

Woodman's Sports and Convention Center
Frequently Asked Questions (FAQ)
January 17, 2024

This FAQ Document is intended to provide information regarding the Woodman's Center project and will periodically be updated. The most frequently asked questions will appear first, followed by additional questions related to Design and Construction, Operations and Others.

1. What is the Woodman's Sports and Convention Center?

At approximately 140,000 square feet overall, the Woodman's Sports and Convention Center (Woodman's Center) will be Rock County's most significant gathering space designed to serve local athletes and residents, attract sports teams and regional and national companies and organizations for meetings, conferences, and trade shows as well as serve as a special event center.

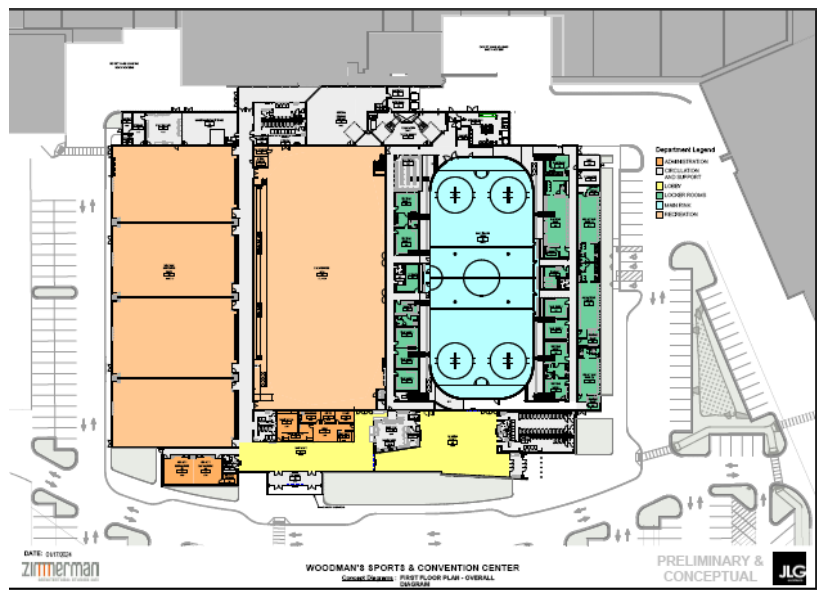
The project will include:

Mercyhealth Arena (Main Arena)

- 1,500 spectator capacity with standing room around the upper mezzanine
- Year-round ice for youth hockey, public skating, and other community or private use activities

Multi-Purpose Arena

- 250 spectator capacity
- Adjustable space featuring ice (approx. 6 months/year), sports court/hard court flooring, and indoor turf



Flexible/Convention Space

- Approximately 25,800 square feet, capable of being divided into 4 separate spaces
- Space to host trade shows, conventions, expos, banquets, and community events
- Space for basketball courts, volleyball courts, pickleball, open gym, and more

The Woodman's Center will also include: team/locker rooms, coaches' office space, meeting rooms, warming kitchen, training room, concessions, storage and administrative space.

2. Why is the Woodman's Center a Benefit to the Janesville Area?

There will be countless benefits for facility users and non-users alike, including:

- **Supporting local athletes** and allowing local athletics programs/organizations to grow. The project will keep local Janesville and Rock County athletic teams in Janesville for practices and tournaments.

A 2019 community survey with over 1,400 responses revealed the following:

- 88% of respondents felt that current facilities did not have enough space to meet local needs
- 73% strongly agreed or agreed that the Janesville Ice Arena is outdated
- 81% strongly agreed or agreed that current facilities limit Janesville's ability to attract major events and tournaments
- A total of 43% (617 respondents) indicated they must leave Janesville for suitable facilities needed for regular training, practices, and leagues (NOT including tournaments or major competitions)

- **Economic Impact** – The Woodman's Center will generate new economic impact within the community by attracting tournaments, competitions, and conventions with non-local participants and attendees. A generous impact will be felt through **increased earnings, improved property tax base, and increased sports tourism and convention activities spending.**

