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CHARLES HICKLIN  
Controller

DATE: May 23, 2016  
TO: All Proposers RFP #116033: Alliant Energy Center Market Study and Economic Impact Study  
FROM: Carolyn Ninedorf, Purchasing Agent  
SUBJECT: ADDENDUM #1

**Sections 1.1 and 1.2 of the RFP are changed as indicated in red below:**

**1.1 Introduction**

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal for a market study and economic impact study of the Alliant Energy Center (AEC) **Dane County will use the information generated by this study to help create a vision for the AEC campus and lend guidance toward a future master planning process.**

The County intends to use the results of this process to award a contract(s) or issuance of purchase order for the product(s) and or services(s) stated above.

The contract resulting from this RFP will be administered by Dane County, Alliant Energy Center.

The contract administrator will be Mark Clarke, Executive Director, Alliant Energy Center.

This Request for Proposal (RFP) is issued on behalf of Dane County by the Purchasing Division, which is the sole point of contact for the County during the procurement process.

**1.2 Scope of the Project**

Provide a market and economic impact study **for** the Alliant Energy Center campus. **Information and data retained from this study will help guide future master planning and assist Dane County in evaluating the highest and best use from the campus. This study will help define potential economic and event activity at AEC, including the potential for outside investment. The scope of work is defined as follows:**

- 1) Demand for campus use:
  - a) Broken out by individual buildings and full campus usage based on new opportunities that are currently not being captured
- 2) Potential market segments:
  - a) Identify business opportunities and make recommendations regarding improvements to existing facilities **and campus**, expansion of existing facilities **and campus**, **connectivity of facilities**, or development of new facilities **or campus** amenities and how these may be necessary to capture the new opportunities or trends that are compatible to **AEC and Dane County**. **Define the separate facilities and campus areas, including parking, and evaluate their potential for future business**
  - b) Evaluate new business opportunities using existing facilities and campus as current state based on current facilities and current operating and management structure
  - c) Provide the economic and fiscal impacts to AEC resulting from new business potential, including any required capital investments and increased operating costs necessary to realize the new business
  - d) Evaluate potential new business segments if surrounding (adjoining property lines) land was to be included logistically either directly or indirectly into AEC business activities. **Identify how that connectivity would maximize the land use.**
  - e) **Detail additional investments that may be needed to increase business and revenues, including private investment in amenities such as hotels, restaurants, retail, etc.**
- 3) Identify financial, social and economic impacts to the County and its economy if the AEC were to cease operations and no longer serve as a public assembly facility
- 4) Identify financial and social economic impacts to the County and surrounding area if the current AEC business model is maintained. Also evaluate the economic impact if another business model was in place and identify the possible business models available to public assembly facilities with similar densities to AEC.
- 5) Complete an economic impact study of AEC as it pertains to Madison and the surrounding area.
  - a) Include impact using standard multiplier
  - b) Impact should be based on current AEC activity
  - c) Impact to be direct spending, not sales lead oriented
- 6) Provide market demand and utilization estimates for the campus
- 7) Include an analysis of current, past, and future customers including event and industry trends.

**The following responses are provided to questions received.**

- Question #1      What is the intended use(s) of the results of the market study and economic impact study?*
- Answer #1      Information and data resulting from this RFP will be used to help facilitate the next step in the planning process which will be a master planning study.
- Question #2      Is there any relationship of this RFP to RFP#116023, issued on February 15, 2016?*
- Answer #2      There is no direct relationship between the two RFPs.
- Question #3      Under 1.2.2 (Scope of Services) the RFP states “Evaluate potential new business segments if surrounding (adjoining property lines) land was to be included logistically either directly or indirectly into AEC business activities.” Can you provide an aerial map showing which property/land is being referenced? Are “new business segments” confined to those that would benefit or be benefited by the AEC’s operations (e.g., lodging, restaurants, retail, parking, etc.) versus non-compatible business segments (e.g., housing, commercial businesses, medical offices, etc.)? Is the consultant being asked to estimate demand for those possible segments or to identify compatible business segments and their possible effect on the AEC operations?*
- Answer #3      Dane County is looking to identify business that would complement AEC’s current or future business as it pertains to a public assembly facility. Dane County is looking for business segments and how they may work with or effect AEC business in the future. The aerial map is attached as the last page of this document.
- Question #4      With regard to 1.2.4 – Is the “current AEC business model” referring to its ownership, management, funding, marketing and maintenance?*
- Answer #4      Yes, its current business model as it pertains to ownership, funding model, and management.
- Question #5      Would some AEC assistance (staff) be available for assembling and mailing surveys to non-local participants/attendees/promoters of current events held at the AEC to gather data regarding expenditures for lodging, fuel, retail, restaurant, supplies, entertainment and other items while attending events at the AEC (for the economic impact analysis)?*
- Answer #5      AEC would not have staff available for these purposes.
- Question #6      Has a budget been appropriated for this assignment?*
- Answer #6      This study has \$150,000 budgeted.
- Question #7      How much information from the previous Hammes report should be expected to be utilized for this study?*

Answer #7      The Hammes study is a publically available document. The extent of which information and how much information used is at the discretion of the contracted vendor.

Question #8      *To what extent, is a facilities condition assessment necessary? What existing information exists for this?*

Answer #8      This would be a summary of the campus intended to help make future master plan decisions. This information is available from AEC Management if needed.

Question #9      *Section 1.2 Scope of the Project, has the following bullet point under number 2 Potential Market Segments:*

*"Provide the economic and fiscal impacts to AEC resulting from new business potential, including any required capital investments and increased operating costs necessary to realize the new business"*

*Does the scope include identifying specific improvements and changes to facilities at the AEC ("required capital improvements") and the estimated cost of such capital investment? Similar question on the "required...increased operating costs" - does the scope require detailing the required increased operating costs (types and amounts)?*

Answer #9      Yes, Dane County is looking to identify possible investments both capital and operationally that may be needed to realize new business potential.

Question #10      *Has there been any recent economic impact studies done for any events held at the AEC, such as World Dairy Expo or any of the convention/conferences? Has any economic impact studies been conducted or commissioned by the Madison CVB on convention/conferences, sporting events, etc. that would be relevant to this study?*

Answer #10      Some private shows have done their own studies. AEC has not commissioned any individual show studies. The CVB does have numbers pertaining to specific events which they have been part of.

Please acknowledge receipt of this addendum by noting "Addendum #1 Received" on the bottom of the Signature Affidavit when you submit your bid. If you have any questions regarding this addendum, please contact me at 608-266-4966.

Sincerely,

Carolyn A. Ninedorf, CPPB  
Purchasing Agent



