
2025 ROOM TAX COMMISSION

ALLIANT ENERGY CENTER REPORT



**Alliant
Energy
Center**

VERSATILE · COLLABORATIVE · INNOVATIVE · CREATIVE · DEDICATED

09/03/2024

CURRENT YEAR GOAL & FINANCIAL POSITION



- **AEC's \$80 million annual economic impact**
- **New director starting at the end of September**
- **Developing innovative food and beverage options with Sodexo Live!**
- **Continued client and partner focus - drive business and strengthen relationships**
- **2024 Financial position**
 - **Revenues**
 - **Projected \$9,000,000**
 - **Expenses**
 - **Projected \$10,750,000**



FUNDING IMPACTS TO ACHIEVING GOALS



- **Funding allows AEC to provide a cost effective venue for business, agricultural and community events**
- **Enables civic event support**
- **Provides quality venue and services for clients, exhibitors and attendees**
- **Allows us to host 750,000 people annually from around the world**

2025 OUTLOOK



- **Facility and Grounds Capital Improvements**
 - Renovated Pavilion Plaza
 - New Chiller for Exhibition Hall
 - 175 Trees added to campus
 - Updated equipment – street sweeper, fork lifts, scissor lifts
 - Up to additional \$9 million (pending budget approval)
- **Business opportunity – 80% returning events**
 - Continue to build capacity of AEC sales team
 - Partner with Destination Madison
- **Financial outlook comparable to 2024**

PROPOSED CONCEPTS



- **Upgrades to campus**
 - Coliseum cooling
 - Coliseum roof
 - Stormwater improvements
 - Campus fiber upgrade with WiFi improvements
- **Continued emphasis on sales and marketing**
- **60th Anniversary celebration of the Coliseum**