TOTAL ANNUAL ECONOMIC IMPACT			
IMPACT TYPE	EMPLOYMENT	LABOR INCOME	OUTPUT (SALES)
Direct Effect	160	\$4,000,000	\$12,900,000
Indirect Effect	36	\$1,650,000	\$5,850,000
Induced Effect	32	\$1,550,000	\$4,300,000
Total Effect	228	\$7,200,000	\$23,050,000

A December 2022 UW-Whitewater Fiscal and Economic Research Center analysis calculated an annual **economic impact estimate of over \$23,050,000 and a one-time construction impact of \$74,800,000.**

- **Job Creation/Retention** - The Woodman's Center will address numerous regional economic development goals, including professional **talent attraction and retention, which contributes to economic resilience.** The project would meet the goal of talent attraction and retention efforts by creating a community asset where families can connect, children can participate in sporting events, and individuals can attend community events. These community-building activities create ties to the community and serve to attract and retain talent (and their families).

The Woodman's Center will create an estimated **228 jobs** (full-time equivalent), many of which would be in the hospitality/restaurant/entertainment sector and assessable to low-income individuals. The increase in activity from March to October will convert seasonal jobs into permanent positions, and the increase in mid-week business will convert part-time jobs into full-time positions.

- **Redevelopment Catalyst** – At its planned location along Milton Avenue, the Woodman’s Center will enhance the regional role of the City and influence adjacent development and redevelopment opportunities. It is anticipated that the Woodman’s Center will **stabilize or enhance the valuation of nearby properties** and reposition this gateway to the community.

As commercial property values increase, residential property taxes decline. Real estate property taxes paid by Rockstep Capital, owner of Uptown Janesville, have declined 73%, or approx. \$630,000 over the past four years as its value fell dramatically. The site location, front and center of the mall property, will replace a vacant, former Sears department store and large underutilized parking field with a vibrant and activated sports and convention center and community gathering place.

- **Equitable Health & Social Outcomes** - Rock County is ranked among the least healthy in the state (62 of 72 counties), with particularly poor rankings for obesity, physical inactivity, and access to exercise opportunities. The Woodman’s Center will expand health and wellness initiatives and seek to **improve health outcomes**. The project is set to improve Rock County’s health rankings, particularly in individual and community health outcomes for those with **diabetes, heart disease, and mental health conditions like anxiety and depression**.
- **Community Resiliency** - The Woodman’s Center will build economic and community resiliency by improving health outcomes and **diversifying the City’s economic base**. Since the closure of General Motors, the City has worked to diversify our economy. The project serves as a productive opportunity to build efforts and allow for continued diversification of Janesville’s economy through sports tourism and conference arenas. The center will immediately bring new, sustainable revenue streams and visitors to Janesville, Rock County and Southcentral Wisconsin.

3. Where will the project be located?

The project will be located at 2510 Milton Avenue, adjacent to Uptown Janesville. Rockstep Capital sold the former Sears property and the underutilized parking field between Sears and Milton Avenue, valued by Rockstep at approximately \$3 million, to the City for \$1. The vacant, former Sears department store will be demolished to make way for the center.

This location provides the highest access to key amenities required for the success of the Woodman’s Center. These considerations include: the connection to adjacent business, which drives local economic impact; proximity to I-39/90, Hwy 14 and location along Hwy 26; sufficient traffic infrastructure; public transportation connection; ample parking; adaptive re-use of the mall property; and low cost of acquisition.

4. What will the facility look like? – Below is a selection of renderings to provide an idea of the facility's exterior and interior design components. You may also wish to watch a short video walkthrough of the facility which is hosted on the City's website: [Woodman's Sports & Convention Center | Janesville, WI \(janesvillewi.gov\)](http://Woodman's Sports & Convention Center | Janesville, WI (janesvillewi.gov))





5. What is the current cost estimate for the project?

Following a public bidding process, the total project cost to design the facility, demolish the existing Sear's Building, construct the Woodman's Center and incorporate site improvements is \$46,756,600. This cost is lower than the latest \$50.3 million projection and includes all desired alternatives.

