ALLIANT ENERGY CENTER FUNDING REQUEST - 2026

CITY OF MADISON ROOM TAX COMMISSION

Alliant Energy Center

VERSATILE · COLLABORATIVE · INNOVATIVE · CREATIVE · DEDICATED

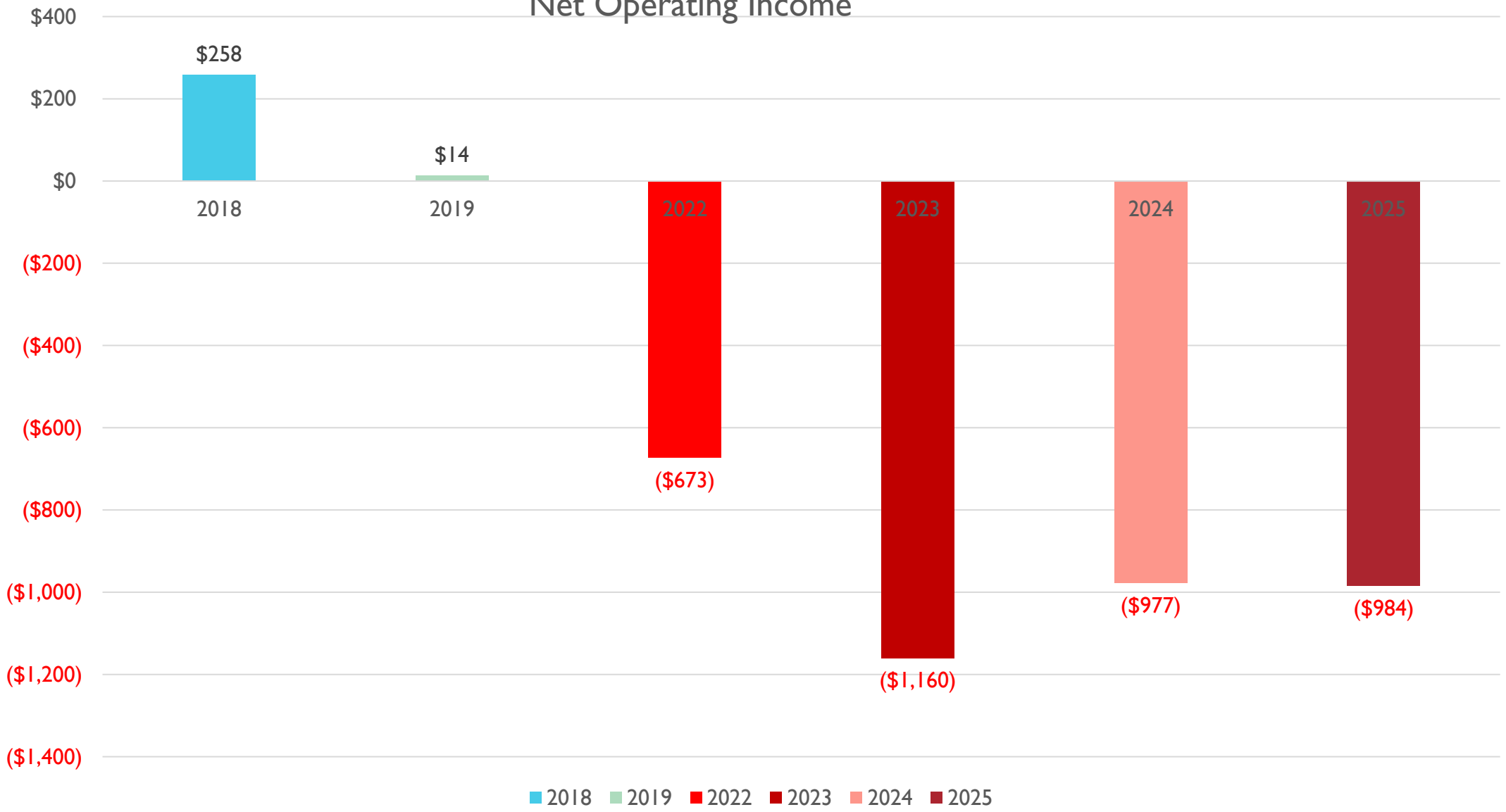
08-25-2025

