

**BACKGROUND** In 2014, Ho-Chunk Gaming Madison (HCGM) engaged Urban Assets to identify potential uses for the 47-acre property surrounding the existing gaming facility. Early interviews with Madison-area public and private sector leaders revealed the opportunity to create a “destination entertainment district” that would include a variety of gaming, entertainment and recreational uses.

Located at the juncture of I-90 and Highway 12/18, the district will act as a gateway to Madison and southern Wisconsin, drawing visitors from throughout the region.

With phase one feasibility studies complete (hotel, casino expansion and heritage center), master planning and rezoning for the HCGM Four Lakes District began in April 2017.



**CONCEPTUAL MASTER PLAN** The conceptual master plan supports the future development vision set forth by the Yahara Hills Neighborhood Development Plan.

**LOCAL COLLABORATION** A workgroup consisting of HCGM leadership and City of Madison staff was established in 2014 to facilitate a collaborative planning approach to the development of the Four Lakes District. HCGM leadership also participate in over ten Madison-area boards and committees to support community outreach and partnerships beyond the bounds of this project.

## HOTEL AND CASINO EXPANSION

**Project Status:** Feasibility study completed May 2016. Master planning and rezoning began April 2017.

**Highlights:** Feasibility study recommendations include expanding the casino to tribal trust boundaries and adding a non-branded 3.5-star hotel; multiple food and beverage facilities, including a local specialty restaurant; and structured parking to serve the entire development. The casino is projected to create a 50% increase in the number of visits and the hotel is projected to hold more than 42,000 room nights within the first five years of operation and will continue to do so annually.

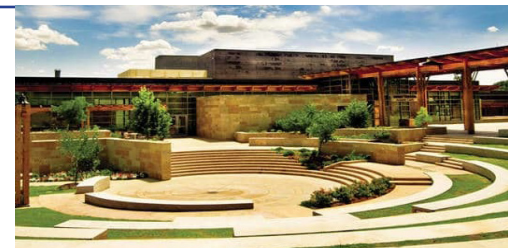


**BEST PRACTICES** A hotel attached to the casino will attract more visitors and meet local market demand.

## DEJOPE HERITAGE CENTER

**Project Status:** Feasibility study completed January 2017. Master planning and rezoning began April 2017.

**Highlights:** Feasibility study recommendations include developing a dynamic, interactive space with exhibition areas, a flexible Great Room, artist studios, an art gallery, educational programming spaces, retail and a cafe, in addition to high-quality outdoor programming space. The center is expected to draw up to 23,000 visitors/year within the first five years.



**BEST PRACTICES** The Chickasaw Cultural Center in Sulphur, OK hosts live events, lectures, festivals and films.

## REGIONAL SPORTS COMPLEX

**Project Status:** A feasibility study managed by the Madison Area Sports Commission and jointly funded by Ho-Chunk Gaming Madison and the City of Madison was completed in September 2017.

**Highlights:** Feasibility study recommendations include a full-size indoor turf field; indoor batting cages, sports performance training area, and family entertainment center; and ten outdoor multipurpose fields (four grass, six synthetic turf). The economic impact generated by this facility in the Madison area is expected to be approximately \$10.6 million in direct spending in year one and \$15.8 million by year five. Activities and events hosted by the facility are projected to generate more than 26,000 room nights per year by year five and annually thereafter.



**BEST PRACTICES** Rocky Top Sports World in Gatlinburg, TN offers a successful mix of indoor/outdoor facilities with state-of-the-art amenities.



## Timeline