Project Cost	
Project Cost by Category	Gross Total Costs
Construction	\$38,129,609
Owner's Soft Cost	\$3,322,772
Owner's Furniture, Fixtures & Equipment	\$1,443,582
Contingencies – Construction & Design	\$3,860,637
TOTAL	\$46,756,600

6. How will the project be funded?

The project will be funded through a variety of public and private funding sources. A summary of funding sources is outlined below:

Capital Funding Sources	
Source	Amount
City Borrowing	\$15,300,000
City (Allocation for Design)	\$ 2,000,000
Federal Appropriation	\$ 5,000,000
Private Sector Fundraising	\$ 9,000,000
State Capital Funding	\$15,000,000
Contribution from Jets	\$ 390,000
Other	\$ 66,600
TOTAL	\$46,756,000

Please note that Rockstep's Contribution of the project site for \$1 is not reflected above.

7. What is the tax impact on the typical homeowner for this project?

The tax impact on a typical City of Janesville homeowner will depend upon several factors, including the amount of funding borrowed for the project, the term, and the interest rate in effect when the borrowing occurs.

On December 12, 2022, the City Council indicated their intent to borrow \$17.3M to fund the construction of the Woodman's Center. Assuming the median assessed home value of \$150,100 (2022), a 20-year note, and an interest rate of 5.35%, the median homeowner would have paid an estimated: Average annual amount of \$38.25 or **\$3.19/month**.

Borrowing at this level would fall within the State of WI limit on municipal borrowing and is not expected to impact the City's credit rating. The City Council will ultimately determine the amount and structure of any borrowing for this project and a special Council meeting has been scheduled for February 1, 2024, to discuss options.

8. How much money has been raised from the private sector?

As of January 8, 2024, The Friends of the Woodman's Center (Friends) have raised over \$9.4M through private funds and pledges. Naming rights donors include Woodman's Markets (\$3 million), Mercyhealth (\$1.5 million), and the Kennedy Family Foundation (\$500,000). An anonymous donor contributed \$1,009,984; \$560,000 has been raised through the "Together We Can" campaign and an additional \$3,102,900 in private donations has been pledged. Donor enthusiasm remains robust today, and the Friends work stands as the most substantial private fundraising campaign of its kind in Janesville's history.

The Friends will be providing a minimum of \$4M before construction starts and will be making quarterly payments through the pledge period. We anticipate a balance of funds collected in the final year of pledges, estimated at \$500,000, will be used to supplement a capital replacement fund.

Those interested in making a contribution to the Capital Campaign can donate to the Woodman's Sports and Convention Center Legacy Fund through the Community Foundation of Southern WI linked here:

(https://cfsw.fcsuite.com/erp/donate/create/fund?funit_id=7424)

For donations over \$10,000 please contact friends@woodmanscenter.com to complete a pledge form for proper processing and recognition.

9. How will the facility operate?

The Woodman's Center is planned to operate under a public model and be owned by the City of Janesville. The Woodman's Center is planned to be staffed with a full-time Facility Manager, Assistant Manager, Maintenance/Operations Technician, and Maintenance Worker in addition to numerous part-time staff. The Janesville Area Convention and Visitor's Bureau (JACVB) has committed sales and marketing staff support for 20 hours per week dedicated to sports

sales research. The City is prepared to oversee the facility's operations; however, the City also intends to explore engaging a private management company to provide day-to-day operational services and/or support and options for assistance with facility start-up, which may be of additional value to the community.

The Woodman's Center would be a true public-private partnership from its initial construction and annual operations to its ongoing programming with numerous partner organizations. An advisory group, including representatives from the JACVB and primary user groups, will be established to provide input into the facility operations and maintain a balance between the community and tourism needs and community access and revenue expectations.

10. When will the Woodman's Center open?

The City Council will consider awarding the construction contract on January 22, 2024. Assuming contract award, contractor mobilization and building demolition will begin in February/March 2024, with construction substantially complete in May 2025 and occupancy in July 2025.

