



**COUNTY OF DANE**  
DEPARTMENT OF ADMINISTRATION  
**PURCHASING DIVISION**

City County Building  
210 Martin Luther King Jr. Blvd. Room 425  
Madison, WI 53703-3345

**GREG BROCKMEYER**  
Director of Administration

**CHARLES HICKLIN**  
Controller

Date: May 3, 2021  
To: All Proposers  
Subject: Addendum #1 to RFP #121021 AEC Campus Development Project

**The following questions were received and responses are provided:**

- 1. The RFP indicates that public infrastructure improvements will be required. Will the County provide any offsets to the cost of dedicated Public Infrastructure improvements?**

The respondent should ensure that redevelopment construction projects will address specific infrastructure needs as required by current City of Madison zoning and public safety requirements, storm water management necessities, as well as other improvements depicted in the Campus Master Plan document.

Proposals should identify infrastructure and parking improvements and costs and how those costs are proposed to be allocated between the private developer and any public subsidy that might be required. The amount of public financial participation required to realize the proposed redevelopment proposal should be clearly identified in response.

- 2. Please provide a timeline for the County improvements to the convention center and the coliseum?**

There is not a definite timeline for expansion of the expo hall or coliseum. The county continues to monitor demand for the facilities in the face of the pandemic and to evaluate financing options to execute those potential improvements. Within this context, the expansion of the expo hall is the first priority of the county.

- 3. The County wishes to retain ownership of "a majority" of the property; what general terms for lease are acceptable to the County?**

The county is flexible on the term of the lease. It envisions a long-term land lease to allow the developer flexibility and to meet the demands of the developers' capital financing sources.



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**4. Can you please provide attendance numbers for the 2019 events?**

Year	Attendance	Event Days	Events
2011	775,036	786	516
2012	825,807	792	528
2013	798,559	616	409
2014	861,322	817	391
2015	913,082	743	371
2016	859,946	841	399
2017	1,046,149	692	381
2018	895,549	620	330
2019	893,555	585	340

**5. Does the County have prospective hospitality partners or existing contracts for services or events within the property that might affect the buildings' future use, parking lots, or surround grounds?**

Currently the County has an exclusive vendor agreement with CenterPlate to provider catering, concessions, novelties, and alcohol sales as it relates to event related support. This contract expires June 30, 2027.

Additionally, the County has a 10 year naming agreement with Alliant Energy, expiring in June 30, 2030.

The County has a long-term land lease for exclusive rights to operate the Clarion hotel, with an expiration date of March 31, 2050 with options to extend up to an additional 25 years.

The County has a 20 year naming agreement with CNH America LLC for the New Holland Pavilions that expires December 31, 2033.

**6. Please provide the timeline for annex into the City of Madison?**

As of January 1, 2021 Fire, EMS, Planning, Zoning, and Building inspection have transitioned to the City of Madison. All other services will move to the City of Madison jurisdiction on October 31, 2022.

**7. Please provide details on the County's agreement with the City of Madison to use Quann Park?**

The term of this Agreement shall commence as of May 1, 1993, and continue for twenty (20) years. The County may continue to use Quann Park pursuant to three consecutive ten year options to renew.



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The City shall permit the County's Exposition Center to develop and use Quann Park for general Exposition Center purposes, including use as a parking lot for Exposition Center patrons. The County shall not be required to undertake any construction activity, such as construction of a parking lot or garage, in Quann Park in order to avail itself of the benefits accruing to it under this section. The County's use and development of Quann Park under this section shall be at the County's expense and all revenues therefrom shall belong to the County.

**a. Is Quann Park to be included in the development proposals?**

No. Quann Park should not be included in any proposals.

**8. Has the County commissioned a traffic impact study, use analysis, or parking study for the site's proposed modifications?**

Several studies have been completed over the last 10 years to support the vision and direction of the Master plan, including a market, financial, facility, and impact analysis, several technical studies, transit planning, and traffic feasibility studies.

Please visit: <https://aecstudy.countyofdane.com/>

**9. The RFP section 3.3 calls for a "flagship, 5-star, headquarter hotel." Are you asking for a full-service convention hotel along the lines of a Hyatt Regency, Hilton, or full-service Marriott (none of these are per-se 5-Star)? Please confirm.**

Please include a 4.0 to 5-star equivalent or full-service convention hotel that has concierge staff, high staff-to-room ratio, 24-reception, room service, valet parking.

Brands considered appropriate would be: W Hotels, Marriott, Four Seasons, Westin, Hilton, Hyatt, IHG, or Accor.

**10. The RFP section 4.6 calls for a "flagship entertainment venue" and is it intended to be an indoor or an outdoor (or both) venue, or is that up to the proposer? Is the "flagship entertainment venue" intended to replace the Coliseum, or is that up to the proposer?**

This can be considered an indoor or outdoor venue at the discretion of the proposer. This will be an additional venue or an adequate replacement(s) of the Coliseum.



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**11. The RFP section 3.3 calls for “affordable workforce housing” but is it intended to provide both affordable housing (defined as affordable to households earning a stated percentage of the median household income in the metropolitan area) *and* workforce housing (defined as attainable by households earning the median income)? If affordable housing is to be included, what is the percentage of median income the units should target? Is there a minimum number of dwelling units (either absolute or percent) for affordable housing?**

The proposal should include market rate, and affordable housing units. Specific percentages are up to the developer, however the County has a strong desire to provide affordable and workforce units for their residents. The developer should determine the number of absolute units appropriate for their plan as well as necessary median incomes for applicable dwellings. Affordable units should be limited to households earning 60% or less of area median income.

**12. I've read the RFP and I understand that the County is looking for a very extensive overall master proposal from a Developer. I also read that the County would like affordable housing as a part of the proposal. XXX is an experience affordable housing developer but wouldn't have the capacity or experience to provide some of the other requests including work on the AEC. Yet, to build affordable housing typically requires securing competitive financial resources with XXX has had success with over the past decade. Is there a way for an affordable housing developer to target a portion of the project to submit a proposal instead of a Master proposal? Is there a way for Developers that want to submit on the overall proposal to connect with affordable housing developers to submit a joint proposal?**

The RFP is for a master developer to guide the overall transformation of the grounds of the Alliant Energy Center. In implementing the development proposal, the master developer may eventually partner with others. One area of potential partnership could be the development of affordable housing. A response that focused exclusively on an affordable housing project would not score well against the RFP evaluation criteria.



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Please acknowledge receipt of this addendum by checking the "Addendum #1" box in **Section 6 – Required Forms – Attachment A - Vendor Information** of your proposal response. If you have questions regarding this addendum, please contact me via phone or email as listed below.

Sincerely,

Carolyn A. Clow  
Lead Purchasing Agent  
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[Clow.carolyn@countyofdane.com](mailto:Clow.carolyn@countyofdane.com)