
- **These events generate a positive economic impact for the City of Madison and Dane County.**
- **The events listed above are only a fraction of the events hosted by the Alliant Energy Center that generate hotel room night stays.**
- **Events not listed include the World Dairy Expo, Midwest Horse Fair, GameHole Con, WI Fishing Expo, Renaissance Dog Show, and many others.**