11. How can the public ask questions or provide feedback on the project?

The community can visit our [City Website](#) and submit questions or feedback via the form on the webpage.

Additional Q&A

Design & Construction

12. Where are we in the design process?

The design process is now complete. The Janesville Plan Commission held a public hearing, approved a conditional use permit and endorsed the architectural design of the project at their May 1, 2023, meeting. Construction bidding documents were issued November 3, 2023. Competitive bids were opened December 19, 2023. The City Council will consider awarding the construction contract on January 22, 2024.

13. Who was involved in the design process?

The design process was guided by the Woodman's Center Design Team, consisting of representatives from the City Council, Parks & Recreation Advisory Committee, JACVB, Friends Group, Rockstep, Youth Hockey, City staff and design consultants. The Design Team met 18 times over 13 months to provide input into facility needs and design considerations.

Throughout this process, numerous opportunities were also provided to gather public and stakeholder input related to design.

14. When will construction begin?

Assuming contract award on January 22, 2024, contractor mobilization and demolition of the former Sears building will begin in February/March 2024. Construction will continue throughout 2024 with the facility being substantially complete in May 2025 and occupancy in July 2025. Members of the public will be able to follow the construction progress and learn more at the project website: [Woodman's Sports and Convention Center | Janesville, WI \(janesvillewi.gov\)](https://www.janesvillewi.gov/woodmans-sports-and-convention-center)

Operational Considerations

15. What professional studies have explored the facility's operations?

The City and the JACVB jointly commissioned two studies, including the projects initial feasibility study in 2018 and a business plan in 2019. As part of the design process, an updated operations analysis was completed by Ballard*King and Associates in 2022. All of these reports, including the community survey results as part of the initial feasibility study can be found at the project website: [Woodman's Sports and Convention Center | Janesville, WI \(janesvillewi.gov\)](http://Woodman's Sports and Convention Center | Janesville, WI (janesvillewi.gov))

The initial feasibility study by Convention Sports and Leisure International (CSL) was guided by a Steering Committee and included extensive stakeholder and community meetings, a community survey, and market analysis. It also analyzed program and utilization, location, financial and operational considerations, economic impact, and managerial structure. The study identified a market-supportable scenario with operating revenues exceeding operating expenditures in year three and concluded that there was overall, measurable unmet demand for a new indoor sports and recreation facility.

A business plan was created in 2019 to provide additional detail into the operating pro forma (estimated revenue and expenditures) and facility usage to demonstrate the impact and opportunity for current and future facility users. Johnson Consulting was selected to complete the business plan and staff encouraged them to use a conservative approach in assumptions through the plan's development, meaning to estimate revenue and usage lower than expected and expenditures higher. With these conservative assumptions, the facility's operating income is improved upon the current Ice Arena by year three or four and positive net operating income, expected in year six.

It was following this business plan, that the JACVB made a commitment of operational support of 10% of room tax revenue for financially support the sales and marketing portion of operations for ten years. Additionally, they committed sales and marketing staff support. This contribution was intended to provide financial support while a new facility is coming on board and stabilizing operations resulting in neutral to positive cash flow in year one of operations.

Following a pause due to the Covid-19 Pandemic, an updated operational analysis was completed in 2022 by Ballard*King as part of the project's design process (see Q#16).

16. What is the financial operating projection for the facility?

As part of the City's current design process, Ballard*King and Associates has completed an updated operations analysis. The plan includes staffing levels; a base budget for 2024 with line item detail for wages, utility expenses, equipment replacement; and revenue projections including user fees, programming charges and other revenue sources. It also includes proposed user charges and usage and a projection for the first five years of operation, summarized below.

