ALLIANT ENERGY CENTER

LIVESTOCK & EXHIBITION SPACE STUDY

PROJECT NUMBER: 2012041

REPARED BY STRANG, INC. IN COLLABORATION WITH LMN ARCHITECTS AND BULLOCK SMITH & PARTNERS

REVISED MARCH 5, 2013

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Section One:
Executive Summary

1. EXECUTIVE SUMMARY

A. Introduction

The Alliant Energy Center's motto, "Great Center, Great City" is reflected in your mission statement:

> *The Alliant Energy Center will effectively and efficiently meet the public assembly needs of all Dane County to do business, pursue recreation, be entertained, and otherwise gather for purposes positively beneficial to life in the County of Dane, WI.*

The Alliant Energy Center's roots can be traced back to the late 1890's when the site was purchased by Dane County and the Dane County Agricultural Society for equestrian events and use as a fairgrounds. For over 100 years, the Alliant Energy Center has served as a hub of activity for the agriculture community ultimately growing to support world class livestock and equine events. Today, the center hosts preeminent events such as the World Dairy Expo, Midwest Horse Fair, Dane County Fair and multiple events for the American Saddlebred Horse Association.

In June of 2012, Strang Inc. along with specialty consultants LMN Architects and Bullock & Smith Partners were commissioned to program and master plan the future needs of these user groups as they relate to livestock and equine facilities on site. Essential input and guidance was provided throughout the development of this report by the Alliant Energy Center's steering committee and user groups.

<u>Alliant Energy Center Steering Committee:</u>

Mark Clarke	Executive Director
Bill Franz	Chief Financial Officer
Julie Gallagher	Director of Operations

<u>User Group Representatives:</u>

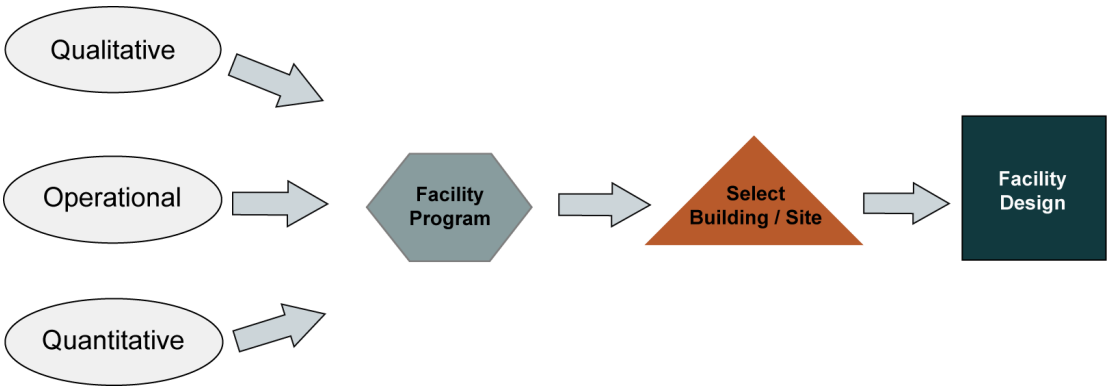
George Crave	World Dairy Expo
Jim Crowley	World Dairy Expo
Bob Hagenow	World Dairy Expo
Mike Hellenbrand	World Dairy Expo
Laura Herschleb	World Dairy Expo
Michael Holschbach	World Dairy Expo
Bob Kaiser	World Dairy Expo
Ernest Kueffner	World Dairy Expo
Tom Morris	World Dairy Expo
Ken Nordlund	UW School of Veterinary Medicine
Brian Holmes	UW Extension, Biological Systems Engineering
Rhonda Reese	Midwest Horse Fair
Pat Miller	Midwest Horse Fair
Gary Steers	Midwest Horse Fair
Troy Brick-Margelofsky	Midwest Horse Fair
Vicky Holston	American Saddlebred Horse Association

Currently 10 barns built at various times between the 1960's to the early 1990's are utilized during these events. The larger events are now exceeding the capacity of the existing barns and temporary tents are being erected to facilitate the needed additional space. The purpose of this planning exercise is to explore options for phasing out older barn facilities and begin replacing them with modern facilities sized to accommodate user needs.

B. Notes on the Programming Process

As a starting point in the design process, facility programming sets the foundation for translating an owner's objectives into a facility that will support the organization's strategic mission. The facility programming process is an essential diagnostic step in identifying and analyzing information that will influence the building's size and design. Figure 1.1 presents Strang's facility programming approach. See Appendix "A" for an overview of the detailed process and schedule utilized. This Facility Program describes the Alliant Energy Center's and User Group priorities for the future and illustrates options related to those priorities. Throughout the course of this exercise, Strang's integrated team of architects, engineers and designers carefully identified, evaluated and weighed qualitative, operational and quantitative data. See Sections 2, 3 and 4 for program results.

Figure 1.1 Strang's Facility Programming Approach



C. Program Goals and Visions

The goal of the Alliant Energy Center's livestock and exhibition facility study was to define an ideal facility program and master plan that will translate to continued success of the Alliant Energy Center and its users. During the programming effort, Strang identified and prioritized facility needs as they relate to the overall strategic facilities master plan which was completed in 2007 and updated again in 2011. Then, we applied this information to the development of organizational concepts to communicate ideas in an easily understood graphic format. This document summarizes the program and makes recommendations for next steps. Information in this report was derived from facility documentation; our observations during a site visit of your existing space; direct conversations with numerous stakeholders; and written comments from those who were interviewed.

The key program goals of the Alliant Energy Center livestock and exhibition facility program are to:

- Accommodate existing and future growth
- Improve efficiency of operations
- Improve client services.

In order to better understand improvement options, we also benchmarked Alliant Energy Center's current barn facilities against other institutions as shown in Figure 1.2 utilizing a subjective scoring of poor, average, good and excellent. See Appendix "D" for more information about benchmarked facilities.

Figure 1.2 Benchmarking Analysis of Other Institutions

	Animal Barns	Staff Facilities (office, shower)	Event Spaces (rings, demos)	Storage (tack, footing)
Alliant Energy Center	Average	Poor	Good	Average
Ohio Expo Center (Toured)	Average	Excellent	Excellent	Poor
Massachusetts Expo Center	Excellent	Good	Excellent	Good
Virginia Meadow Event Park	Excellent	Excellent	Good	Excellent
Deschutes County Fairgrounds	Excellent	Good	Excellent	Good

D. Options and Concepts

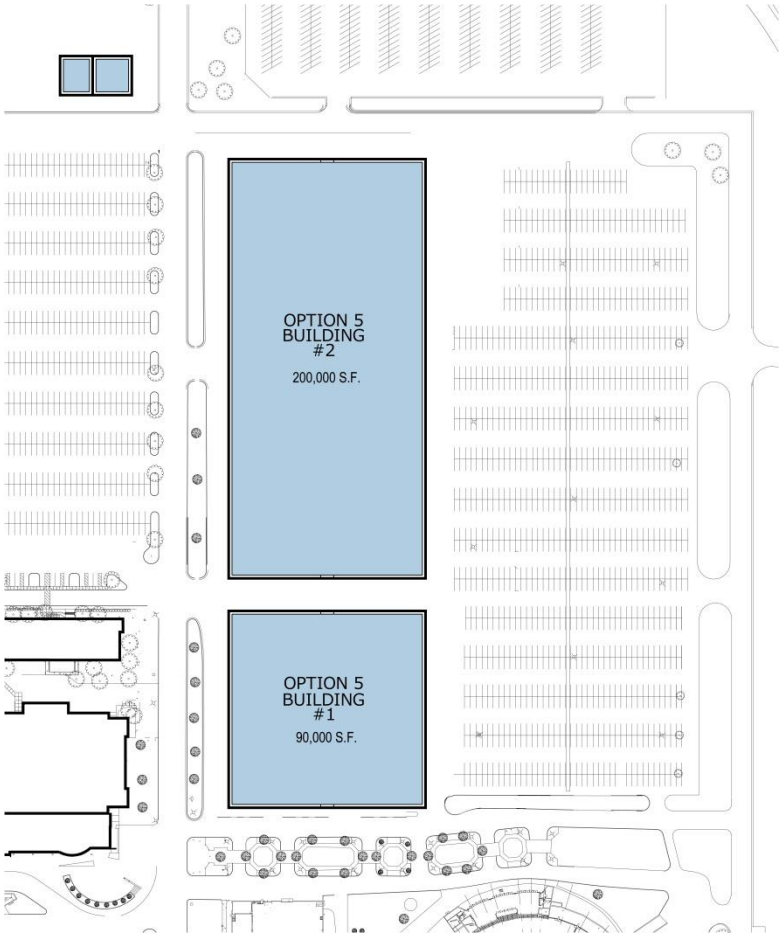
Physical alternatives for the future livestock and exhibition facilities of the Alliant Energy Center have emerged through this programming exercise and from responses of your steering committee to our interim findings. In summary, the program defines the need to accommodate up to 800 horses during equine events or up to 2600 cattle during livestock events requiring approximately 290,000 s.f. of total exhibition space. The facility should be constructed of good quality materials and be highly efficient. A new facility is preferred versus renovations to existing older barns due to the inefficiencies of function and operations inherent with 10 smaller aging barns. Accommodating the needs of the animals and user groups is a high priority, as is creating a customer-focused and welcoming environment within all of the public spaces.

Several alternatives were evaluated including:

Option 1 Renovate the existing barns (154K s.f.) and add a new 136K s.f. facility.
Option 2 Remove all existing barns and replace with a single 290K s.f. facility
Option 3 Keep barns 4,5,8 and 11 and build a 90K s.f. parked facility and a 136K s.f. regular facility.
Option 4 Keep barns 4,5,8 and 11 and build a 90K s.f. and a 136K s.f. livestock facility
Option 5 Remove existing barns and replace with a 90K s.f. and 200K s.f. livestock and exhibition facility.

Option 5 (see figure 1.3) was ultimately chosen as the best balance of cost, quality and function. It represented the ideal building placement on site, worked well in terms of transitioning the gently sloping site grades, was able to be constructed during a single off-season, met the programmatic requirements of user groups and provided an equity of accommodations that was not possible in other options.

Option 5: Construction of two new pre-engineered metal buildings replacing all barns



Building #2 supports:
900 horses
or
1800 cattle
plus
150 flex bays

Building #1 supports:
400 horses
or
800 cattle
plus
50 flex bays

Ancillary spaces include:
Lobby + public restrooms
Office space + showers
Milking parlor

Figure 1.3

Option 5 demolishes all existing barns and constructs all new facilities concurrently within a single off-season. Building 2 would be a 200,000 s.f. pre-engineered metal building with traditional design features and exterior materials replacing barns 4, 5, 8, 9, 10 & 11. Building 1 would consist of a new 90,000 s.f. pre-engineered metal building with some upgraded design features and exterior materials to relate well with the exhibition hall and overall aesthetic of the grounds. This building would replace barns 1, 2, 3 and 6. See section 3, Operational Program Data for site plans, floor plan diagrams demonstrating potential internal layouts and accommodations, a building cross section and exterior massing diagrams.

E. Conceptual Budget

Estimated building construction cost for the option 5 is $14,500,000 at $50/s.f.

To define total project development costs, many other expenses must also be considered. Figure 1.4 suggests a reasonable total project budget that can be used for planning purposes. Keep in mind that these costs are merely estimates and can vary considerably depending upon your ultimate choices and current market conditions. See Section 2, Qualitative Program Data for additional cost data.

Figure 1.4 Total Project Budget – Option 5

Demolition / Site Work	$ 1,200,000
Building Construction	$ 14,500,000
Soft Costs / Fees	$ 800,000
Furniture, Fixtures & Equip.	$ 500,000
Estimating Contingency	$ 1,000,000
Total	$18,000,000

F. Implementation Plan

Annual animal shows typically occur between early April and late October leaving a seven (7) month period when barn use is minimal. For this reason, new construction should be scheduled between October and April. It is reasonable to expect that existing barn demolition, site preparation and construction of both new barn structures (floor, structural frame, sidewalls and roof) can be accomplished during a single off-season. Additional time will most likely be required to complete the buildout of the mezzanine and occupied spaces such as offices, restrooms and showers; however these components will not deter use of the new facilities for spring shows. An implementation schedule is recommended as follows (see appendix “A” for a detailed project schedule):

Spring 2013	Design and preparation of bid documents
October 2013	Start of construction
April 2014	Facilities open for use (some areas will still be under construction)
July 2014	End of construction

By following through on these recommendations, the livestock and exhibition facilities at Alliant Energy Center will meet the needs of current user groups for years to come.

Section Two:
Qualitative Program Data

2. QUALITATIVE PROGRAM DATA

A. Introduction

The first step of our programming exercise involved gathering extensive information about the Alliant Energy Center barns from staff and user groups. Data gathering methods and tools included:

- Steering Committee and User Group Meetings (See Appendix A)
- User Group surveys and data collection (See Appendix B)
- Facility Priorities Survey (See Appendix C)
- Benchmarking of other facilities (See Appendix D)
- Evaluations of existing barn facilities (See Appendix E)
- Review of site maps from current master plan (See Appendix F)

B. Qualitative Summary

Based upon the information gained through these efforts, we developed the following understanding of your qualitative preferences. Figure 2.1 through 2.7 present graphic representations of the findings, which point out that the physical environment, efficiency and amenities are your highest priorities.

Physical Environment / Our survey results indicated that the physical environment was extremely important. Safety was the number one priority, followed by adequate lighting and air quality. Overall accessibility and temperature control were also important considerations. Acoustics were not considered a priority.

Efficiency / In speaking with your stakeholders, we discovered that you need greater flexibility to arrange animal stalls, tie downs, and event spaces which cannot be accommodated in multiple smaller barns. Improvements to overall workflow are also needed in terms of setting up shows, tearing down, and handling and storage of footing and animal waste. The ability to expand shows and events to accommodate the varying needs of different user groups was also seen as a priority. Reducing cross traffic, segregation of the public from service areas and adjacencies were seen as lesser priorities.

Amenities / Livestock and Exhibition facilities can be provided with a wide range of amenities. It terms of priorities, animal amenities were found to be the most important. Top priority should be given to stalling, tie-downs, wash bays, footing and other amenities to keep the animals comfortable and reduce stress. User group and public amenities such as accessible restrooms, lockers, showers and work spaces were also a priority.

Value / Building cost is a significant consideration for your programming effort but only part of the value equation. Reduced operating cost, revenue generation and reduction of maintenance cost were stated as being the highest priorities in addition to holding to a budget.

