



Alliant Energy Center



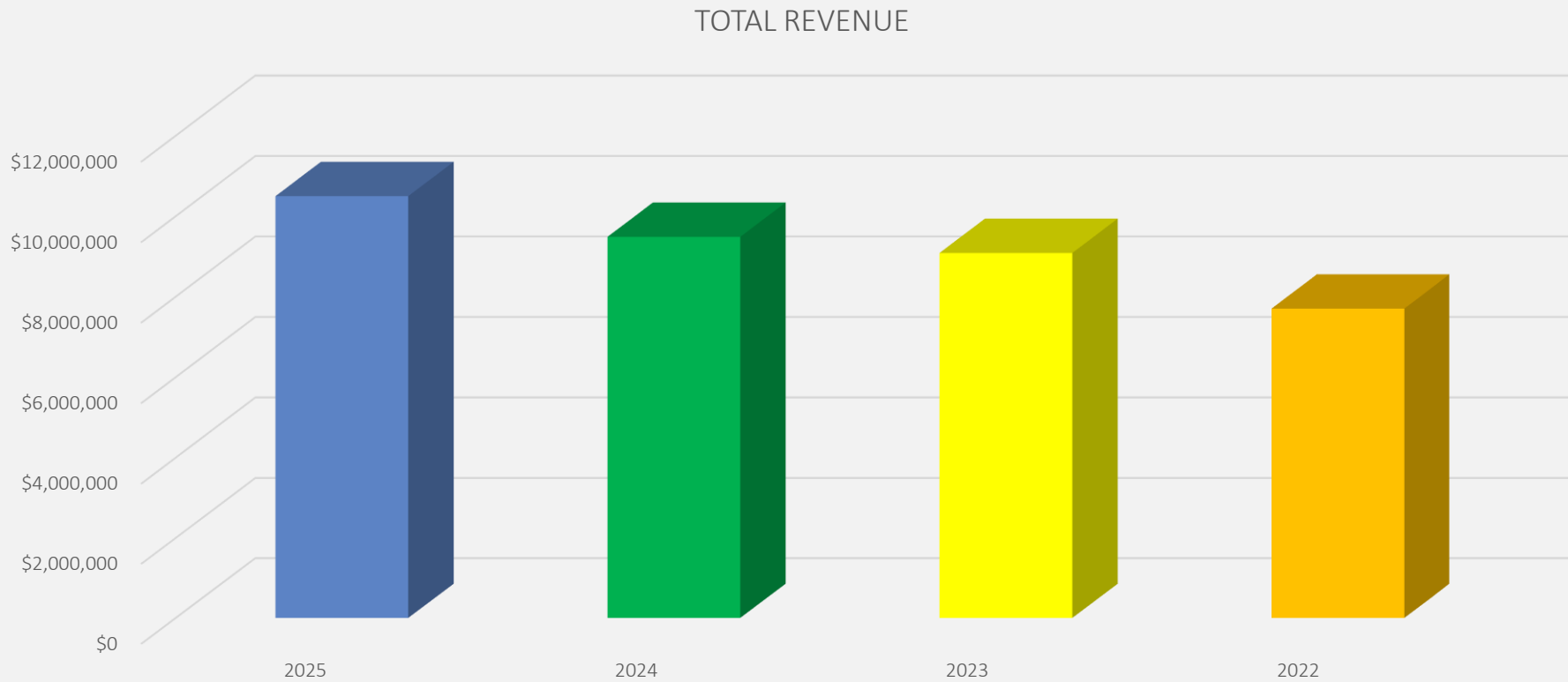
Room Tax
Commission Presentation

2026
Operational
Goals &
Financial
Condition

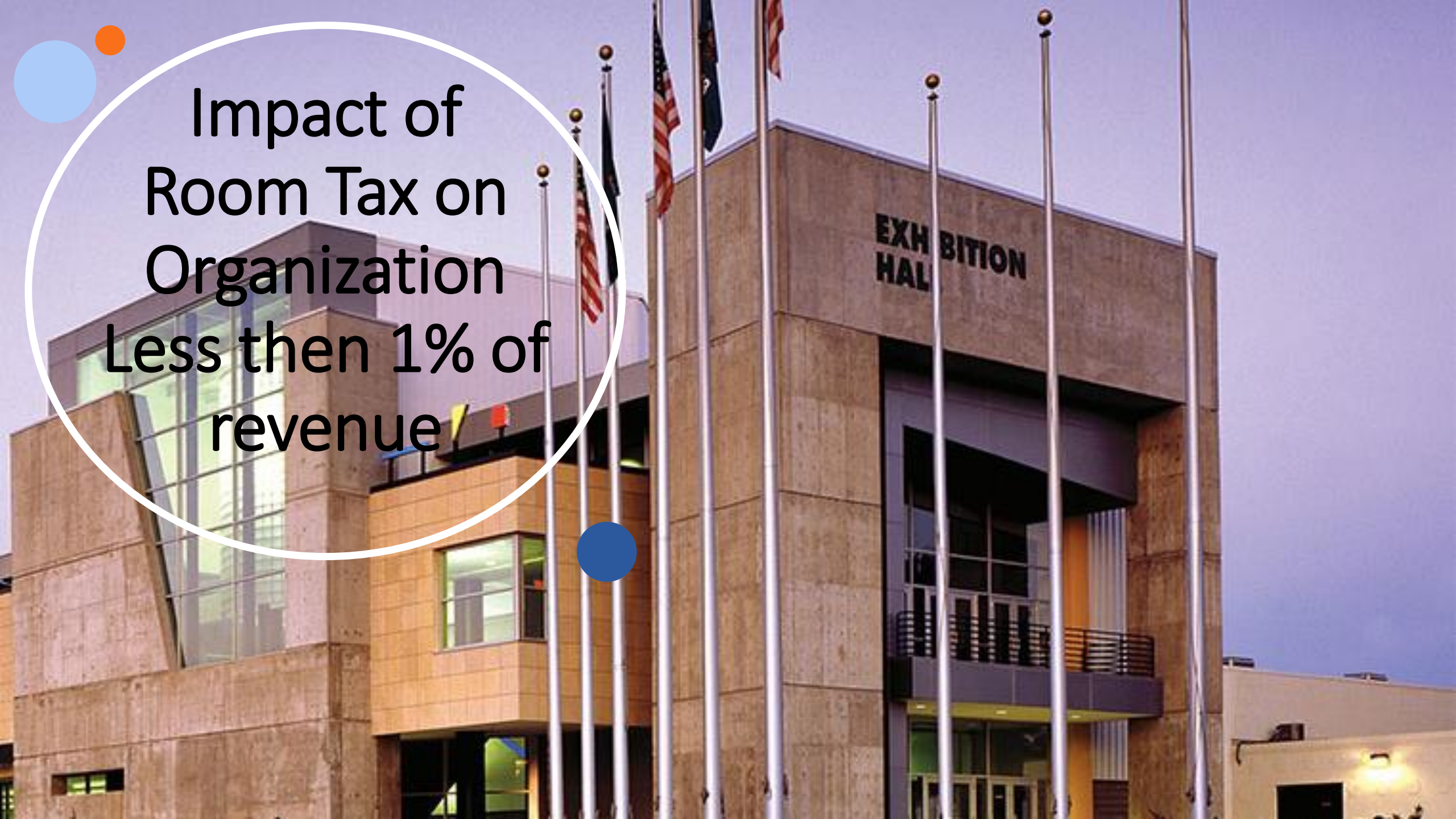
2026 Operational Goals

Reduce	Reduce reliance on GPR • Reduced GRP by 53%
Identify	Identify new and expand current revenue sources • Contracted with several new events; revised service rates
Improve	Improve efficiency to maximize net profit per event • Operational efficiencies have been identified and implemented resulting in higher profitability for some event categories
Improve	Improve Campus visual appearance and infrastructure • Spent capital in maintaining parking lots, weed mitigation, landscaping and ponds

Financial Condition



Room Tax Allotment in 2026 - \$103,000

A photograph of a modern, multi-story building with a light-colored stone or concrete facade. The building has large glass windows and a balcony. Several flagpoles with flags are in front of the building. The sky is a clear, pale blue. The text "EXHIBITION HALL" is visible on the upper part of the building.