Five-Year Estimate (base budget)

	2024	2025	2026	2027	2028
Expense	\$ 1,165,757	\$1,212,387	\$ 1,260,883	\$ 1,311,318	\$ 1,363,771
Revenue	\$ 1,119,522	\$1,175,498	\$ 1,222,518	\$ 1,259,194	\$ 1,296,969
Difference	\$ (46,235)	\$ (36,889)	\$ (38,365)	\$ (52,124)	\$ (66,802)
Cost Recovery	96%	97%	97%	96%	95%

Note: Cost increases for the five-year estimate are based on a 4% yearly increase for expenses and a declining rate from 5% on revenues. The increase in revenue includes a fee increase along with advancing market penetration.

This operations analysis represents a conservative approach to estimating expenses and revenues and can be used to help inform the City's 2025 budget for the facility. This means that expenses are calculated on the high side and revenues are calculated on the low side. The base budget compares to a 2024 budgeted operating ratio of 89% for the current ice arena with annual City operational support of \$45,862.

The City intends to establish a special account to maintain the Woodman's Center revenues and expenditures separate from the City's General Fund. If expenditures exceed revenues, the City will offset any operational shortfalls as they do with the current Ice Arena. If revenues exceed expenditures, funds will be retained for future Woodman's Center use.

The Woodman's Center annual budget will be incorporated into the City of Janesville's annual budgeting process. Each year, the City will develop an operating budget that considers expenses, revenue opportunities, and the Council's cost recovery goals.

Multi-year Use or Lease Agreements executed with primary user groups, including, but not limited to the Janesville Jets and the Janesville School District, lend additional stability to operating revenues. Alliant Energy intends to construct a roof top solar array that will also generate operating revenues.

A copy of the complete Operational Analysis is available at: [Woodman's Sports and Convention Center | Janesville, WI \(janesvillewi.gov\)](https://www.janesvillewi.gov/woodman-sports-and-convention-center)

17. How do the cost recovery estimates compare to other community recreation facilities?

Ballard*King indicated the typical recovery level when taken with a lens across the nation for community recreation and multi-purpose facilities is typically in the 80% range. This project has a higher estimated recovery level for a few primary reasons:

- This project has a fee structure and usage setup to recover a significant portion of the cost. This is based on the good relationships between the City and user groups, and participation in various programs.
- There are unique revenue sources for this project: such as an Alliant Solar lease at \$20,000 and a \$85,000 yearly contribution (part of the hotel tax) from the Janesville

Area Convention and Visitors Bureau. These sources are now estimated at \$16,000 and \$90-100,000, respectively.

- The additional support services the JACVB is providing in sales staff, marketing, advertising and promotion reduces operations costs associated with staffing and managing the facility will be provided as in-kind services and are not included in the operating budget.

18. How will the Janesville Area Convention and Visitor's Bureau (JACVB) contribute to operations?

JACVB board has committed 10% of room tax revenue to the City Council to be used on sales and marketing operational expenses. This commitment will be for five years (renewable for an additional five years) and is estimated at \$90-100,000 annually.

Additionally, the JACVB has committed in-kind staff time and marketing support valued at approximately \$50,000 annually. The in-kind contribution will be used to build staff for direct sales, market research, trade show attendance, sports and event marketing, and communication resources including the upkeep of a dedicated facility website. The JACVB has also committed to offer its experts in BID preparation and RFP distribution. The group's partnership and contribution will allow marketing and booking activities to begin before the Woodman's Center's opens.

19. Does the project plan include a capital replacement fund?

Yes. The construction project includes approximately \$400,000 to establish a capital and equipment maintenance and replacement fund. In addition, the Friends of the Woodman's Center (Friends) estimate that they will be able to provide \$500,000 in YEAR 5, which is the final year of initial capital pledges, to increase capital reserves. Facility naming rights will be in effect for 20 years, which allows an opportunity for renewal or renegotiation of those agreements to bring additional cash resources to support future capital expenses.

Capital replacement funds were not included to establish a capital reserve in the latest Operational Analysis completed by Ballard King because the City was previously advised that it is not common to include a capital replacement in the early years of facility operations as facility operations are stabilizing and items are new and often under warranty.