Image / Your new facilities must form a positive initial impression and will assist in communicating your values. Building forms, materials and colors will inspire emotions and associations, and reflect upon the quality of your events. Although image was not one of your highest priorities, the visitor experience, aesthetics and signage were seen as important. Style, brand and culture were of lower importance.

Sustainability / Although not a top priority, sustainability in terms of energy efficiency and environmental protection is an important programming consideration.

C. Facility Priorities

Strang's programming approach centers on planning high-performance space and building systems to maximize your facility's performance, enhance operational efficiency, achieve your budgetary goals and support your user needs.

Figure 2.1 presents the Facility Priorities that we developed with your input. Figure 2.2 through 2.7 present the breakout of qualitative priorities by category. According to this graph, the Alliant Energy Center and its User Groups place primary emphasis on the following:

- Physical environment, particularly safety and lighting
- Efficiency, particularly flexibility and workflow
- Amenities, particularly animal amenities and accessibility

Figure 2.1 Alliant Energy Center's Barn Facility Priorities

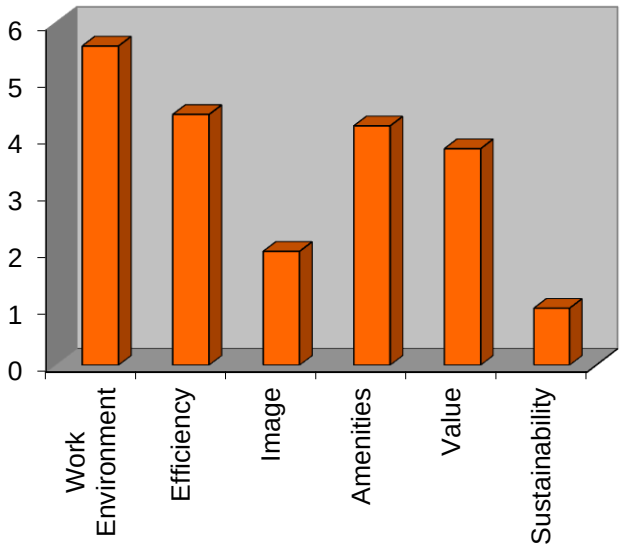


Figure 2.2 – Physical Environment Priorities

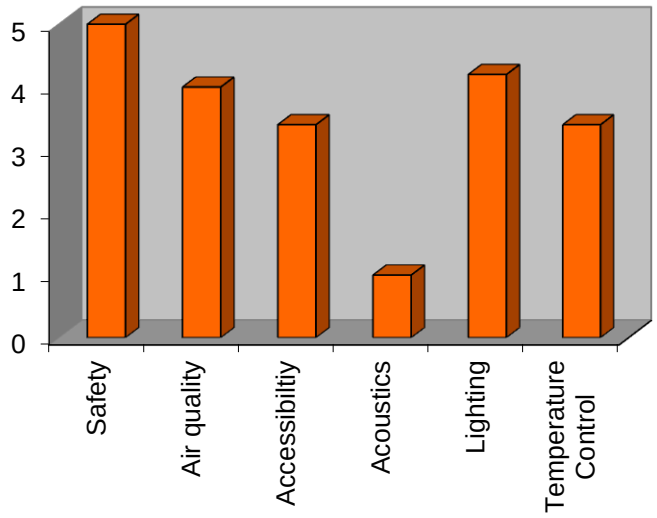


Figure 2.3 – Efficiency Priorities

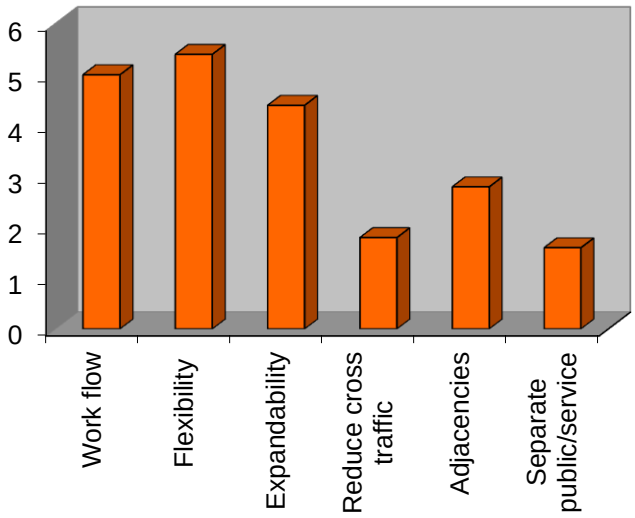


Figure 2.4 – Amenities Priorities

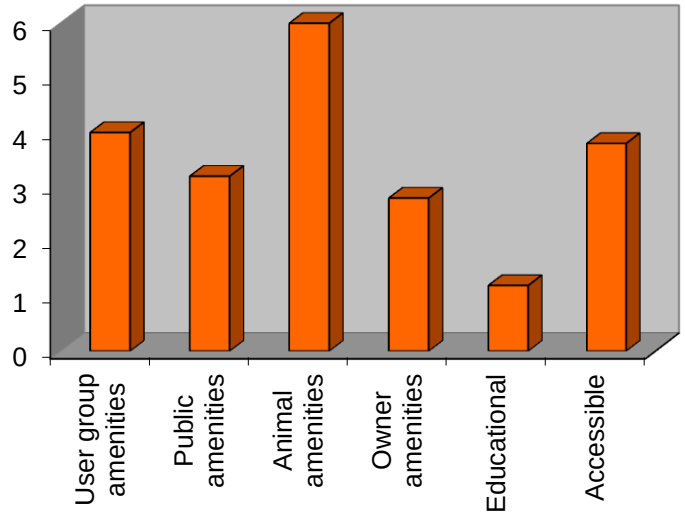


Figure 2.5 – Value Priorities

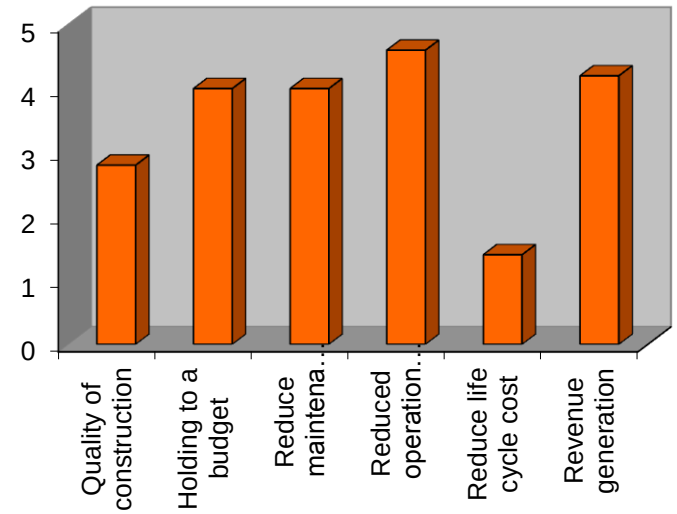


Figure 2.6 – Image Priorities

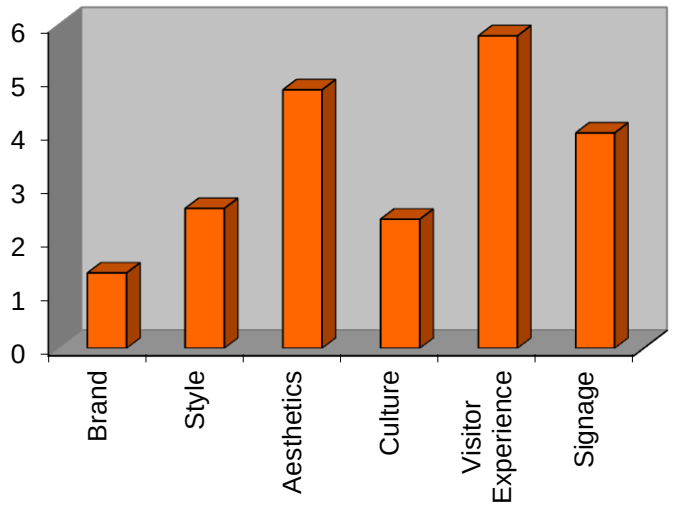
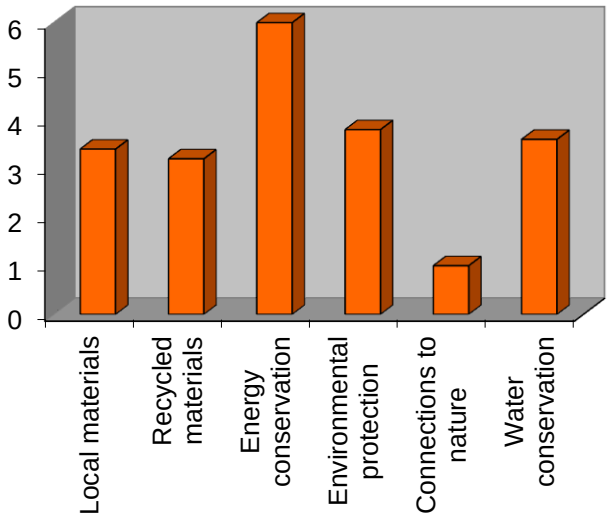


Figure 2.7 – Sustainability Priorities



D. Building Design Narratives

Based upon your expressed priorities, design narratives were developed to describe the materials and building systems that are recommended to achieve your project goals. These have been reviewed with the various user groups and stakeholders and found to be representative of the quality needed for a successful project.

Site Design Narrative / Site considerations are equally important as the building design itself. The grounds must be designed to improve loading and unloading operations, provide logical movement of people and animals and promote safety. Aesthetically, the grounds must remain clean, orderly and pleasing to the eye.

Site lighting systems shall be of consistent character to the existing parking lot lights and supplemented with building mounted lighting that is energy efficient and located to provide an equal distribution of lighting throughout the site.

Site asphalt pavements shall be of the proper thickness and base to support heavy truck traffic with concrete curb and gutter systems at pavement edges and around tree islands to direct water efficiently to storm drainage systems. Concrete pavement with a thick brushed finish shall be used around the perimeter of new buildings, at wash bays and manure storage stations as well as under covered walkways.

Landscaping materials are to be used judiciously to complement the built environment and to help extend the campus identity with sustainable low-maintenance plantings and ground cover. A single coordinated family of site furnishings shall be provided to support user and guest functions.

Architectural Design Narrative / The new livestock and exhibition facilities shall be built of quality materials taking cues from the adjacent Exhibition Hall constructed in the early 90's. Together, these facilities will enhance the campus identity and begin to create a modern visual fabric representative of the facilities on site. Prominent materials will be exposed concrete, metal siding and glazing systems.

It is too early to define the exact building foundation systems as soil borings have only recently been ordered and the report has not yet been issued. Our desired foundation system is concrete spread footings, column pads and frost walls extended below frost level. Once soil boring reports are complete, we can confirm whether this system will be appropriate. The concrete foundation walls are to be extended 4' above finish floor at the perimeter of the buildings to provide extra protection from items stored against the sidewalls which is common in these facility types. The concrete foundation walls will be extended to 8' at wash bays for an extra level of protection. Exposed concrete walls are to complement the finish and appearance of exposed concrete on the adjacent Exhibition Hall.

Concrete floors with a heavy brushed finish will be utilized throughout the facilities with a gentle floor slope of less than 1/8" per foot running from east to west.

The buildings are to be insulated pre-engineered metal buildings with steel moment frame connections and girt systems to attach metal siding. The roofing system is to be double-lock seam metal roof with 25 year warranty utilizing interlocking sky light fixtures to introduce natural light throughout the interiors. Clearstory glazing will be used on the north facing high bay area to draw additional natural light into the core and vents will be installed along the south facing high bay area to provide relief ventilation.

Insulated coiling overhead doors will predominantly be 12' wide by 12' high. A total of three (3) 18' high doors will be provided: one (1) at each end of Building #2 and one (1) at the west end of Building #1. At least one door of extra width for accommodating large equipment will be located at each building. Hollow metal swing doors will be provided for general exiting as required by code (these doors have not yet been located on the plan diagrams).

Mechanical Design Narrative / The heating, ventilating and air conditioning (HVAC) design criteria for this project will be addressed by function within the various spaces.

Livestock areas: The majority of Building 1 and Building 2 will be used for livestock. The HVAC requirements change depending on species but the facility appears to have the highest demand of ventilation during the World Dairy Expo event in which cattle will be the prominent animal. Many research papers have been written concerning the ideal ventilation conditions for dairy production facilities and the consensus is that fresh air should be introduced to remove heat, moisture, and contain odors, and an additional amount of air be circulated to provide a higher speed, or velocity of air at the animal to promote good evaporative cooling.

The recommended HVAC system for the livestock area will not attempt to satisfy the need for higher speed air at the cattle (typically 600 feet per minute velocity) because the various cattle owners have historically provided their own fan systems. To install a permanent system that is designed to accomplish the recommended air velocity would substantially increase the construction costs and would be redundant to the fan systems brought by the event participants. The design of the electrical system will include sufficient power for the fans that will brought by the cattle owners.

The ventilation air for a dairy production facility is recommended to be 1000 cubic feet per minute (CFM) of fresh air per head during the hottest weather conditions of summer. This amount of air is not an exact requirement for this facility because the appropriate amount of ventilation air is a function of animal weight and inlet air conditions for temperature and humidity. If the inlet air is cool and dry the amount of ventilation air needed substantially decreases. The HVAC system will provide a maximum of 900 to 1000 CFM of ventilation air per animal for future flexibility even though the World Dairy Expo occurs in October when design summer conditions do not occur. Future flexibility includes expanding July and August events.

Two types of mechanical ventilation systems, positive and negative, have been examined. A negative pressure system draws outside air through the facility using exhaust fans and a positive system pushes the air through the building using supply fans and ductwork. While a negative air system is less expensive it needs to have a controlled and uniform path for the ventilation air to enter the building in

order to get uniform airflow. The overhead doors and other pedestrian openings would make this system difficult to control.

The ventilation system will be a positive pressure system consisting of supply air fans that will draw in fresh outside air and distribute the air through the livestock area using a ducted system. This type of system provides excellent uniform distribution of ventilation air at each stall and is not dependent on controlling specific locations where ventilation air is drawn into the building. Air will exit the building through the overhead doors, pedestrian openings and a row of exhaust louvers at the top of the structure.

The ventilation fans will have speed control that will permit reduced airflow during colder temperatures, or non-livestock events.

The duct distribution system will be installed at a minimum of 14' above the floor and will be a fabric type, commonly called a duct sock after the original manufacturer Ductsox ®. This type of ductwork collapses, or deflates when the fans are not operating, can be removed for washing and will be fabricated of corrosion resistant material. The air will be directed towards the floor and at maximum velocity of 10 FPM. When the air temperature is cold, the fan speed will be reduced, air velocity reduced and sufficient mixing can occur to prevent cold drafts.