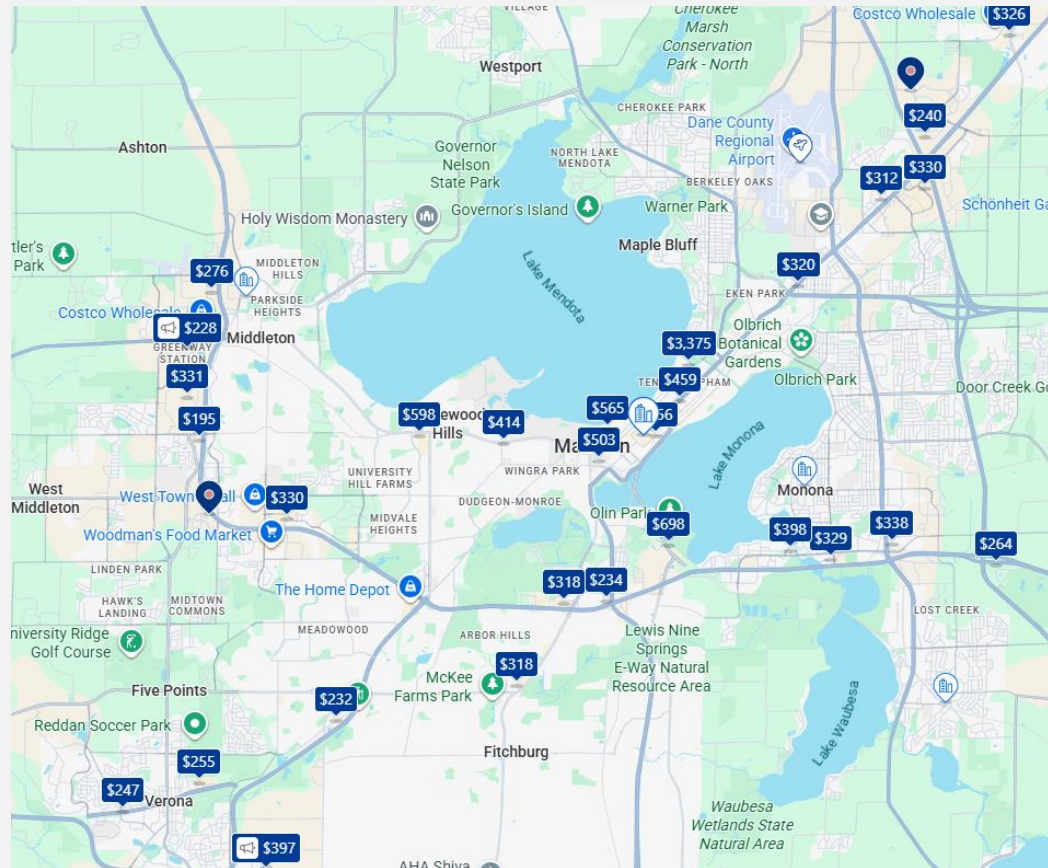
Impact of
Room Tax on
Organization
Less than 1% of
revenue

What is Alliant Energy Center's *impact* on the Madison Room Rates?