20. How would user groups be prioritized in a new facility?

The City intends to create an advisory group, including representatives from the JACVB and primary user groups, to provide recommendations to City staff and maintain a balance between community and tourism needs and community access and revenue expectations. This group will be instrumental in developing operational policies and procedures for the Woodman's Center. The City envisions a balanced approach to scheduling that allows for broad community,

convention and event uses. Regarding ice users, we again envision a balanced approach so that all primary users have equal use of the facility at times that best meet their needs.

21. What will it cost for the public to use the Woodman’s Center?

The City Council will approve the specific rates and fees with the adoption of the City budget and/or approval of leases and/or user agreements. An operational analysis included recommendations regarding admission fees and rates as outlined below. All of the rates will be reviewed as part of the final operational planning process.

Description	Fees
Public Skate – Adult	\$8
Public Skate – Youth	\$7
Skate Rental	\$3
Skate Aids	\$5
Open Hockey	\$8
Birthday Parties	\$175
Hard Surface/Turf – Adult Drop-In	\$8
Hard Surface/Turf – Youth Drop-In	\$7
Pickleball – Drop-In	\$3
Figure Skating – Freestyle	\$13
Figure Skating – Walk-In	\$16
Gymnastics Events	\$5,000
Volleyball Tournaments	\$2,500
Events, Conventions, Trade Shows & Corporate Functions	\$1,500
Event/Tournament Set-Up Fees	varied
Hockey Rentals (Youth Hockey, Jets, Camps, Tournaments, Adult Hockey, Milton/Other High Schools)	\$250/hr
Janesville High School Hockey (Reduced due to shared facility agreement with JSD)	\$125/hr
Youth Leagues (Basketball/Volleyball)	\$100/hr
Soccer, Lacrosse, Adult Basketball & Soccer Tournaments, Adult Volleyball, Youth Basketball & Soccer & LAX Tournaments	\$150/hr

22. Will all user groups pay the same user fees for ice time?

The operational analysis builds off the 2019 business plan that recommended that the School District of Janesville transition from free ice to a reduced ice rate in recognition of the higher value to the School District in using the City’s facility. The reduced rate will likely remain because the City will continue to have access to School District facilities at no cost based on the agreed upon School/City Use Agreement. The City Council will need to approve a new City/School District Facility Use Agreement. It is desired that all user groups will be treated fairly and will pay equitable rates to use the Woodman’s Center.

23. What is the proposed user fee for the conference center? (per sq. foot)

An operational analysis included a recommended fee of \$150/per hour for conference center space for conventions and events. This included the entire flexible space. Lower rates for use of a portion of the space and for use of the meeting/party rooms will also be established.

24. How will ticket sales, beer sales, and concession sales from Jets games, other local games/tournaments be divided?

Based upon a lease agreement with Wisconsin Hockey Partners (the Janesville Jets) and current operational assumptions:

- The Janesville Jets would continue to maintain 100% of ticket sales except for a \$1.00 per ticket capital contribution that would be collected and remitted to the City to offset the cost of building out the Jet's leased space.
- The Janesville Jets will retain 75% of revenue related to alcohol sales during hockey games, tournaments, and camps.
- Janesville Youth Hockey would not manage overall concessions as they do today but chose to shift to an organizational model where revenue will come from increased tournaments. However, they may assist with concessions in some manner yet to be determined.
- The City could work with a contracted vendor to provide concessions, which would likely involve the City receiving a percentage of concession sales and could involve some share with tournament/event sponsors. Agreements with user groups may be established whereby volunteer labor may be exchanged for a portion of the revenue.

Local groups and other tournament organizers will pay a rental rate and be able to keep the additional revenue that they generate.

25. Where does the user fee money within this facility go?

Revenues received from user groups will support overall facility operations. The City intends to establish a special account to maintain the Woodman's Center revenues and expenditures separate from the City's General Fund. If revenues exceed expenditures, the balance will remain available for future years. If expenditures exceed revenues, the City will offset any operational shortfalls as they do with the current Ice Arena.