In livestock areas where winter operation is expected, heating will be provided using gas-fired radiant tubes. These will be installed between the ventilation air ducts and arranged to provide uniform radiant distribution.

Shower rooms and toilet rooms will have exhaust fans and electric heaters to maintain comfort and prevent freezing during unoccupied times.

The pre-function space will be served by traditional HVAC equipment with direct expansion refrigerant cooling and gas heating to provide 75-degree conditions during the summer and 70 degree during the winter.

The milking parlor area will be ventilated and heated per vendor requirements.

Electrical Design Narrative / The electrical systems will be designed in accordance with appropriate portions of NFPA-70 making special note of Article 547, IFC, IMC, City of Madison Ordinances and Code Amendments, IEEE, IESI, UL and ADA.

Normal Power Services and Distribution / Both buildings will be provided with 277/480V electrical services. Busduct will be provided at 15' above the floor for moveable panelboards. Panelboards will be provided on columns.

Unit battery backup will be provided for fire alarm, egress and exit lighting.

Feeder and branch circuits shall have equipment grounding conductor separate from the conduit system. Livestock equipotential grounding plane per NEC 547.10 and ASBE EP473.2-2001, Equipotential Planes in Animal Containment Areas will be provided in the milking parlor.

A complete lighting system for all indoor illumination will be provided. The indoor lighting system will consist primarily of energy-efficient fluorescent lighting fixtures. Emergency lighting will be provided by battery backup.

In general, fluorescent lamps will be 32 watt, T8, 4100K color temperature, with a color rendering index of 80 or greater. Fluorescent ballasts will be step dimming ballast to allow uniform lighting.

Manual switches will be provided in each room to control lighting in the space. Occupancy sensor controls and timer switches will be used to meet energy code requirements.

UL listed “Federal Specification Grade” receptacles and switches will be used. Receptacles and switches will be duplex, ivory, with stainless steel cover plates.

Design criteria will be as follows:

- Columns – panelboards capable of providing one double duplex receptacle on a separate 20 amp dedicated circuit per 2 - 10’x10’ horse stalls.
- Toilet Room – one (1) GFI dedicated receptacle per sink.
- Offices – one (1) double duplex receptacle per desk
- Storage – one (1) outlet

Life safety systems will be provided via an intelligent voice evacuation system installed in each building. Annunciators and voice command centers will be located per Madison Fire Dept.

Smoke detectors shall be installed as required by the International Fire Alarm Code and the International Building Code.

Heat detectors will be installed in areas that are not feasible for smoke detectors.

Combination speaker/strobes will be wired to separate intelligent control modules and use multi-candela settings. Coverage will be provided throughout space per NFPA 72 and ADA requirements. Manual pull stations will be located as required. Stations will be protected by “Stopper” covers with integral local sounder.

New data jacks will be fed with Cat 6 cable and wireless access points will be provided.

Plumbing Design Narrative /

A new sewer system will be provided to each new building and connected to the existing on-site sanitary system that drains to the public sewer. Sizes and locations of waste piping will be determined. Floor drains shall be limited to column locations with hose bibbs, general toilet rooms, mechanical spaces and locker/shower area. Trench drains will be located at all wash bays, warm up rings and unloading dock areas.

New water meters and domestic water service to each new building at combination service entrance will be provided. A potable water system will serve all hose bibbs, showers, water closets, urinals, lavatories, mechanical room, fittings and fixed equipment and the milking parlor. Hose bibbs shall be installed with vacuum breaker type backflow protection. Hot water service shall be provided by instantaneous point of use units at general use toilet rooms. Sealed combustion tank type units will be located at the shower/toilet rooms. Domestic water supply piping in each building shall be installed with slope and drainage points for ability to drain system for freeze prevention.

The capacity of the cold water distribution system will be sized based on one (1) lavatory faucet (1.0 gpm), one (1) hose bibb (3 gpm), for showers (2.5 gpm), 1.28 gpf water closets, and .125 gpf urinals. The capacity of the hot water distribution system will be based on one (1) lavatory faucet (1.0 gpm) and showers (2.5 gpm).

Shut-off valves will be provided, in accessible areas, for the following locations:

- / Building equipment.
- / Branch lines serving toilet rooms.
- / Branch lines serving lockers/ showers.
- / Branch lines serving hose bibbs, wash bays.

PLUMBING REQUIREMENTS PER AREA

Livestock Area

Two (2) hose bibbs with approved backflow protection will be provided at each column. Floor drains with sediment buckets will be located at each hose bibb. Clear span areas that may have warm-up areas or show rings will be provided with a water system for cleaning and dust suppression.

Toilet Rooms

Fixtures (as noted in “Plumbing Fixtures”) for water closet, urinals and lavatories will be provided. Each restroom will have a floor drain with a trap guard.

Locker/Shower Rooms

Primary users of showers will be livestock attendants, and not general public. Provide fixtures as noted per plumbing fixtures. Provide general purpose floor drains adjacent to shower drains at dry off areas.

Wash Bays

Areas that will be used for washing livestock will be provided with a hose bibb and 12” wide trench drains with removable grates for cleaning.

Truck and Trailer Clean Out

This area will have provisions to wash out trailers and vehicles. A hose bibb and 12” wide trench drains with removable grates for cleaning will be located here.

Milking Parlor
Hot and cold domestic water and sanitary will be provided to this area. Design requirements will be confirmed with dairy equipment supplier.

Plumbing Fixtures
Lavatories will include combination units with solid surface integral bowl, soap dispenser, tempered water and hand dryer.
Water closets will be wall-hung china with a manual 1.28 gpf flush valve.
Urinals will be wall hung china with a manual 1/8 gpf flush valves.
Showers will be a field-built stall with manual operation controls and pressure balance mixing valves.
Electric water cooler will be bi-level stainless steel and be lead free.
Trench drains will be made of polymer concrete with 12” internal width and power lock quick connect service weight grate system. Areas with a large quantity of trench drains shall collect into a catch basin.
Floor drains will be a 4” outlet with sediment bucket at livestock locations and standard drains at locker rooms, showers and bathrooms.
Hose bibbs will be frost proof, keyed style on exterior and standard wheel handle on interior.

Plumbing Equipment
The locker room water heaters will be a gas-fired, sealed combustion, condensing commercial storage type with a minimum 92% thermal efficiency. They will be steel, glass or nickel lined and rated for working pressure of 150 PSI ASME.

The toilet room water heaters will be instantaneous point of use.

The water softener package shall produce a constant softened water supply. The softener shall include a controller with timer and valves, brine mixing and a salt storage tank. It will include an electric controller with time-controlled brine refill, measured water flow for 0.15 to 15.0 gpm for regeneration, adjustable salt settings, full-flow bypass valve, single motor drive, and Teflon coated non-sticking piston.

Fire Protection Design Narrative / Standpipes and hose stations are not required. Each building will have new 6” combination fire/domestic water service. Because much of the space is unheated in winter months, a dry pipe sprinkler system shall be designed. Sprinkler heads shall be upright brass in unfinished ceiling areas and white pendant in finished areas.

E. Building Costs

Budgeting the appropriate cost per square foot for your livestock and exhibition facilities is a qualitative decision. Simple uninsulated, unconditioned, pre-engineered metal structures with limited power or water services can cost as little as $25 to $35 per square foot to construct. More elaborate pre-engineered metal structures which are insulated, heated, mechanically ventilated and upgraded with extensive electrical and water services can cost between $35 and $75 per square foot. Adding expensive amenities such as milking parlors, restrooms, showers and office facilities or upgraded materials such as pre-cast, brick or stone can drive the cost between $75 and $100 per square foot or higher.

The study committee is recommending a $50 per square foot budget for your livestock and exhibition facilities exclusive of site development costs, equipment and soft costs. This is an average cost realizing that Building #1 which is heated and includes a mezzanine and pre-function area with additional public amenities and some upgraded materials will exceed this budget. Building #2 will be unheated (with the exception of the milking parlor) and is intended to fall slightly below this budget. Both barns will be insulated and contain public restrooms and offices. Concrete perimeter walls will primarily be utilized only to a height of approximately 4’ above finished floor with the exception of wash bay areas which will have 8’ high concrete walls. The buildings will be designed to take advantage of natural lighting and will utilize mechanical ventilation systems in addition to natural ventilation. See figure 2.8 on the following page an itemization of budgeted total project costs.

Livestock and Exhibition Hall Space Expansion

Project Size		
Livestock & Exhibition Space	273,000	SF
Prefunction Building(2 Story)	17,400	SF
Total	**290,400**	**SF**

System Description		Construction Cost	t per project SF
Sitework, Demolition & Maint. Shop			
Sitework and Demolition		$1,023,750	$3.75
Maintenance Shop(3,500 SF)		$210,000	$60.00
	Sitework & Demolition	**$1,233,750**	**$4.25**
Building Construction Cost			
Livestock/Exhibition Halls			
Steel & Insulation		$2,866,500	$10.50
Doors & Fixed Louvers		$204,750	$0.75
Steel Erection		$819,000	$3.00
Concrete		$2,730,000	$10.00
120'w clear span area(Building 1 & 2)		$40,000	Allowance
Additional Toilet Rooms(Building 1 & 2)		$60,000	Allowance
Open air arcade on north side of buildings		$150,000	Allowance
Roof Over Wash Stalls		$20,000	Allowance
Daylighting Systems		$250,000	Allowance
Heat & envelope updgrade(Bldg 1 barn)		$300,000	Allowance
Positive Pressure Ventilation System		$650,000	Allowance
Electrical Service & Lighting		$1,365,000	$5.00
Technology(cabling and distribution)		$100,000	Allowance
Fire Protection System (Dry)		$819,000	$3.00
Plumbing		$273,000	$1.00
General Conditions		$546,000	$2.00
Construction Management		$546,000	$2.00
	Livestock/Exhibition Hall Subtotal	**$11,739,250**	**$43.00**
Prefunction Building			
Conventional building		$2,436,000	$140.00
	Prefunction Building Subtotal	**$2,436,000**	**$140.00**
Winter Conditions		$290,400	$1.00
	Building Construction Cost	**$14,465,650**	**$49.81**
Other Project Costs			
Owner FF&E costs		$500,000	$1.72
Project Soft Costs/Fees		$800,000	$2.75
Estimating Contingency		$1,000,000	$3.44
	Other Project Costs	**$2,300,000**	**$7.92**
	TOTAL PROJECT COST	**$17,999,400.00**	**$61.98**

Section Three:
Operational Program Data

3. OPERATIONAL PROGRAM DATA

A. Introduction

A key objective of the programming effort is to determine the user groups' operational requirements, including workflow and physical adjacencies. Programming also reveals how different groups can utilize the same space. Operational elements of the program include:

- Service corridors
- Public circulation
- Access to amenities
- Connections to outdoor spaces

During the programming effort, we developed several diagrams to represent the relationships between different livestock and exhibition facility areas. Figures 3.1 through 3.12 show preliminary design layouts for the site, buildings and rooms to help confirm the required capacities for various events.

B. Operational Requirements

During the programming process, several important operational requirements were communicated. The meeting minutes in Appendix "A" document many of these requirements. Some operational requirements, in no particular, order include:

- Layouts should be very efficient, comfortably accommodating a large numbers of animals.
- Flexibility is essential to accommodate change over from one animal type to another.
- Operations include maintenance and multiple storage requirements.
- Existing site stormwater drainage patterns and utilities must be coordinated with new facilities.
- Ideally, indoor barn spaces will be able to accommodate show rings and other demonstration events.
- The milking parlor needs to be in a prominent, highly visible location.
- In addition to animal spaces, several "flex bays" should be provided for support functions.
- Public amenities such as restrooms and information centers should be located near main entrances.
- Careful scheduling of barn demolition and new construction is required to avoid disruption to events.
- Controlling the flow of public through the facility is important.
- A primary entrance and exit rather than multiple entry points is preferable.
- Animal movement and servicing of stalls should be separated as much as possible from the public flow.
- The facilities should be serviced primarily from the north and south sides.
- Service zones should be at the perimeter with connections to exterior overhead doors.
- Drive-through cross aisles will be necessary at appropriate intervals for servicing animal areas.
- Footing storage could be placed at the service side of building in the winter months.
- Mechanical mezzanines should be incorporated so lower level space can be utilized for other functions.
- Wash racks should be covered, located directly outside the barn and be distributed appropriately along service sides.
- The existing transformer vault needs to be relocated.
- At least one 14' high overhead door for loading and unloading large items should be provided.
- Accommodations for snow removal from large metal roofs should be considered.
- The floor slope should be 1/8" per foot or less with a medium broom finish.
- Locate drains near each column.

C. Functional Diagrams

Option 5: Site Layout

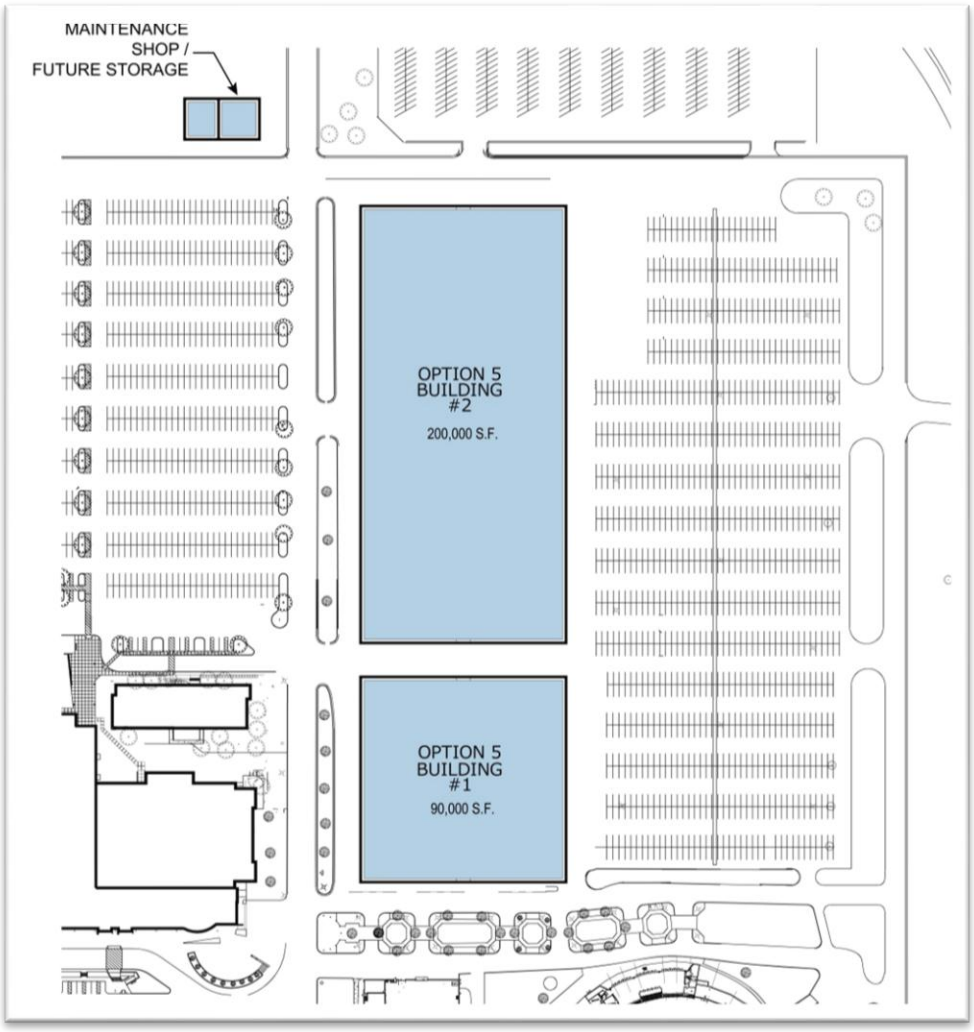


Figure 3.1

Option 5 site layout was chosen as the best solution for the Alliant Energy Center and its user groups. Building #1 is prominently placed at the hub of activity on site and adjacent to the primary pedestrian mall connecting the Coliseum, Arena, Livestock Exhibition Building and Exhibition Hall. This building will serve as the primary entry point for guests with direct access to a pre-function lobby, office suite and restrooms. Building #2 is conveniently located in an east/west orientation for easy access from Fairgrounds Drive and the large parking, loading and unloading lots to the north.

