County of Dane
Office Of The County Executive

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County, Alliant Energy Extend Partnership at Dane County’s Alliant Energy Center

Dane County and Alliant Energy have reached agreement on extending their partnership at the Alliant Energy Center, which began almost 20 years ago at one of the state’s and region’s leading event destinations. The extension comes as Dane County continues the planning and design process for the possible expansion of the Exhibition Hall at the Alliant Energy Center. This is the latest in a series of improvements that are bringing more national events and visitors to the Alliant Energy Center campus.

“Alliant Energy is the perfect partner for the County and this community as we move forward into the next exciting chapter at the Alliant Energy Center campus,” County Executive Joe Parisi said. “These grounds and their facilities have come a long way in the past few years thanks to partnerships just like this, and I’m excited for the opportunity to build upon the progress we’ve made to date.”

“This agreement means more than having our name on the Alliant Energy Center campus, it symbolizes a continuing vital collaboration that brings visible economic development benefits to the region and state,” said John Larsen, Chairman, President and CEO of Alliant Energy. “We’re pleased to have an ongoing partnership with Dane County that creates opportunities for our customers and communities.”

In the first year of the new decade-long agreement, Alliant Energy will provide the County $440,000 for continued naming rights at the Alliant Energy Center campus. This will be paid for using corporate shareowner dollars. The agreement includes a provision to re-open the contract if the County proceeds with the planned expansion project at the Exhibition Hall. Pending final approval, this contract extension will go into effect July 1, 2020 and run through June 30, 2030.

A resolution approving the naming rights agreement will be introduced at this evening’s (Thursday, December 19) meeting of the Dane County Board of Supervisors. After being reviewed by county committees it will come back to the Board for final review and approval in January.

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