26. Does the City have an estimated cost for an outside provider to manage facility operations?

The Woodman's Center is planned to operate under a public model and be owned by the City of Janesville. Operations of the facility will be the responsibility of the Recreation Division, within the Neighborhood & Community Services Department. Under public management, the Woodman's Center is planned to be staffed with a full-time Facility Manager, Assistant Manager,

Maintenance/Operations Technician, and Maintenance Worker in addition to numerous part-time staff. The Janesville Area Convention and Visitor's Bureau (JACVB) has committed sales and marketing staff support for 20 hours per week dedicated to sports sales research. The City is prepared to oversee the facility's operations; however, the City also intends to explore engaging a private management company to provide day-to-day operational services and/or support and options for assistance with facility start-up, which may be of additional value to the community.

Other

27. How was the community involved in the planning process?

Following extensive community involvement during the project's initial feasibility study and business planning phase, including a community-wide survey, the City organized a community engagement forum on July 26, 2022. This forum aimed to solicit feedback on preliminary design concepts. City outreach initiatives were specifically designed to encompass a diverse group of residents. These efforts span events such as participation in a fall Farmer's Market, the Enchanted Forest, interactions with Senior Center members and school districts, and involvement in numerous community organization meetings and presentations.

In addition, the City worked closely with community leaders collecting feedback, including the Friends. Since 2022, the Friends have over 150 members, have engaged with over 5,000 individuals, and helped establish project partnerships with more than two dozen local organizations. This resulted in more than 10,000 project-related interactions to disseminate information and gather invaluable feedback shared with City staff in monthly meetings. Several highlights of Friends-led initiatives included Woodman's Center Community Day at Uptown Janesville in April 2023, a platform for the public to inquire, share insights, and view simulated spaces representing potential facility activities. This event showcased activities ranging from children's games to adult recreation, attracting over 1,500 participants. The Friends hosted a new attraction at the Rock County 4-H Fair, interacting with more than 86,000 people. The Friends also lead an ongoing community engagement campaign, *You Ask, Friends Answer*, that helped listening efforts identify project curiosities and provide information to individuals and groups on request.

The Friends uphold active and coordinated online presences, encompassing a project-branded [website](#), email newsletters, blog, and engaging social media platforms (Facebook, Instagram, and LinkedIn) offering timely two-way communication with users, ensuring the community, donors, and business partners have real-time access to project details and feedback provided.

Similarly, the City created a specific [webpage](#) for this project, designed an FAQ document, regularly provides in-person updates at City Council meetings and with stakeholders, participated in media interview requests, and actively disseminates information across social media channels managed by the City team. Community members are invited and encouraged to attend meetings, ask questions, and provide project feedback at any time using a designated form on the City's website.

28. How will a decision on this project impact Uptown Janesville?

The Woodman's Center's site location, front, and center of the mall property will replace a vacant, former Sears department store and sizeable underutilized parking field with a vibrant and activated sports and convention center and community gathering place. It will allow for the transformation of the entire property and reflects the shift occurring nationally from fully retail properties towards activity and entertainment components.

Uptown Janesville has shared a master plan concept demonstrating how the property could be redeveloped, with property value increases of \$50-75M if the Woodman's Center is

constructed. They have shared that when the facility is constructed at this location, it would reasonably be anticipated to attract the following:

- 100-120 room hotel (demolishing vacant, former Boston Store)
- 75–125-unit multi-family development
- 45,000 square feet of entertainment or office uses (former JC Penney's now vacant space)
- 8-10 new mixed-use tenants to the property within 24 months of opening.



In addition to Uptown Janesville, the Woodman's Center will enhance the regional role of the City and influence adjacent development and redevelopment opportunities. It is anticipated that the Woodman's Center will help stabilize or enhance nearby properties' valuation, growing the City's tax base and repositioning this gateway to the community.

The project will support nearby hospitality and retail businesses that suffered greatly during the pandemic, including over 75 small and mid-size businesses that line the commercial corridor.

29. What are the needs for convention space in Janesville?

Drastic. The JACVB has documented lost business of \$5M over five years, with the number one reason events don't select Janesville being insufficient space. Meeting Space in the community has also declined by 38% with the loss of the Pontiac Convention Center and The Armory.