Option 5: Building #2

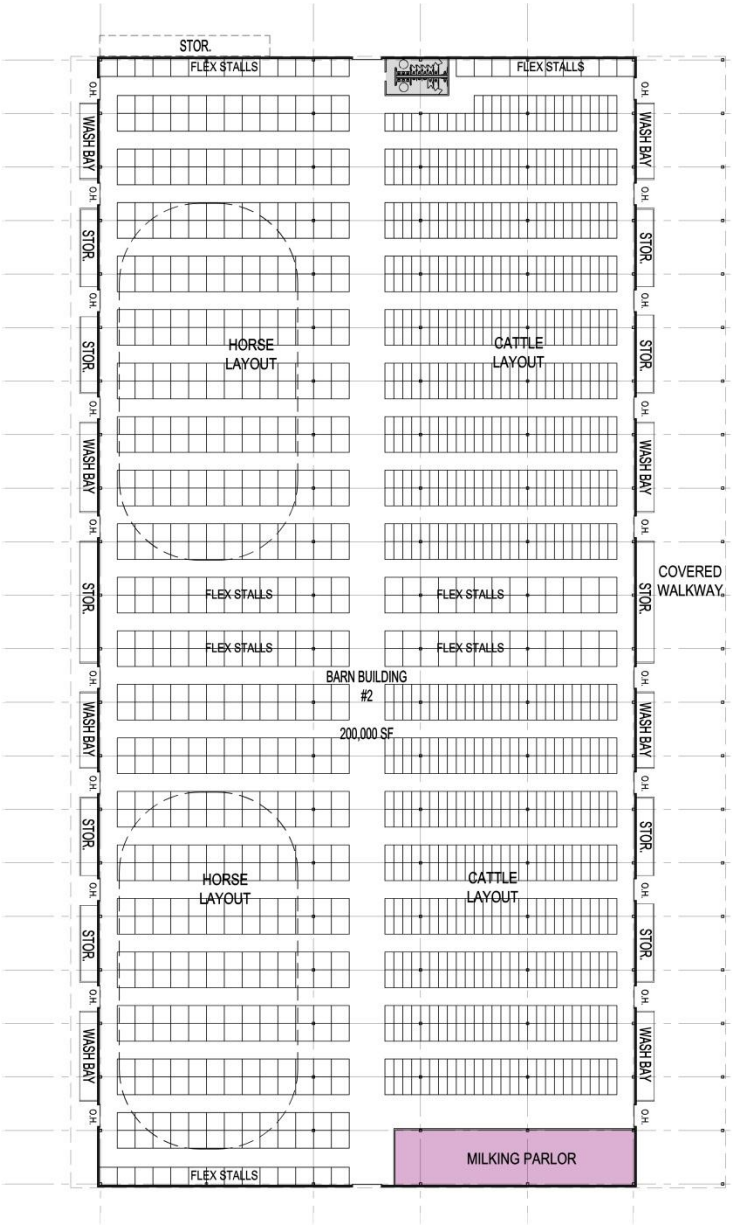


Figure 3.2

Building #2 is larger than #1 and is utilized exclusively for animal viewing functions and exhibition events. It also includes a milking parlor that is centrally located between the two buildings for balanced access as well as a prominent viewing location. This building will make full use of natural and electrical lighting and mechanical ventilation systems but will not be heated. The diagram above demonstrates how efficiently animals can be accommodated within the space.

C. Functional Diagrams

Option 5: Building #1

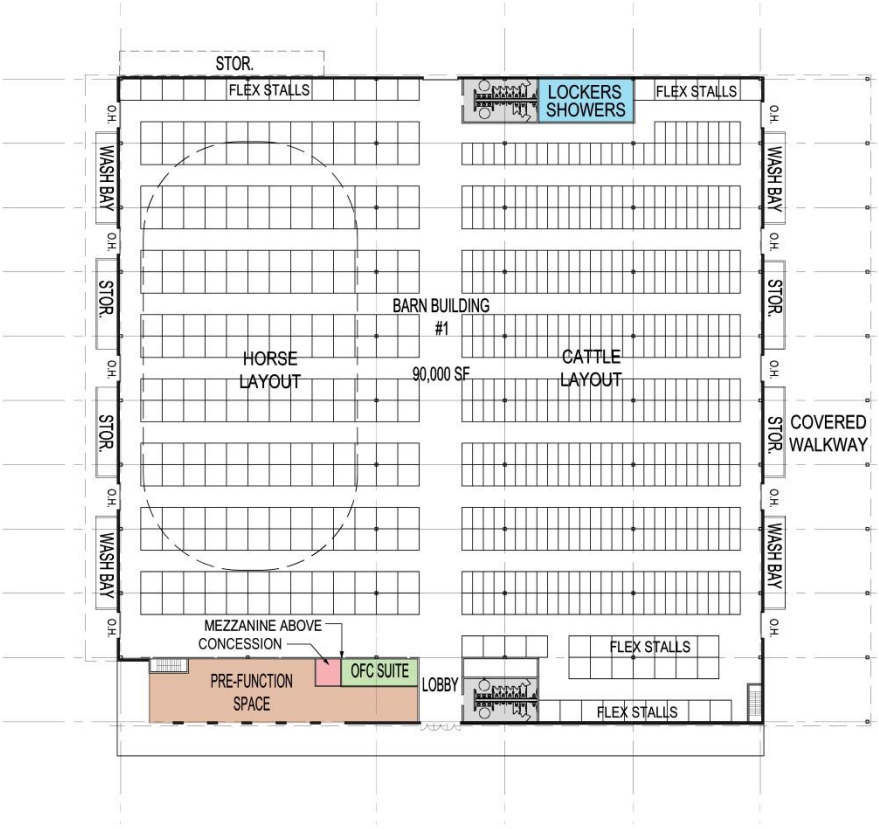


Figure 3.3

The diagram above suggests one of many layout options for utilizing the square footage of Building #1. Lobby, pre-function space, public restrooms and office space are consolidated at the most prominent side of the building for ease of access as well as functional efficiencies. Mechanical, electrical, plumbing and general storage space is located in the mezzanine above the public areas. This arrangement allows the greatest flexibility of layout for animal spaces and provides good circulation throughout. Exterior overhead doors are strategically located to allow drive-through operations and streamlined service aisles.

Option 5: Building Cross Section

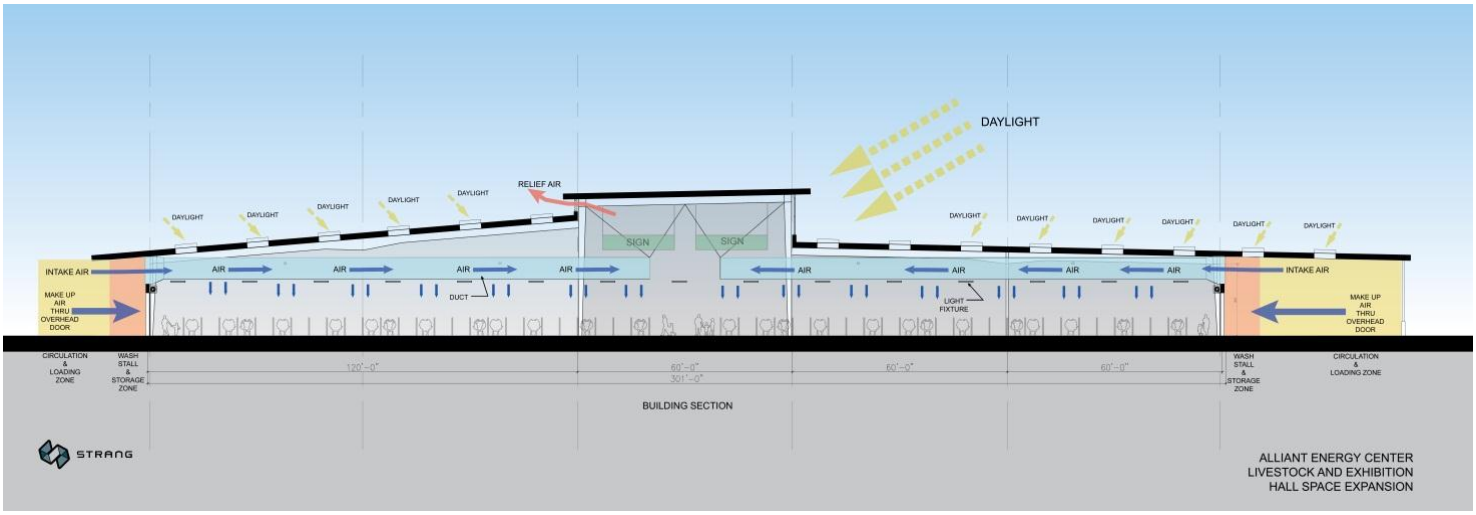


Figure 3.4

The building cross section demonstrates some of the facility's primary systems. A positive pressure mechanical ventilation system utilizing duct socks is used to bring fresh air into the building through sidewall vents and distribute it evenly above the animals. Continuous vents are located along the south high bay roof to provide relief air to the space. Natural lighting is provided through clearstory glazing in the north facing high bay area in combination with skylights distributed throughout the low sloping roofs. Animal wash areas, manure storage areas and walkways are covered by roof extensions on each side of the building.

Option 5: Aerial View

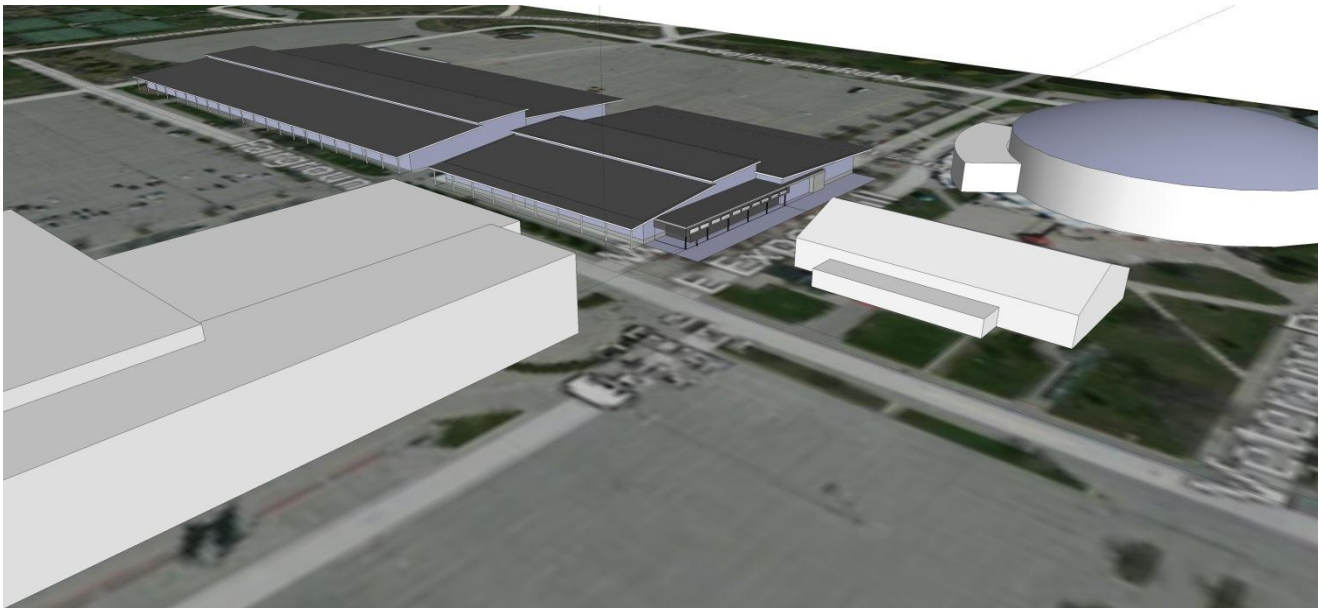


Figure 3.5

The aerial view depicts preliminary massing and the buildings relationship to existing buildings.

