

# Ho-Chunk Gaming Madison

## Facility Expansion and Property Redevelopment

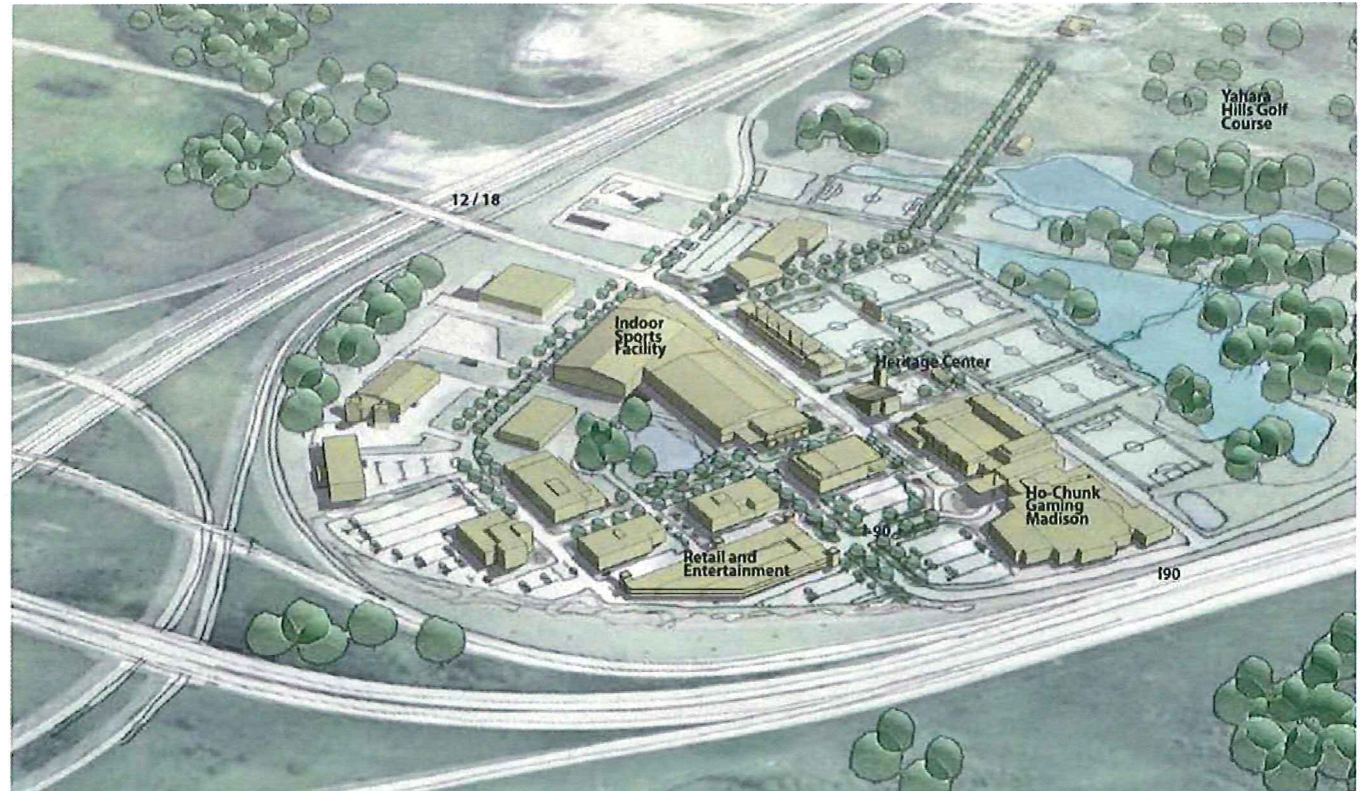


### Background

In 2014, Ho-Chunk Gaming Madison (HCGM) engaged Urban Assets to identify potential additional land uses for the 47.75 acres surrounding its gaming facility. Working with HCGM leadership, the assessment process identified several promising options, including expanding the existing gaming facility and adding a hotel, structured parking, regional sports complex, heritage center, retail, restaurant, and other entertainment uses. This proposed “destination entertainment district” expects to draw people from across the region due to the site’s location along Interstate 90, which acts as a gateway to southern Wisconsin.

### Collaboration and Engagement

A workgroup consisting of HCGM leadership and City of Madison staff from planning, parks and engineering has met for over a year to advance this collaborative planning process. With the help of planning consultant Urban Assets, the workgroup has successfully engaged the Wisconsin Department of Transportation and the Madison Area Sports Commission in ongoing communication and collaboration. HCGM leadership also participate in over ten Madison-area boards and committees to support outreach and cultural awareness beyond the bounds of this particular project.



Aerial view looking east

### Conceptual Master Plan

In 2015, Ho-Chunk Gaming Madison hired Cuningham Group Architecture to create the conceptual master plan shown above. The City of Madison is now finalizing the Yahara Hills Neighborhood Plan, which will make recommendations for future development in the area. Feasibility studies to assess the practicality of three main project ideas are currently underway:

- **Casino expansion, including hotel and parking ramp**
- **Heritage center**
- **Regional indoor and outdoor sports facilities**





## Hotel and Casino Expansion



### Milestones:

- April 2016: Global Market Advisors (GMA) is selected to complete the Hotel and Casino Expansion feasibility study.
- May 2016: Study results are positive and recommend moving forward with the facility expansion.

### Project Elements (as recommended by GMA):

- Casino expansion to trust boundaries with potential expansion to 1,750 slots, 10 poker tables and a high limit slot area with lounge.
- Non-branded 3 ½ star hotel with 15 suites, 135 standard rooms, indoor pool, fitness center, lobby coffee kiosk, and retail store.
- Banquet and meeting space to accommodate 1,800 patrons in concert format and 1,000 patrons in banquet format.
- Food and beverage facilities including a 150-seat branded 3-meal restaurant, a 90-seat specialty restaurant, a 150-seat branded sports bar and restaurant, a 3-4 station 100-seat food court, a 75-seat non-branded central casino bar and lounge, and a service bar for casino patrons.
- Parking garage with 2,000 spaces.

### Status:

- The feasibility study is now under review by Ho-Chunk leadership.

## Heritage Center



### Milestones:

- April 2016: Webb Management Services (WMS) is selected to complete the heritage center feasibility study.
- May 2016: WMS interviews a range of constituents, including Ho-Chunk Nation members and other cultural, educational, and business leaders to determine the viability of a heritage center.

### Project Elements:

- Phase 1: WMS conducts a needs assessment and project definition, including market analysis, partnership opportunities, and overall facility concept and space recommendations.
- Phase 2: The completed feasibility study will include recommendations for governance, operations, management, staffing, operating budget and funding.

### Status:

- Stakeholder interviews are complete and a draft of the feasibility study report is currently under review by the Steering Committee.

## Sports Complex



### Milestones:

- June 2016: City of Madison Common Council approves plans for a joint feasibility study managed by the Madison Area Sports Commission and funded by the City of Madison and HCGM.
- June 2016: Convened Steering Committee comprised of representatives from HCGM, Madison Area Sports Commission and the City of Madison Planning and Parks Departments.

### Project Elements:

- The upcoming feasibility study, which will be complete in early 2017, will explain what project elements would be most successful for a sports complex at this location.

### Status:

- The Steering Committee is in the process of selecting a firm to complete the sports complex feasibility study.