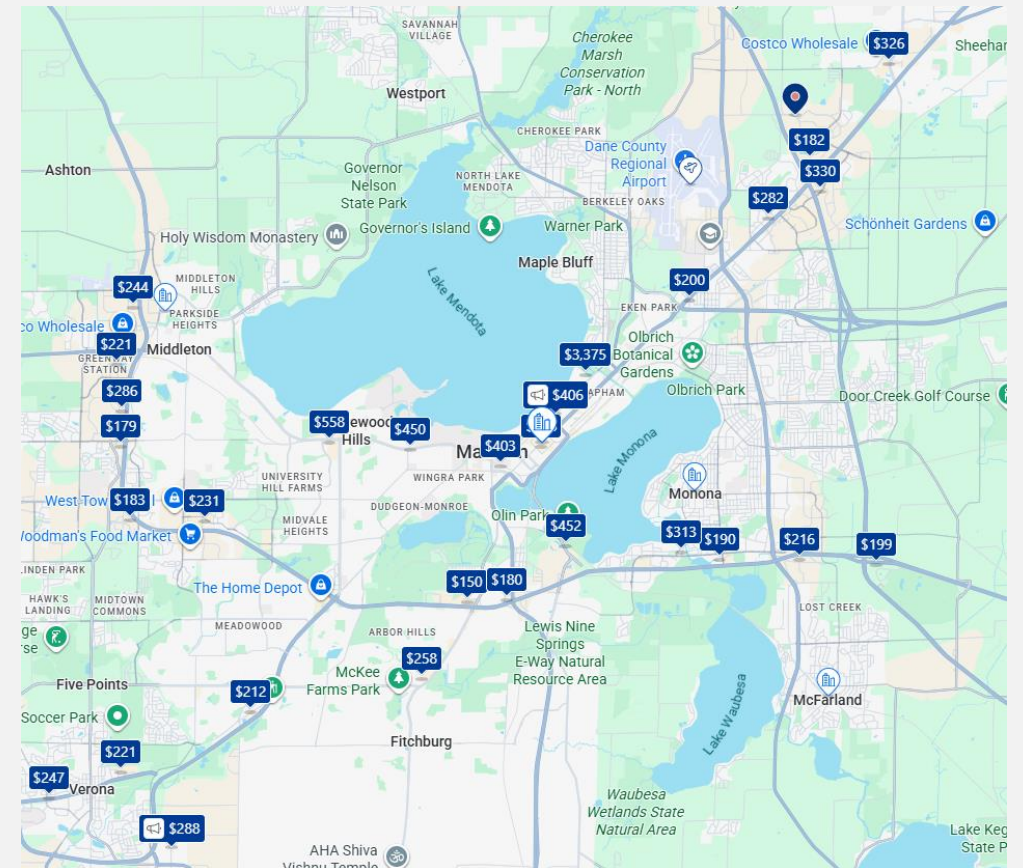


Impact of Alliant Energy Center on Room Tax Revenue Generated Midwest Horse Fair

Midwest Horse Fair 04/17-19/27



2 Weeks Prior to MHF 2027



Impact of Alliant Energy Center on Room Tax Revenue Generated Midwest Horse Fair

Property	MHF Rate	Prior Rate	Difference	% Change
1	\$698	\$452	\$246	154%
2	\$398	\$313	\$85	127%
3	\$329	\$190	\$139	173%
4	\$338	\$216	\$122	156%
5	\$264	\$199	\$65	133%
6	\$234	\$180	\$54	130%
7	\$318	\$150	\$168	212%
8	\$503	\$403	\$100	125%
10	\$459	\$406	\$53	113%
11	\$320	\$200	\$120	160%
12	\$312	\$282	\$30	111%
13	\$330	\$330	\$0	100%
14	\$240	\$182	\$58	132%
15	\$318	\$258	\$60	123%
16	\$232	\$212	\$20	109%
17	\$255	\$221	\$34	115%
18	\$397	\$288	\$109	138%
19	\$247	\$247	\$0	100%
20	\$414	\$450	-\$36	92%
21	\$598	\$558	\$40	107%
22	\$330	\$231	\$99	143%
23	\$195	\$179	\$16	109%
24	\$331	\$286	\$45	116%
25	\$228	\$221	\$7	103%
26	\$276	\$244	\$32	113%

Average Room Rate During MHF - \$343

Average Room Rate Prior to MHF - \$276

Price Increase of \$67 or 124% increase

\$67 x 12,000 = \$804,000

**\$804,000 X 70% occupancy = \$562,800
Results in \$56,280 in new tax revenue
for one night**

**Midwest Horse Fair generates \$5,520,000 in
Hotel Room sales or \$552,000 in Tax
Collections (1)**

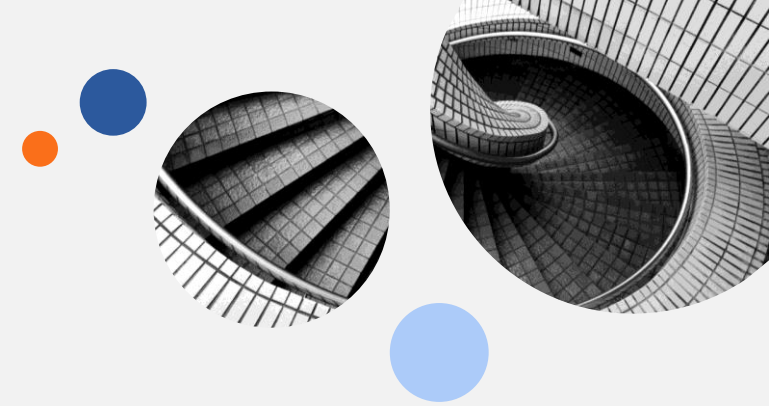
Major Events

Nations Choice Dance	9,582	Tattoo Festival	3,121	Brat Fest	100,000
Athletes Unlimited	3,270	Canoecopia	12,800	Chambers & Owens	700
USA All Stars	2,121	WI Fishing Expo	22,000	World Dairy Expo	51,252
Platinum Dance	3,887	Garden & Green Living	12,947	WI Quarter Horse Show	3,465
Regional Gymnastics	5,412	AM Historical Truck Assoc	2,125	North Central Reining	3,954
Applause Talent	1,541	FFA Convention	3,145	American Jr Simmental	10,410
WI Folkstyle Wrestling	28,123	Cheese Con	2,656	Madison Classic Horse Show	3,857
GameHole Con	23,300	Skills, USA	1,600	Midwest Horse Fair	47,762
WI Quilt Expo	18,253	Professional Dairy Producers	1,726	Renaissance Cluster Dog Show	5,634