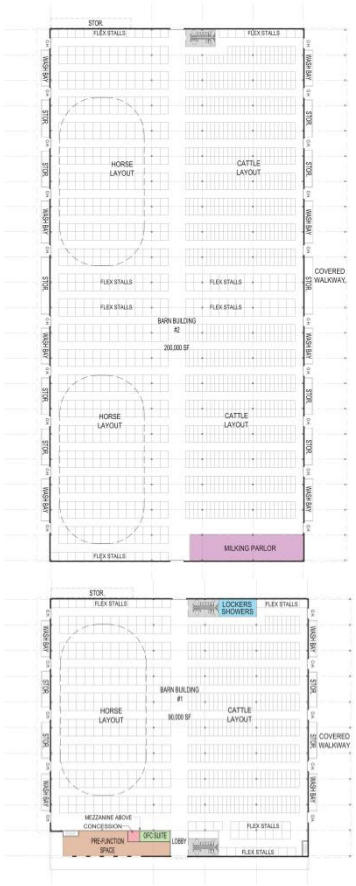
ROOM DATA SHEET

STRANG

ARCHITECTURE ENGINEERING INTERIOR DESIGN

BARN EXHIBITION SPACE

ARCHITECTURAL ELEMENTS	FINISHES	
	Flooring	SEALED CONCRETE
	Floor base	CONCRETE
	Walls	CONCRETE/ VINYL FACED INSULATION
	Ceiling type & height	Exposed
	DOORS	
	Material & type	METAL / COIL DOOR
	Width & height, swing	12'-0" x 12'-0"
	Hardware	CHROME
	NATURAL LIGHT	
	Window Sizes and/or borrowed lights	SKYLIGHTS & CLERESTORY
	Daylight Control/blinds	NO
	ACOUSTICS	
	SPECIAL	
	Marker boards (white, chalk, etc)	NA
	Projection screen (size, type)	NA
	Operable partitions	NA
	Special equipment	
CASEWORK	TYPE & SIZE	NA
	MATERIAL	NA
	COUNTERTOP TYPE	
	Base cabinets	NA
	WALL CABINETS	
	Slide / swing door	NA
	Material / glass fronts	NA
	SHELVING	NA
PLUMBING / HVAC / ELECTRICAL	PLUMBING	
	HVAC	
	Temperature range	
	Humidity control	
	Room air pressure (+/-)	
	Control interface	
	POWER	
	LIGHTING	
	Dimming?	
COMMUNICATIONS & SECURITY	VOICE (telephone)	
	VIDEO	
	CCTV	
	PA SYSTEM	YES
	INTERCOM	
	NETWORK SERVICES	WIRELESS
	DATA	YES
	CABLE TV	NO
	SOUND/AUDIO SYSTEM	PORTABLE
	CLOCK	
	VIDEO/DATA PROJECTOR	
	FIRE ALARM ANNUCIATER	YES
	CARD ACCESS	NO
	INTRUSION ALARM	
	SPECIAL REQUIREMENTS	



ROOM STATISTICS

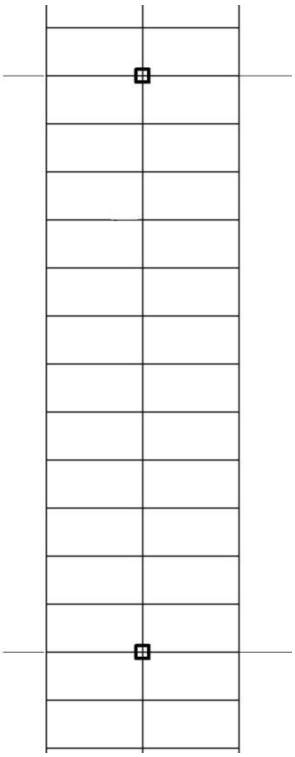
Room Size:	216,667 SF
Users / Quantity:	
Room Functions:	Exhibition
Hours Used:	
Critical Adjacencies:	
Special Floor Loading:	
Other:	

(*) REMARKS:

1) -

Cattle Tie Downs

ARCHITECTURAL ELEMENTS	FINISHES	
	Flooring	POLISHED CONCRETE
	Floor base	TILE
	Walls	CMU / PAINT
	Ceiling type & height	EXPOSED
	DOORS	
	Material & type	METAL
	Width & height, swing	
	Hardware	
	NATURAL LIGHT	
	Window Sizes and/or borrowed lights	SKYLIGHTS & CLERESTORY
	Daylight Control/blinds	
	ACOUSTICS	
	SPECIAL	
	Marker boards (white, chalk, etc)	
	Projection screen (size, type)	
	Operable partitions	
	Special equipment	PORTABLE TIE DOWN SYSTEM
CASEWORK	TYPE & SIZE	
	MATERIAL	
	COUNTERTOP TYPE	
	Base cabinets	
	WALL CABINETS	
	Slide / swing door	
	Material / glass fronts	
	SHELVING	
PLUMBING / HVAC / ELECTRICAL	PLUMBING	
	HVAC	
	Temperature range	
	Humidity control	
	Room air pressure (+/-)	
	Control interface	
	POWER	
	LIGHTING	
	Dimming?	
COMMUNICATIONS & SECURITY	VOICE (telephone)	
	VIDEO	
	CCTV	
	PA SYSTEM	
	INTERCOM	
	NETWORK SERVICES	
	DATA	
	CABLE TV	
	SOUND/AUDIO SYSTEM	
	CLOCK	
	VIDEO/DATA PROJECTOR	
	FIRE ALARM ANNUCIATER	
	CARD ACCESS	
	INTRUSION ALARM	
	SPECIAL REQUIREMENTS	



ROOM STATISTICS

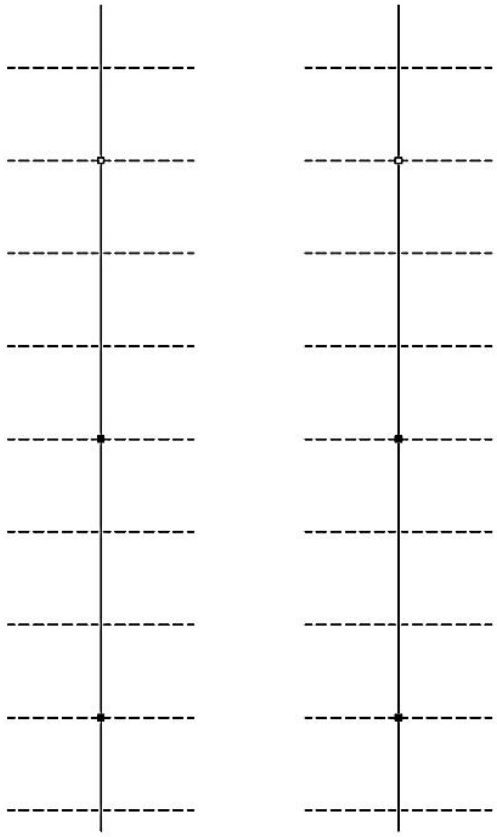
Room Size: 50 SF
Users / Quantity: CATTLE
Room Functions:
Hours Used:
Critical Adjacencies:
Special Floor Loading:
Other:

(*) REMARKS:

1) Cattle Tie-downs: 12 per 60' w. Bay. 10'd and 10' Aisle

Horse Stalls

ARCHITECTURAL ELEMENTS	FINISHES	
	Flooring	SEALED CONCRETE
	Floor base	CONCRETE
	Walls	CONCRETE/ VINYL FACED INSULATION
	Ceiling type & height	EXPOSED
	DOORS	
	Material & type	METAL
	Width & height, swing	
	Hardware	
	NATURAL LIGHT	
	Window Sizes and/or borrowed lights	SKYLIGHTS & CLERESTORY
	Daylight Control/blinds	
	ACOUSTICS	
	SPECIAL	
	Marker boards (white, chalk, etc)	
	Projection screen (size, type)	
	Operable partitions	
	Special equipment	
CASEWORK	TYPE & SIZE	
	MATERIAL	
	COUNTERTOP TYPE	
	Base cabinets	
	WALL CABINETS	
	Slide / swing door	
	Material / glass fronts	
	SHELVING	
PLUMBING / HVAC / ELECTRICAL	PLUMBING	
	HVAC	
	Temperature range	
	Humidity control	
	Room air pressure (+/-)	
	Control interface	
	POWER	
	LIGHTING	
	Dimming?	
COMMUNICATIONS & SECURITY	VOICE (telephone)	NA
	VIDEO	NA
	CCTV	NA
	PA SYSTEM	NA
	INTERCOM	NA
	NETWORK SERVICES	NA
	DATA	NA
	CABLE TV	NA
	SOUND/AUDIO SYSTEM	NA
	CLOCK	NA
	VIDEO/DATA PROJECTOR	NA
	FIRE ALARM ANNUCIATER	
	CARD ACCESS	
	INTRUSION ALARM	
	SPECIAL REQUIREMENTS	



ROOM STATISTICS

Room Size: 100 SF
Users / Quantity: HORSES
Room Functions:
Hours Used:
Critical Adjacencies:
Special Floor Loading:
Other:

(*) REMARKS:

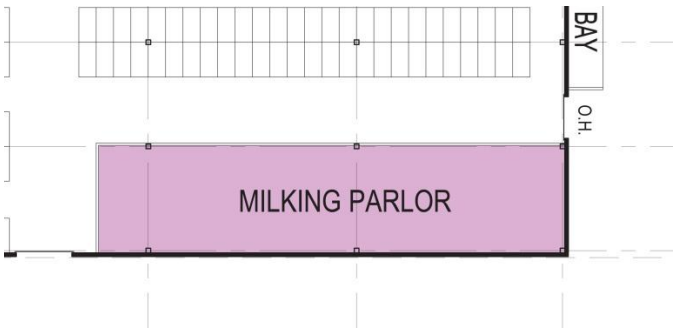
1. Horse Stables: 6 per 60' w. Bay. 10'd and 10' Aisle

ROOM DATA SHEET

STRANG
ARCHITECTURE ENGINEERING INTERIOR DESIGN

MILKING PARLOR

ARCHITECTURAL ELEMENTS	FINISHES	
	Flooring	EPOXY
	Floor base	TILE
	Walls	TILE
	Ceiling type & height	
	DOORS	
	Material & type	STAINLESS STEEL
	Width & height, swing	6'-0" X 7'-0"
	Hardware	STAINLESS STEEL
	NATURAL LIGHT	
	Window Sizes and/or borrowed lights	YES
	Daylight Control/blinds	YES
	ACOUSTICS	
	SPECIAL	
	Marker boards (white, chalk, etc)	
	Projection screen (size, type)	
	Operable partitions	
	Special equipment	MILKING EQUIP.
CASEWORK	TYPE & SIZE	NA
	MATERIAL	NA
	COUNTERTOP TYPE	NA
	Base cabinets	NA
	WALL CABINETS	NA
	Slide / swing door	NA
	Material / glass fronts	NA
	SHELVING	NA
PLUMBING / HVAC / ELECTRICAL	PLUMBING	
	HVAC	
	Temperature range	
	Humidity control	
	Room air pressure (+/-)	
	Control interface	
	POWER	
	LIGHTING	
	Dimming?	
COMMUNICATIONS & SECURITY	VOICE (telephone)	YES
	VIDEO	
	CCTV	
	PA SYSTEM	YES
	INTERCOM	
	NETWORK SERVICES	WIRELESS
	DATA	
	CABLE TV	
	SOUND/AUDIO SYSTEM	
	CLOCK	
	VIDEO/DATA PROJECTOR	
	FIRE ALARM ANNUCIATER	
	CARD ACCESS	
	INTRUSION ALARM	
	SPECIAL REQUIREMENTS	



ROOM STATISTICS

Room Size:	3960 SF
Users / Quantity:	
Room Functions:	Milking Cows
Hours Used:	
Critical Adjacencies:	
Special Floor Loading:	
Other:	

(*) REMARKS:

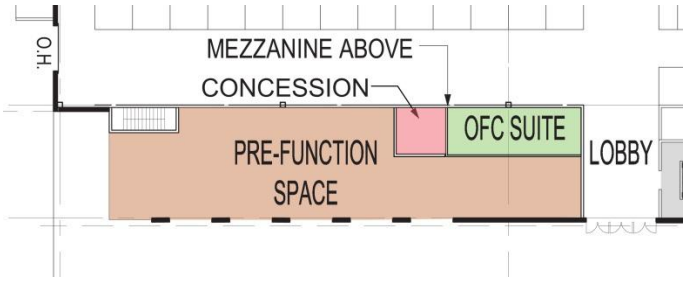
1) To be located at the northeast corner of Barn 2

ROOM DATA SHEET

STRANG
ARCHITECTURE ENGINEERING INTERIOR DESIGN

PREFUNCTION SPACE

ARCHITECTURAL ELEMENTS	FINISHES	
	Flooring	Polish Concrete
	Floor base	
	Walls	GWB / PAINT / CMU
	Ceiling type & height	
	DOORS	
	Material & type	Aluminum
	Width & height, swing	3'-0" x 7'-0"
	Hardware	
	NATURAL LIGHT	
	Window Sizes and/or borrowed lights	YES
	Daylight Control/blinds	YES
	ACOUSTICS	
	SPECIAL	
	Marker boards (white, chalk, etc)	NA
	Projection screen (size, type)	NA
	Operable partitions	NA
	Special equipment	
CASEWORK	TYPE & SIZE	
	MATERIAL	
	COUNTERTOP TYPE	
	Base cabinets	
	WALL CABINETS	
	Slide / swing door	
	Material / glass fronts	
	SHELVING	
PLUMBING / HVAC / ELECTRICAL	PLUMBING	
	HVAC	
	Temperature range	
	Humidity control	
	Room air pressure (+/-)	
	Control interface	
	POWER	
	LIGHTING	
	Dimming?	
COMMUNICATIONS & SECURITY	VOICE (telephone)	YES
	VIDEO	
	CCTV	
	PA SYSTEM	YES
	INTERCOM	YES
	NETWORK SERVICES	WIRELESS
	DATA	
	CABLE TV	
	SOUND/AUDIO SYSTEM	YES
	CLOCK	YES
	VIDEO/DATA PROJECTOR	
	FIRE ALARM ANNUCIATER	YES
	CARD ACCESS	
	INTRUSION ALARM	
	SPECIAL REQUIREMENTS	



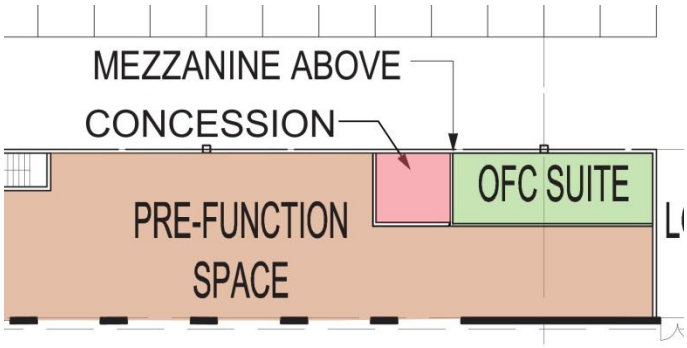
ROOM STATISTICS

Room Size: 2930 SF
Users / Quantity:
Room Functions:
Hours Used:
Critical Adjacencies:
Special Floor Loading:
Other:

(*) REMARKS:

Concessions Area

ARCHITECTURAL ELEMENTS	FINISHES	
	Flooring	POLISHED CONCRETE
	Floor base	VINYL
	Walls	GWB / CMU /PAINT
	Ceiling type & height	ACT / 9'-0"
	DOORS	
	Material & type	METAL
	Width & height, swing	3'-0" X 7'-0"
	Hardware	CHROME
	NATURAL LIGHT	
	Window Sizes and/or borrowed lights	
	Daylight Control/blinds	
	ACOUSTICS	
	SPECIAL	
	Marker boards (white, chalk, etc)	
	Projection screen (size, type)	
	Operable partitions	
	Special equipment	SERVING WINDOW
CASEWORK	TYPE & SIZE	
	MATERIAL	STAINLESS STEEL
	COUNTERTOP TYPE	
	Base cabinets	STAINLESS STEEL
	WALL CABINETS	
	Slide / swing door	STAINLESS STEEL
	Material / glass fronts	
	SHELVING	
PLUMBING / HVAC / ELECTRICAL	PLUMBING	
	HVAC	
	Temperature range	
	Humidity control	
	Room air pressure (+/-)	
	Control interface	
	POWER	
	LIGHTING	
	Dimming?	
COMMUNICATIONS & SECURITY	VOICE (telephone)	YES
	VIDEO	
	CCTV	
	PA SYSTEM	YES
	INTERCOM	
	NETWORK SERVICES	
	DATA	YES
	CABLE TV	
	SOUND/AUDIO SYSTEM	YES
	CLOCK	YES
	VIDEO/DATA PROJECTOR	
	FIRE ALARM ANNUCIATER	
	CARD ACCESS	
	INTRUSION ALARM	
	SPECIAL REQUIREMENTS	



ROOM STATISTICS

Room Size:	150 SF
Users / Quantity:	
Room Functions:	CONCESSION
Hours Used:	
Critical Adjacencies:	
Special Floor Loading:	
Other:	

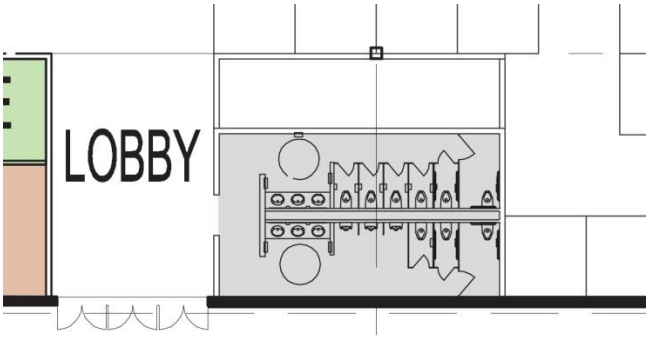
(*) REMARKS:

ROOM DATA SHEET

STRANG
ARCHITECTURE ENGINEERING INTERIOR DESIGN

PUBLIC RESTROOM

ARCHITECTURAL ELEMENTS	FINISHES	
	Flooring	SEALED CONCRETE
	Floor base	CMU
	Walls	CMU
	Ceiling type & height	
	DOORS	
	Material & type	METAL
	Width & height, swing	3'-0" X 7'-0"
	Hardware	CHROME
	NATURAL LIGHT	
	Window Sizes and/or borrowed lights	NO
	Daylight Control/blinds	NO
	ACOUSTICS	
	SPECIAL	
	Marker boards (white, chalk, etc)	
	Projection screen (size, type)	
	Operable partitions	
	Special equipment	
CASEWORK	TYPE & SIZE	
	MATERIAL	
	COUNTERTOP TYPE	
	Base cabinets	
	WALL CABINETS	
	Slide / swing door	
	Material / glass fronts	
	SHELVING	
PLUMBING / HVAC / ELECTRICAL	PLUMBING	
	HVAC	
	Temperature range	
	Humidity control	
	Room air pressure (+/-)	
	Control interface	
	POWER	
	LIGHTING	
	Dimming?	
COMMUNICATIONS & SECURITY	VOICE (telephone)	NO
	VIDEO	NO
	CCTV	NO
	PA SYSTEM	NO
	INTERCOM	NO
	NETWORK SERVICES	NO
	DATA	NO
	CABLE TV	NO
	SOUND/AUDIO SYSTEM	NO
	CLOCK	NO
	VIDEO/DATA PROJECTOR	NO
	FIRE ALARM ANNUCIATER	
	CARD ACCESS	
	INTRUSION ALARM	
	SPECIAL REQUIREMENTS	



ROOM STATISTICS

Room Size:
Users / Quantity:
Room Functions:
Hours Used:
Critical Adjacencies:
Special Floor Loading:
Other:

(*) REMARKS:

Section Four:
Quantitative Program Data

4. QUANTITATIVE PROGRAM DATA

A. Introduction

The quantitative program data translates the qualitative and operational findings from the previous sections into specific quantities. In turn, these quantities establish the ideal size for your future livestock and exhibition buildings and site. Data gathering tools included:

- Staff and user group interviews
- Questionnaires and surveys
- Inventories of existing space
- Benchmarking data

Several qualitative issues that were identified in Section 2 have a direct impact on project size. For instance, the priorities chart (Figure 2.4) indicated that animal amenities were one of the highest priorities. As a result, additional width has been provided for each animal space which in turn translated into a larger barn facility.

The operational issues that most impacted barn size included a request for a 10' wide service aisle around the entire perimeter of the barn as well as a 20' wide central service aisle down the middle of the barn, again leading to a slightly larger facility.

The information gathered from all of the above sources is synthesized into the following categories:

- People (Figure 4.1 – 10 Year Staff Projections)
- Animals (Figure 4.2 – 10 Year Animal Projections)
- Ancillary Spaces (Figure 4.3 – 10 Year Space Projections)

In summary, the data suggests the facilities will accommodate 11 people in an office setting and require approximately 290,000 square feet of exhibition space to accommodate the animals and ancillary spaces.

B. People

To establish 10-year staff projections, representatives from each user group were asked to chart their current needs as well as their anticipated growth. As Figure 4.1 below indicates, growth is not expected in any of the positions.

Figure 4.1 10-Year Staff Projections – Alliant Energy Center Barns

Positions	Current	Future
Show Manager	1	1
Barn Manager	1	1
Veterinarian	1	1
Office Support Staff	2	2
General Show Workers	6	6
Total	**11**	**11**

C. Animals

User groups communicated the number of animals accommodated in their current shows and were asked to project any anticipated increases or decreases over the next 10 years. Again, no growth was anticipated as they have control over animal counts and can simply limit enrollments in shows. Figure 4.2 below represents the largest shows in each category that must be accommodated.

Figure 4.2 10-Year Animal Projections – Alliant Energy Center Barns

Animals	Current	Future
Horses	800	800
Cattle	2600	2600

C. Building

To arrive at building space needs, each staff position was assigned an office standard and ancillary spaces were identified and assigned a size based upon industry standards. Then, taking cues from the functional diagrams, we assigned efficiency factors to account for circulation, walls and columns. The resulting square footages were then totaled to arrive at overall square footage.

Figure 4.3 summarizes the future space requirements for your livestock & exhibition facilities including offices, animal spaces, ancillary space, associated circulation and wall space. The ratio of useable space to non-useable space suggests the need for a building that is approximately 60% efficient in its space utilization. For a more detailed analysis of space needs see the space projection spreadsheet figure 4.4.

Figure 4.3 10-Year Space Needs – Alliant Energy Center Livestock and Exhibition Space	
Departments	**Gross Square Feet**
Show Manager	200
Barn Manager	200
Veterinarian Office	200
Support Staff	200
Greeting / Check-in Space	400
Animal Spaces	216,667
Lobby	1000
Lockers and Showers	3173
Public Restrooms	4800
General Storage Areas	5000
Milking Stations	3958
Flex Bays	38,333
Loading Areas	2000
Mechanical	10,000
Electrical / Teledata / A/V	2,940
Maintenance Storage	667
Total	**289,738 s.f.**

Staff / Animal Projections

Space Projections

Growth Expectations	2012 Present	2022 Projected	Remarks	10x10 stall	5x10 stall	net to gross	Gross SF	10x12 office	net to gross	Net SF	Gross SF
People Spaces											
Show Manager	1	1	private office					1	60%	120	200
Barn Manager	1	1	private office					1	60%	120	200
Veterinarian Office	1	1	private office					1	60%	120	200
Support Staff	2	2	2 people in shared open office					1	60%	120	200
Greeting/Check-In Space	6	6	open flex space/copy (size of 2 offices)					2	60%	240	400
Animal Spaces											
Horse stables	800	800	10'x10' stalls (7' high +/-)	800		60%	133333			n/a	n/a
Cattle Tie downs	2600	2600	approx. 5'x10' spacing w/ ties on panel wall		2600	60%	216667			130000	216667
Ancillary Spaces										Net	Gross
lobby		20'x30'	entry vestibule + flex lobby (ticketing)						60%	600	1000
shower facilities		17'x56'	men's and women's with restrooms						60%	1904	3173
(3) public restrooms		60'x16'	similar size to exhibit hall at Alliant						60%	2880	4800
general storage area		50'x60'	multi-purpose storage						60%	3000	5000
milking stations		25'x95'	sized to accommodate Boumatic equip.						60%	2375	3958
flex bays		10x10	multi-purpose in addition to animal bays						60%	23000	38333
loading area		(2) 20'x30'	sized for semi trucks and animal trailers						60%	1200	2000
mechanical room		100'x60'	assumes only partially conditioned						60%	6000	10000
tele/data room		12'x12'	preliminary assumption						60%	144	240
electrical room		25'x60'	preliminary assumption						60%	1500	2500
audio/visual room		10'x12'	preliminary assumption						60%	120	200
maintenance storage		20'x20'	preliminary assumption						60%	400	667
Imbedded Spaces (functions accommodated by reconfiguration of animal spaces with barn)											
(75,000 s.f. available over and above 800 horse stalls for equestrian events)											
bleacher seating area		20'x125' +/-	mobile units								
tack storage		10'x10'	will occur within flex bays noted above								
show ring		80'x125' +/-	match bleachers (85x215 currently)								
footing storage area		60'x200'	2 or more areas (on floor during shows)								
Outdoor Spaces (not occurring within barn)											
manure storage pits			outdoor pits adjacent barn								
feed storage			only small quantities stored in barn								
cart storage			outdoor storage locations								
exhibitor welcome center			located as part of arrival sequence								
animal check-in			site function prior to entering barn								
animal warm-up area		100'x200'	open w/ roof (accom. 15 to 20)								
animal wash racks		(30) 10'x10'	represents an increase of 50% over current								
sale lots	85x100 now	size varies	currently in tents and/or coliseum								
staff parking			10 fulltime, 400 volunteers, 150 parttime								
loading and unloading			surface loading and unloading								
truck/trailer parking			800 cattle trucks								
										Net	Gross
				800	2600		216667	6		173843	**289738**

Note: Current Barns = 154,000 s.f. (not including Restroom Building, S3 or S4 storage bldg)

Note: Net to Gross % accounts for circulation space, walls & shafts.

Appendix A:
Work Plan and Meeting Minutes

3/4/2013

ALLIANT ENERGY CENTER

VETERANS MEMORIAL COLISEUM • EXHIBITION HALL • WILLOW ISLAND

Livestock and Exhibition Hall Space Expansion

2013: February 4 11 18 25 | March 4 11 18 25 | April 1 8 15 22 29 | May 6 13 20 27 | June 3 10 17 24 | July 1 8 15 22 29 | August 5 12 19 26 | September 2 9 16 23 30 | October 7 14 21 28 | November 4 11 18 25 | December 2 9 16 23 30

2014: January 6 13 20 27 | February 3 10 17 24 | March 3 10 17 24 31 | April 7 14 21 28 | May 5 12 19 26 | J 2 9

Task

- Study - Phase Two
  - Study
  - Schematic Design
  - Site Investigation
- Approval
  - Owner Approvals
  - Regulatory Approvals
- Final Design
  - Document Package 1 - Maint. Shop
  - Document Package 2 - Barn - Footing/Foundation, Structural Steel
  - Document Package 3 - Remaining Scope
- Construction
- Barns & Maint. Shop
  - DP 1 - Bidding/Contract Award
  - DP 2 - Bidding/Contract Award
  - Maint. Shop
  - Order/Fabricate Steel/Construct Temporary Facilities
  - DP 3 - Bidding/Contract Award
  - World Dairy Expo - 10/1 - 10/5
  - Mobilization/Demolition
  - Footing & Foundation
  - Structure
  - Enclosure/start MEP rough-in
  - Interior Buildout
  - Sitework
- Construction
- Prefunction/Support Building
  - DP 3 - Bidding/Contract Award
  - Footing & Foundation
  - Structure
  - Enclosure/start MEP rough-in
  - Interior Buildout
  - Sitework
- Move-in
  - Maint. Shop Move-in
  - Barn Move-in
  - Midwest Horse Fair - 4/11/14 - 4/13/14
  - Prefunction/Support Building Move-in

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MEETING AGENDA - 001

CLIENT:	Dane County Alliant Energy Center	PROJECT NAME:	Alliant Energy Center – Animal Barn Study
SUBJECT:	Kick-off Meeting	PROJECT NUMBER:	2012041
		DATE:	June 5, 2012
		ISSUED BY:	Larry Barton
IN ATTENDANCE:	Alliant Energy Center: Kevin Gould Bob Ehrenstrom Bill Franz Strang: Larry Barton Rick Gilbertson	COPIES TO:	Participants Strang file

Statement of Purpose: The purpose of the meeting was to orient the project leadership toward the common goal of developing the best possible study to support the Alliant Energy Center's mission and events. We will discuss the proposed study process, tools, responsibilities and schedule along with a discussion to identify the most important study goals.

1. Project Overview:

a. Scope of Work:

i. Animal barn study including an evaluation of 3 potential options:

1. Construct a new free-standing multi-purpose animal barn in the parking lot adjacent to existing barns.
2. Demolish existing barns and construct a new multi-purpose mega barn in their location.
3. Construct a combination barn/parking structure. Location TBD.

ii. The client made the following comments concerning study goals:

1. In addition to functional efficiency improvements, the goal is to gain capacity in terms of the number of animals that can be accommodated.
2. Stall count will be an important factor in comparing the options above.
3. Each option must account for ancillary requirements such as wash facilities, showers, toilets, storage, etc.
4. Must account for incorporation or relocation of existing maintenance shop, carpenter shop, landscape material storage, dirt storage, maintenance vehicle storage, etc. which are located in the current barns.
5. Owner prefers a single day-trip to Columbus, Ohio to tour their barn/parking facility followed by a meeting with their facilities/operations staff prior to flying back to Madison that evening.
6. Alliant Energy Center differs from some other facilities in that their barns are not dedicated to a single animal type such as horses or cattle. Therefore change overs from one animal type to another add complexity. The client would like to make this more efficient.