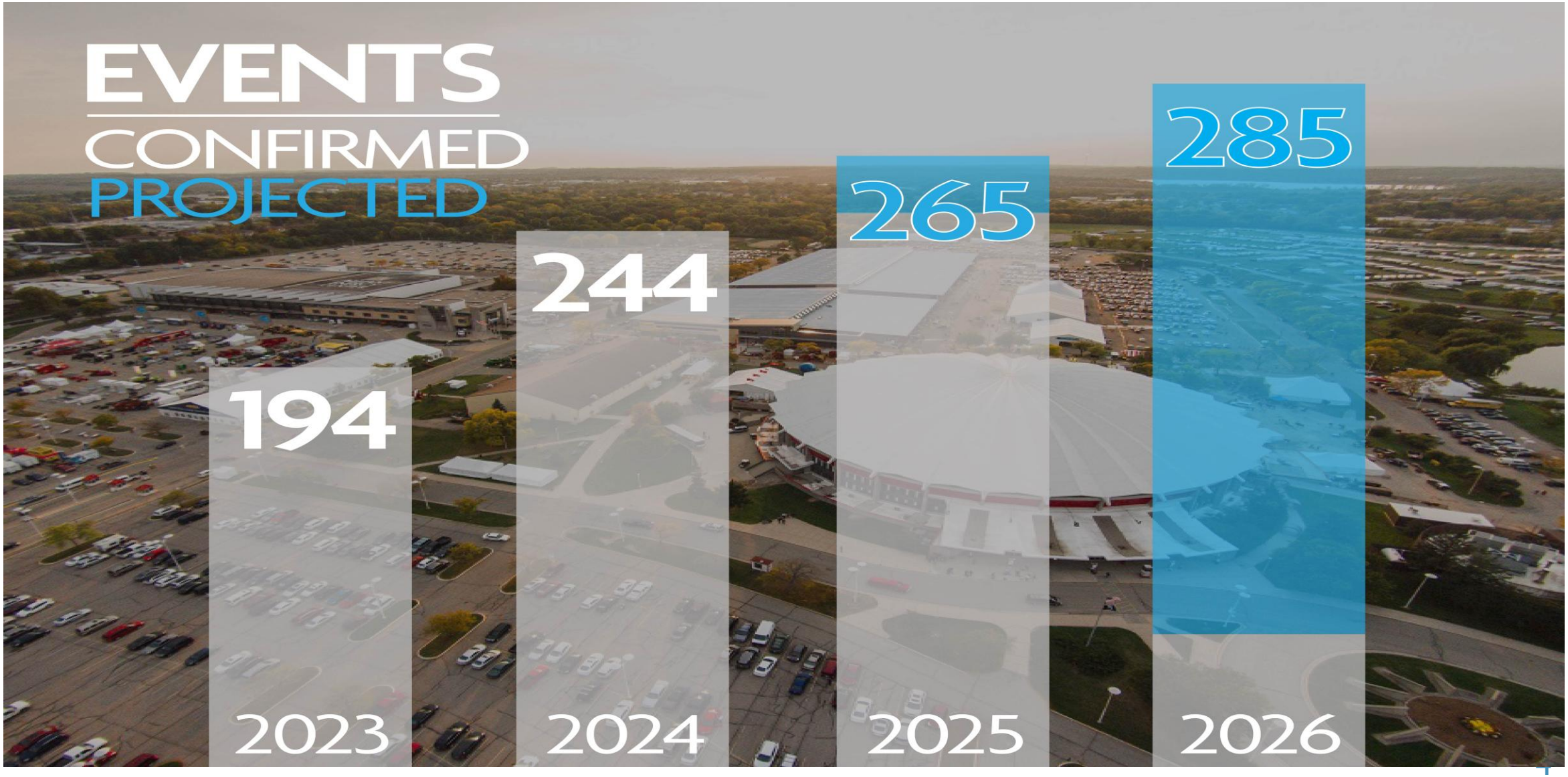
ALLIANT ENERGY CENTER CAMPUS

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)




EVENTS
CONFIRMED
PROJECTED
194
244
265
285
2023
2024
2025
2026

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.