2027 Outlook

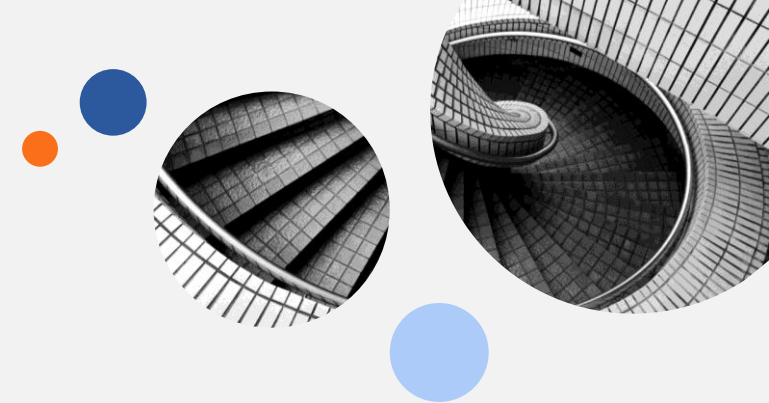
New Major Events Added

- WAMO Billiards Tournament – March 3-7
- WAMO Darts Tournament – May 19-23
- Clasen Quality Chocolates – April 30-May 1
- Midwest Cubing Association – June 4-6
- American Jr Shorthorn – June 21-26
- Travel Exchange 2027 – November 11-18



2027 Outlook

■ Events That Maximize Our Space



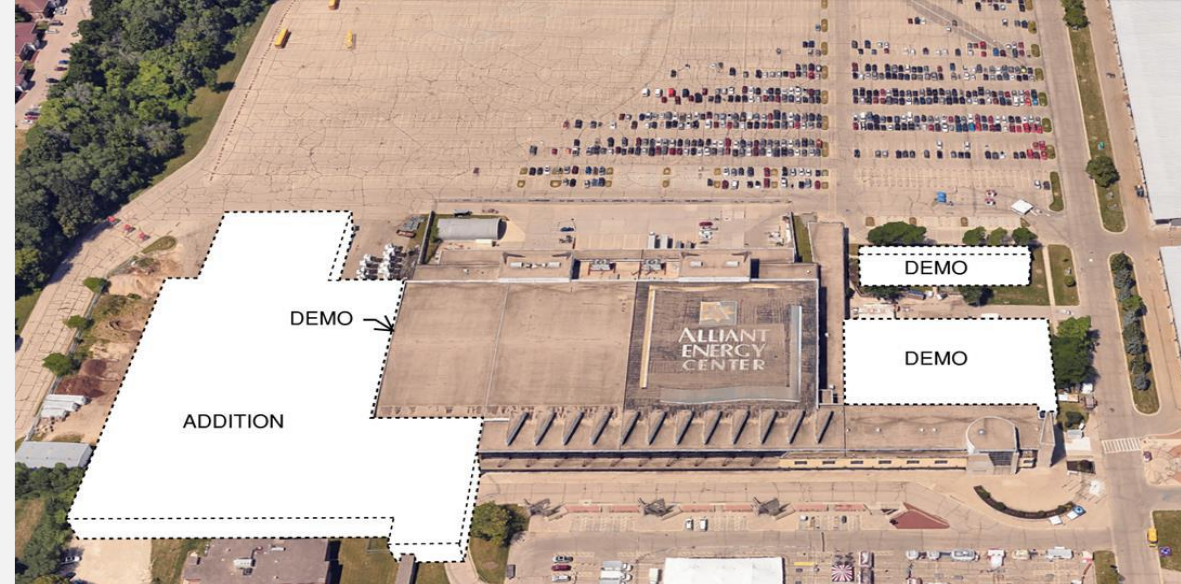
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14 Events Needs Exceed Our Capacity representing 205,674 Guests

2027 Outlook

Finalize Funding Plan for Exhibition Hall Expansion

- Additional 50,000 square feet of exhibition space
 - Bringing total to 150,000 square feet
- Additional 16 meeting room
 - Bringing total to 29 meeting rooms
- New 30,000 square foot ballroom
- New 10,000 square foot multipurpose room
- New Bistro



2027 Room Tax Commission Request



If Room Tax Rate Does Not Increase in 2027

- 0% increase requested

If Room Tax Rate Increases in 2027

- Allocate a portion to fund expansion of Alliant Energy Center Exhibition Hall
- Expanded Exhibition Hall ensures major events remain in Madison

Thank You