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b. Project Team
    i. Design team roles and responsibilities:
        1. Larry Barton, Principal-In-Charge (Strang)
        2. Rick Gilbertson, Project Leader (Strang)
        3. Jeff Connelly, Project Architect (Strang)
        4. Tom Burgess, Master Plan Coordination (LMN)
        5. John Ensly, Barn Specialist (BSP)

    ii. The Client's steering committee will be as follows:
        1. Kevin Gould, Interim Director
        2. Bill Franz, Assistant Center Manager, Business and Government Affairs
        3. Bob Ehrenstrom, Interim Deputy Director

    iii. User Group roles and responsibilities:
        1. Mark Clarke, World Dairy Expo (Laura Herschleb, cattle show manager)
        2. Rhonda Reese, Show Mgr., Midwest Horse Fair Wisconsin Horse Council
        3. Marleen Lafner, Classic Horse Show

    iv. Other parties that may become involved:
        1. County task force (Josh)
        2. County Executive (Joe)
        3. County representatives (Travis, Casey)
        4. Wisconsin Horse Council
        5. Saddle & Bridle Association

c. Project Communications
    i. The clients preferred method of communication is face to face meetings or through email. Periodic phone calls are also acceptable.
    ii. Project communications should flow freely between the design team and steering committee. The client will direct communications with other parties and authorize the design team when it is appropriate to communicate directly with these parties.
    iii. Bring agendas to each meeting. Sending them in advance is not necessary.
    iv. Meeting format (purpose, schedule, budget, new & old business, next meeting)
    v. Distribution of meeting minutes shall be by email to the steering committee. The steering committee will forward to other parties as they see fit.
    vi. Decision making procedures used by the Client will be as follows:
        1. The steering committee will collectively make study related decisions and be responsible for reviewing and approving our work.
        2. Once recommendations are identified, there should be a presentation to county representatives who will be given the opportunity to review and comment on the study progress and direction.

d. Review of Project Schedule
    i. A schedule/work plan was handed out and approved with the stipulation that the final report should be complete by August 17, 2012. (see attached)
    ii. Kevin will be out of office from August 23 through September 6, 2012.
    iii. Executive office budgeting will occur at the end of September, 2012.
    iv. Listening Phase to be completed in June, 2012.

v. Discover Phase (program of requirements) to be completed in July, 2012.
vi. Design Phase (final report) to be completed by 3rd week of August, 2012.
vii. The client will be given 1 week at the end of each phase to review and comment on study progress and make recommendations.

e. Review of Project Contracts and Budget
   i. Construction budgets and total project cost budgets (hard costs + soft costs + FF&E) are not established at this time. They will be evaluated as the 3 options are developed.
   ii. The Purchase of Services Agreement between Strang and Client has been executed and is on file at Strang's office.

2. New Business

a. Robert Ehrenstrom is providing Strang with recent site plans and stall plans relating to the barn areas.
b. A future storm water basin is being planned on the west end of site to handle existing parking runoff, but this should not impact the proposed animal barn location.
c. It was noted that the west side of the barn area was at one time a dump area. This should be considered as options are evaluated.
d. Client will provide Strang with a list of contacts for the user groups.
e. Strang will venture to send out an information gathering survey to the user groups listed above by Friday, June 8th.
f. Client to contact user groups in advance of the survey to let them know it will be coming.
g. Strang will venture to schedule a "walk & talk" tour of the Alliant Energy Center barns during the week of June 11th including the steering committee and user group representatives.
h. Strang will venture to schedule a "walk & talk" tour of the Columbus, Ohio fairground barns during the week of June 18th including the steering committee and user group representatives. This will be followed by a meeting with fairground facility/operation representatives the same day.

3. Old Business (none, first meeting)

MEETING ADJOURNED	3:00 p.m.
NEXT PROGRESS MEETING	Tour during the week of June 11th (exact time/date TBD)
KEY AGENDA ITEMS	Walk & Talk to understand user group needs

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MEETING MINUTES - 002 & 003

CLIENT:	Dane County Alliant Energy Center	PROJECT NAME:	Alliant Energy Center – Animal Barn Study
SUBJECT:	Program review and Site Discussions	PROJECT NUMBER:	2012041
		DATE:	August 6, 2012 (Midwest Horse Fair) August 9, 2012 (World Dairy Expo)
		ISSUED BY:	Larry Barton
IN ATTENDANCE:	Alliant Energy Center: Kevin Gould (absent) Bob Ehrenstrom Bill Franz Midwest Horse Fair Gary Steers Pat Miller World Dairy Expo Mark Clarke Laura Strang: Larry Barton	COPIES TO:	Steering Committee Strang file

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Statement of Purpose: The purpose of these meetings was to review the initial barn-related programmatic space needs and adjacencies. We will also begin to discuss barn placement options on site and general site utilization during events**.**

1. **Comments or Corrections from Previous Meeting**
    a. Additional space may be required for manure handling (Mark Clarke comment)
    b. The show ring size should be at least as big as existing 85'x215' (Vicky Holston comment)
    c. Milking parlor size should match existing size (Kevin Gould comment)

2. **Schedule**
    a. Goal is to complete animal barn study by August 21, 2012.
    b. Weekly team meetings have been scheduled to achieve this target completion date.

3. **Budgets**
    a. At this early stage of planning we will use benchmark cost ranges for decision making.

4. **Old Business**
    a. Programmatic Review
        i. Space Needs Spreadsheet (used to pre-determine required barn size) was reviewed to confirm that all needed barn spaces have been accommodated. Also listed were imbedded spaces that can be interchanged with animal spaces at the user group's discretion as well as a listing of outdoor spaces related to the barn facility. The space needs spreadsheet was accepted with the following comments:
            1. The horse shows attract a higher percentage of women whereas the livestock shows attract a higher percentage of men. Consider this in sizing the restroom facilities. Adjustable restroom walls such as are used in the exhibition hall may be an option.

2. Pat expressed a concern that a 100'x200' covered warm-up area accommodating 15 to 20 riders would not be sufficient.
3. Concern expressed over how aluminum bleachers rattle.
4. Manure pits may not need to be distributed as widely around the grounds if we move to a larger all-encompassing barn versus the current arrangement of 10 individual barns.
5. Sizing the milk facility to match existing size is acceptable. Only about 15% of users use the parlor, others use portable units within the barns.
6. Barn 8 is not currently used for animals (more of a maintenance/storage facility). Its function will need to be replaced; however it is not essential that it be replaced within the new barn facility. It could be located elsewhere on site.
7. Wash racks should be programmed as an increase of at least 25% over existing. Currently there are approximately 220 linear feet of wash racks. The program will call for 300 linear feet.
8. Need to program for approximately (159) 10'x10' flex bays for general tack storage, tents, etc. in addition to cattle spaces.
9. World Dairy Expo needs to accommodate 2440 head of cattle.
10. World Dairy Expo stated that there show needs to accommodate approximately 50% cows and 50% heifers. The average cattle tie space should therefore be 5' wide by 10' deep.
11. John Endsley recommended the programmed 10'x10' wash racks contain 2 hose bibs and 3 cattle ties arranged along long walls.

ii. Larry paged through the Room Data Sheets which relate to the primary spaces listed in the space needs spreadsheet. A simple graphic was included to depict the general room size and arrangement. The room data sheets were accepted for the purpose of confirming adequate space has been allocated for each function.

5. New Business

a. A "Qualitative Survey" will be emailed to the steering committee and user group representatives to assist the design team in understanding how important barn facility issues are to prioritize. Strang would like the survey filled out and returned by Friday, August 10.

b. Master plan overview: Larry presented several boards to orient the meeting attendees toward the larger perspective of the entire Alliant Energy Center grounds and the surrounding vicinity. Arrival sequences, check-in procedures, service areas versus public zones and major functional adjacencies were discussed. An overview of the current master plan was also presented. The following boards were included in this presentation.

i. Vicinity map
ii. Entry gates
iii. Primary site quadrants
iv. Parking overview
v. Barns as master-planned

c. Barn Footprint/Site Placement Options: The team engaged in an interactive exercise, arranging colored blocks representing each of the following building options and placements on a large site plan to evaluate the advantages and disadvantages of various building forms and locations. Each arrangement accomplished the space needs expressed in the spreadsheet in different ways.

i. **Option 1** - New Barn + Existing barns remain. This option explored placing a new 108,000 s.f. metal barn facility on the parking lot adjacent to the existing barns. A facility of this size would provide the requested user group amenities in addition to eliminating the need for temporary tents on site.

1. Advantages
    a. Minimal disruption to existing barns during construction
    b. New building can be smaller since existing barns are still utilized.
    c. Mid-range cost due to smaller building (assuming no significant improvements to existing barns)
    d. Good proximity to the coliseum if located in adjacent parking lot next to existing barns.
    e. Eliminates the need for temporary tents.

2. Disadvantages
    a. Loss of over 500 parking spaces due to building footprint and service area needed.
    b. Longer walking distance for patrons (not considered excessive)
    c. Places new facility away from core activities associated with the exposition center, arena and outdoor exhibits.
    d. Does not reinforce the master plans long-term vision of creating a public boulevard between the barns and the exhibition center.
    e. Several of the existing barns are approaching the end of their serviceable life therefore maintenance costs will escalate in order to keep them in operation.
    f. The smaller size and limited flexibility inherent with the existing barns will continue to be a hardship for larger groups.

ii. **Option 2** - Demolish existing barns, replace with new mega barn. This option would replace all existing barns with a single new 240,000 s.f. metal barn which would provide the needed square footage for animals as well as user group amenities under one roof. The new facility would be located in the same location as the existing barns.

1. Advantages
    a. Does not displace any parking on site.
    b. Places the new facility at the hub of activity on site directly adjacent to the exposition center, arena, coliseum and outdoor display areas.
    c. Reinforces the master plans vision of a public boulevard.
    d. Fully replaces all outdated barn facilities on site

e. Lowest maintenance and operations costs of 3 options since older barns are removed.
f. Provides flexibility to accommodate different user groups.

2. Disadvantages
   a. Large initial investment
   b. Demolition of all barns in advance of construction could cause significant disruption to annual shows.
   c. Parking concerns have not been addressed.

iii. **Option 3** - Barn/parking facility options (Phased approach). This option proposes a phased approach to the replacement of existing barns while simultaneously addressing parking concerns. Phase one would consist of a new 90,000 s.f. +/- barn facility with concrete structure to allow a parking deck above and also including attractive design features and exterior materials to relate well with the exposition center and overall aesthetic of the grounds. This building would replace barns 1, 2, 3 and 6. Phase two would be a similar building displacing the next group of barns to be replaced however the parking deck would be an optional consideration.

1. Advantages
   a. Adds over 200 stalls of revenue generating parking centrally located at the heart of the grounds.
   b. Places the new barn facilities at the hub of activity
   c. Reinforces the master plan's vision of a public boulevard.
   d. Phased construction is less disruptive to existing shows.
   e. Replaces oldest barns first, leaving newer barns in place longer so that the full value of their serviceable life can be realized.
   f. Spreads investment in barns out over a manageable time period.
   g. Provides options for long-term expansion in multiple directions because displaced parking can be replaced with deck parking.
   h. Option to add additional parking decks vertically if needed.
   i. Concrete structures will typically remain serviceable much longer than metal buildings.
   j. Highly efficient in terms of horse stall and cattle tie layouts.
   k. Opportunity to connect the parking deck with bridge to the exhibition center further reinforcing long-range master plan.

2. Disadvantages
   a. The cost/s.f. of a concrete structure with parking above will be higher than a metal building.
   b. More dependent upon mechanical ventilation systems versus natural convection however large clerestory openings will be incorporated to provide abundant natural light and ventilation to the ground level animal spaces.

c. Parking deck above will require more columns. The general 30'x30' bay spacing will be the same as with a metal barn structure.

iv. **Option 4** – Phased Implementation of Barns. Although all options explored meet the defined program requirements, a variation of option three was found to be most advantageous to the Alliant Energy Center, their users and clientele. We will call this option 4 which is similar to option 3 in terms of building placement but postpones the structured parking component to a later date. The construction type is also changed to standard metal building construction. Option 4 was found to be the most feasible and balanced approach to addressing Alliant Energy Center's long-term barn needs for the following reasons:

1. Meets programmatic requirements within a feasible cost structure
2. Phased construction allows annual shows to proceed with minimal disruption
3. Allows the first barn to be constructed of materials and design complimentary to the exhibition center.
4. Allows the second barn to be constructed of complimentary but more traditional barn materials
5. Replaces older barns first, leaving newer existing barns in place longer to capture value of investment.
6. The parked barn option remains a possibility for phase 3 when barns 4, 5, 8/11 are ultimately replaced

d. Room adjacencies within barns: The team engaged in a similar interactive exercise, arranging colored blocks representing each room and/or function defined on the spreadsheet that would be housed within a new barn. The end result was a general "flow diagram" suggesting how internal spaces should be arranged. Suggestions generally apply to all three building options as follows:
   i. The primary public entry should be oriented toward the crossroads of quadrants on site (intersection formed at the arena, exhibition hall and outdoor display areas).
   ii. The exterior appearance of the barn should be enhanced on the 2 sides facing the arena and exhibition hall. Other 2 sides will be more service oriented.
   iii. The milking parlor must be located adjacent the entry in a prominent location
   iv. Public amenities such as lobby, restrooms, educational functions, office assistance, etc. should be located directly adjacent to the primary entrance.
   v. Controlling the flow of public through the facility is important. Prefer a primary entrance and exit over multiple entry points.
   vi. The general flow of public through the new facility should follow a general progression of welcoming amenities, office assistance, educational offerings (such as birthing exhibits or milking displays), entertainment functions such as show rings or demonstration areas. The public would then proceed deeper into the barn through a wide main central aisle to view animal breeds and would have the opportunity to walk down secondary isles to view a wider selection of animals within each breed and talk with handlers.

vii. Animal movement and handler servicing of stalls should be separated as much as possible from the public flow.
viii. The barn should largely be serviced from the side adjacent to the parking lot.
ix. The public zones should be located toward the center of the barn. Service zones should be at the perimeter with connections to exterior overhead doors.
x. Drive-through cross aisles will be necessary at appropriate intervals for servicing animal areas.
xi. Consider placing lockers and shower for show workers at a central location within the barn for easier access to users.
xii. Footing storage could be placed at the service side of building in the winter months when the barn is not used for shows.
xiii. Mechanical spaces should be located within the service zones of building and consideration should be given to mechanical mezzanines so space below can be utilized for other functions.
xiv. Wash racks can be located under cover directly outside the barn distributed appropriately along the service sides.