A typical convention or multi-day meeting for 250+ requires a minimum of 20,000 square feet to accommodate a keynote speaker, meal space, break-out rooms, and tradeshow space. Janesville is currently not able to seek these events because of insufficient space. The proposed facility could accommodate these events and host up to 1,200 in a banquet-style format.

Some have questioned whether the Pontiac convention center's closure indicates that there is no need for the space. We understand that the prior owners/operators, Kandu, made this change due to a change in their business model. Kandu now has a desire to focus on their mission of employing adults with developmental disabilities and others with barriers to employment. The closure was not due to a lack of business opportunities.

30. Would you give some examples of actual conference center/expo users that have shared interest in relocating to Janesville?

The Janesville Area Convention and Visitor's Bureau shared the examples below as a few users that have expressed interest in hosting an event in Janesville.

- National Corvette Restorers Society Wisconsin Chapter – They are looking to book for June of 2025, and really want to come here because of our GM history, but we don't currently have a venue large enough.
- National Intercollegiate Flying Association (NIFA)'s Safety through education, excellence through competition (SAFECON). This event brings 250 college pilots, vendors, instructors, ground crew and requires 500 total hotel rooms for 5 nights during the slower May time period. JACVB hosted the event in 2019 and Southern Wisconsin Regional Airport was the perfect location, however, attendees had to be bused to Madison for the banquet and classroom promotions, losing all of that economic impact to Madison. The banquet requires space for 750. JACVB is bidding again for 2024, but our bid is less competitive having to bus attendees to Madison.
- Destinations Wisconsin Fall Conference. This event brings 250 attendees, alternates between Wisconsin member communities. We don't have a large enough break space for a tradeshow, meal space and break out rooms.

The JACVB Director, Christine Rebout, shared that her Sales Director attended the Wisconsin Society of Association Executives meeting November 2022 in Madison. The Wisconsin Grocers Association and League of Wisconsin Municipalities both expressed interest in the space saying it would be perfect for their needs.

31. How were the naming rights determined?

The Friends determined the naming rights amounts and length of time for use with great consideration and determined naming rights would be in effect for that time after researching similar fundraising strategies for public facilities. The Friends also engaged Venue Works to ensure private sector asks are comparable with other similar markets. Naming rights secured through the Friends will be in effect for 20 years.

Consistent with Council Policy #94, private dollars fundraised in public/private partnerships to construct or rehabilitate public buildings, parks, and facilities (or portions thereof) may be donated contingent on naming rights to the property. In such cases and when the City has accepted said private dollars under those terms, the City Council shall honor the naming rights granted, provided that the name meets the criteria set forth by Council Policy #94.

32. Why didn't we renovate the current ice arena?

The Council directed staff to design a three-component space to include a new main ice arena (to meet NAHL standards), a multi-purpose arena, and a convention / dry floor space. These amenities and expanded offerings do not currently exist in the Janesville Ice Arena, but a feasibility study indicated a market for this type of facility.

It is a prudent and expected action for a city to plan for the replacement of assets nearing 50 years or older. However, these three component spaces are too large to fit on the existing Ice Arena footprint and allow adequate parking. Therefore, the Plan Commission evaluated multiple potential sites, with the Uptown location deemed the most desirable.

Staff requested Kraus Anderson provide a cost estimate if we were to construct a new main arena on the Uptown property, knowing the existing Ice Arena site is too small to accommodate a new main arena, including the amenities of what is being proposed as part of the Woodman's Center.

Kraus Anderson provided a cost of \$29.5M, which includes the main Ice Arena construction, the demolition of the former Sears building, furniture/furnishing/equipment, consulting, and all site work, parking, and utility relocations necessary to support the project. Other funding sources the City has been pursuing in support of the Woodman's Center would not likely remain available for a project reduced in scope and impact.

33. What is the expected use of the current ice arena?

The City anticipates accepting proposals for redevelopment and/or the lease of the existing ice arena for non-ice purposes.