MEETING ADJOURNED	TBD
NEXT PROGRESS MEETING	Monday, August 20, 2012 at 2:00 p.m. at the Alliant Energy Center – Admin. Bldg.
KEY AGENDA ITEMS	Further review of options and selection of preferred solution.

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MEETING MINUTES - 004

CLIENT:	Dane County Alliant Energy Center	PROJECT NAME:	Alliant Energy Center – Animal Barn Study
SUBJECT:	Site Placement Options	PROJECT NUMBER:	2012041
		DATE:	August 13
		ISSUED BY:	Larry Barton
IN ATTENDANCE:	Alliant Energy Center: Kevin Gould Bob Ehrenstrom Bill Franz Rob Nebel Midwest Horse Fair Gary Steers Rhonda Reese World Dairy Expo Mark Clarke Strang: Larry Barton	COPIES TO:	Steering Committee Strang file

Statement of Purpose: The purpose of this meeting was to review the four site placement options and reach consensus on a final recommendation

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INTERIOR DESIGN

1. **Comments or Corrections from Previous Meeting**
    a. None

2. **Schedule**
    a. The study remains on schedule toward an August 21, 2012 completion.
    b. The overall project schedule is tentative but may suggest design in 2013, construction in 2014 and having the barn ready for use in 2015.

3. **Budgets**
    a. Benchmark cost ranges for metal barns (construction cost only) utilized in our discussions are ranging from $50/s.f. to $80/s.f. Some recently completed barn facilities have cost as much as $100/s.f. where upgraded materials and electrical accessories utilized. To be most financially feasible, the Alliant Energy Center desires the cost to fall closer to $50/s.f. as the project moves toward final design and construction.

4. **Old Business**
    a. Programmatic Review
        i. Space Needs Spreadsheet was updated based upon previous meetings and information emailed to Strang last week and handed out at the meeting. The spreadsheet has been approved as accurately representing the owner and user space needs.

5. New Business

a. The results of the "Qualitative Survey" were compiled and handed out at the meeting. The results were reviewed and approved as accurately representing the group priorities relating to new barn facilities.

b. Barn Footprint/Site Placement Options: The team reviewed all four barn placement options and concluded that option 4 was most advantageous to the Alliant Energy Center, their users and clientele. Graphic diagrams of all four options were handed out at the meeting along with a summary of advantages and disadvantages of each.

c. Utilizing option 4 as a basis for discussion, the following was decided upon in addition to comments made in the previous meeting minutes:

i. The primary public entry should be oriented toward the crossroads of quadrants on site (intersection formed at the arena, exhibition hall and outdoor display areas).
ii. The exterior appearance of the barn should be enhanced on the 2 sides facing the arena and exhibition hall. Other 2 sides will be more service oriented.
iii. The phase two barn can be of more traditional barn materials
iv. The milking parlor must be located adjacent the entry in a prominent location
v. Public amenities such as lobby, restrooms, educational functions, office assistance, etc. should be located directly adjacent to the primary entrance.
vi. It is acceptable to place mechanical spaces on a mezzanine above the public spaces in an effort to maximize space for animals.
vii. A 20' wide central service corridor down the middle of the barn is desired with direct access to the loading dock and large overhead door.
viii. Perimeter animal corridors should be 10' wide.
ix. Animal movement and handler servicing of stalls should be separated as much as possible from the public flow. Animal movement during show will largely occur at the perimeter corridors.
x. The barn should largely be serviced from the side adjacent to the parking lot and between barns.
xi. Consider snow removal from large metal roofs in final designs
xii. During World Dairy, footing will be moved to an outdoor location for storage
xiii. The owner does not want 4" floor drains in animal location due to clogging.
xiv. At least one overhead door should be 14' high for unloading semi-trucks.
xv. The existing transformer vault location between barns 1 and 2 should be maintained as a component of the new barn.
xvi. The new barns should take into consideration existing underground utility lines and stormwater swales that currently occur in drive aisles.

MEETING ADJOURNED	3:30 p.m.
NEXT PROGRESS MEETING	Monday, August 20, 2012 at 1:00 p.m. at the Alliant Energy Center – Admin. Bldg.
KEY AGENDA ITEMS	Review and approval of the draft report

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MEETING MINUTES

CLIENT:	Dane County Alliant Energy Center	PROJECT NAME:	Alliant Energy Center – Animal Barn Study
SUBJECT:	Phase Two Study work effort	PROJECT NUMBER:	2012041
		MEETING DATE:	February 14, 2013
		ISSUED BY:	Rick Gilbertsen
IN ATTENDANCE:	Alliant Energy Center: Mark Clarke Bill Franz World Dairy Expo George Crave Jim Crowley Bob Hagenow Mike Hellenbrand Laura Herschleb Michael Holschbach Bob Kaiser Ernest Kueffner Tom Morris Bullock, Smith & Partners, Inc. John Endsley Design Structures, Inc. Jim Anderson Strang: Larry Barton Rick Gilbertsen Katie Klabacka T.C. Lin	COPIES TO:	Steering Committee Strang file

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Statement of Purpose: The purpose of this meeting was to review phase two study work completed to date including preliminary design ideas and project budgeting efforts.

1. **Comments or Corrections from Previous Meeting**
   a. None

2. Schedule

a. The phase two study target completion date is mid-March 2013.
b. Strang presented a proposed schedule commencing with mobilization and demolition after the World Dairy Expo(WDE) with the barn facilities substantially complete prior to the following years Midwest Horse Fair – Early October to Mid-April.
c. The proposed schedule was developed to with a targeted completion in April 2014. This could be accomplished if the following activities could occur:

i.	Study completion	Mid. March
ii.	Schematic Design	Mid. March - Early May
iii.	Site investigation	Mid. March – End June
iv.	Owner/regulatory Approvals	May – June
v.	Final Design	July-August
vi.	Construction – Barns	Mid. July – March
vii.	Construction – Pre-function Building	October – June

d. Site work may run into June if impacted by weather conditions.

3. Budgets

a. The Phase One study identified benchmark cost ranges for metal barns (construction cost only) utilized in our discussions are ranging from $50/sf. to $80/sf. Some recently completed barn facilities have cost as much as $100/sf. where upgraded materials and electrical accessories utilized. To be most financially feasible, the Alliant Energy Center identified a cost to fall closer to $50/sf. as the project moves toward final design and construction.
b. Strang provided an updated budget based upon current floor plans.
c. The budget analysis indicated that the construction cost of the base barn buildings can be accomplished under $50/sf. Project upgrades have been identified that will raise the cost of the project.
d. Current upgrades included:
    i. Maintenance shop
    ii. 120'w x 270' l clear span area(possibly all three buildings)
    iii. Toilet rooms in Buildings 2 & 3
    iv. Heat and envelope upgrade (building 1 barn)
    v. Roof over wash stalls
    vi. Daylighting system
    vii. Electrical upgrade(switch relocation)
    viii. Technology

4. Design Discussion

a. Site
    i. The current concept will replace all barn buildings on site.
    ii. Demolishing all existing buildings will facilitate meeting existing grade challenges. The county is working to get an updated survey and grading will be further reviewed at that point.
    iii. A three building strategy is currently being pursued.
    iv. WDE discussed using Olin Drive for move-in and potentially having all exhibitors park on the north side of the buildings to off-load animals/equipment and supplies.
    v. Fairgrounds Drive would be used for commercial exhibitor move-in.
    vi. WDE would like to look at adding a covered walkway on north side of buildings to facilitate animal movement to the coliseum.
    vii. Feed is provided by commercial vendors but many exhibitors bring their own. WDE discussed requiring exhibitors to keep their hay in their trailers until it is needed at their stalls or in flex space. Most exhibitors bring the 800 pound bales. Commercial vendor locations to be determined. Approximately 60 lbs. of feed is consumed per animal per day.
    viii. Manure storage and removal need additional study. Approximately 160 semi-truck loads are hauled away during events.
b. Building
    i. Floor Plans, Building Section
        1. Three building strategy was reviewed and general concept was approved.
        2. Buildings will be designed as multi-purpose type spaces. Primary use will be for hosting cattle, horse and other livestock events.
        3. Total stall cattle count at 2600. Final counts on 10' x 10' flex stalls to be approximately 150.
        4. WDE would prefer restrooms be distributed throughout the buildings.
        5. Showers should be more centrally located.
        6. WDE would use an off-hour activity space if it was provided. Possible location at east end of front barn in pre-function building. Food preparation would need to meet Health department requirements including 100' separation from animals.

7. Need storage areas in the building for bedding. This is provided by commercial vendors.
8. WDE would like to move the milking parlor out of the front building. NE & NW corner would be an acceptable location if it is to remain in the front building. North side will be better for animal movement.
9. Milking equipment is being donated by a vendor and Alliant Energy Center (AEC) will discuss parlor location options with them.
10. 10 to 20% of exhibitors use milking parlor. Remainder milk at the stalls.
11. The milking parlor will need to be designed to meet State Health Department requirements.
12. Maintenance shop to be relocated in a separate building.
13. Sales area is required. Current space is 80' x 115'.
14. Need to study cattle stall options. AEC to work with Strang to identify vendors to contact for planning purposes.
15. Roof-mounted strip daylighting systems with integrated sensors are proposed.

ii. Building Mechanical and Electrical Systems

1. The front barn will be heated.
2. Proper ventilation and dust control is a major consideration.
3. Suspended light fixtures with fluorescent lamps will be provided. They will be located at least 14' above the finish floor. Design intent to provide a 20 foot candles at 3' aff.
4. Power will be provided at all columns and supplemented with overhead buss ducts that can feed portable distribution panels so that maximum distance to power receptacles will be 30'.
5. No lifts should be required for power set up by exhibitors or WDE event staff.
6. Water and an area drains will be provided on two sides at each column. Additional water access will be required. Density and approach to be studied.
7. 600 lineal bay of wash bay is provided in the current design. This is approximately double the existing capacity and is acceptable.

5. New items

i. WDE to provide approximate quantities of manure, feed and bedding for use in determining space requirements.
ii. AEC will work with vendor to determine acceptable milking parlor locations.

MEETING ADJOURNED 12:30 p.m.

NEXT PROGRESS MEETING TBD.

KEY AGENDA ITEMS

The preceding reflects our understanding of items discussed at this meeting. Please contact the issuer indicated above with any comments or corrections.

STRANG

6411 MINERAL POINT ROAD
MADISON, WI 53705-4395

T/ 608 276 9200
F/ 608 276 9204

MEETING MINUTES

CLIENT:	Dane County Alliant Energy Center	PROJECT NAME:	Alliant Energy Center – Animal Barn Study
SUBJECT:	Phase Two Study work effort	PROJECT NUMBER:	2012041
		MEETING DATE:	February 20, 2013
		ISSUED BY:	Rick Gilbertsen
IN ATTENDANCE:	Alliant Energy Center: Mark Clarke Midwest Horse Fair Troy Brick-Margelofsky Pat Miller Rhonda Reese Gary Steers Bullock, Smith & Partners, Inc. John Endsley Strang: Larry Barton Rick Gilbertsen T.C. Lin	COPIES TO:	Steering Committee Strang file

Statement of Purpose: The purpose of this meeting was to review phase two study work completed to date including preliminary design ideas and project budgeting efforts.

1. **Comments or Corrections from Previous Meeting**
   a. None

ARCHITECTURE
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INTERIOR DESIGN

2. Schedule

a. The phase two study target completion date is mid-March 2013.
b. Strang presented a proposed schedule commencing with mobilization and demolition after the World Dairy Expo(WDE) with the barn facilities substantially complete prior to the following years Midwest Horse Fair – Early October to Mid-April.
c. The proposed schedule was developed to with a targeted completion in April 2014. This could be accomplished if the following activities could occur:

i.	Study completion	Mid. March
ii.	Schematic Design	Mid. March - Early May
iii.	Site investigation	Mid. March – End June
iv.	Owner/regulatory Approvals	May – June
v.	Final Design	July-August
vi.	Construction – Barns	Mid. July – March
vii.	Construction – Pre-function Building	October – June

d. Site work may run into June if impacted by weather conditions.
e. Midwest Horse Fair (MHF) would like to have access to showers at the 2014 event. Alternative temporary solutions will be studied if the permanent showers are not available.

3. Budgets

a. The Phase One study identified benchmark cost ranges for metal barns (construction cost only) utilized in our discussions are ranging from $50/sf. to $80/sf. Some recently completed barn facilities have cost as much as $100/sf. where upgraded materials and electrical accessories utilized. To be most financially feasible, the Alliant Energy Center identified a cost to fall closer to $50/sf. as the project moves toward final design and construction.

b. Strang provided an updated budget based upon current floor plans.
c. The budget analysis indicated that the construction cost of the base barn buildings can be accomplished under $50/sf. Project upgrades have been identified that will raise the cost of the project.
d. Current upgrades included:
    i. Maintenance shop
    ii. 120'w x 270' l clear span area(possibly all three buildings)
    iii. Toilet rooms in Buildings 2 & 3
    iv. Heat and envelope upgrade (building 1 barn)
    v. Roof over wash stalls
    vi. Daylighting system
    vii. Electrical upgrade(switch relocation)
    viii. Technology

4. Design Discussion

a. Site
    i. The current concept will replace all barn buildings on site.
    ii. Demolishing all existing buildings will facilitate meeting existing grade challenges. The county is working to get an updated survey and grading will be further reviewed at that point.
    iii. MHF uses Olin Drive for move-in. A welcome center tent is used for check-in.
    iv. The parking lot to the north is used for campers. Exhibitors and event attendees camp for the entire event. Currently 175 – 200 RV's or campers will be on site.
    v. MHF would like to have a more permanent solution for providing power to the camping area. Other locations on the Grounds could work.
    vi. The outside mall is an important part of the event and should be maintained. The covered canopy on the west side of the mall is utilized by vendors and a similar canopy should be provided. Typical vendor space under canopy is 8'-10' x 20' minimum.
    vii. World Dairy Expo. (WDE) would like to look at adding a covered walkway on north side of buildings to facilitate animal movement to the coliseum.
    viii. The existing arena is currently used for vendor space and warm-up space.
    ix. Current spaces provided in existing barns, tents or adjacent outside spaces:
        1. Show arena – 70' – 120' tent
        2. Outdoor practice ring – west end of barns – divided into two areas for event
        3. Welcome center – tent
        4. Exhibitor space for 800 horse stalls
    x. The following minimum requirements were identified for the new barns:
        1. Show arena – 70' x 120' minimum.
        2. 60' round pen with bleachers
        3. Practice ring – minimum size equal to current outdoor practice ring
        4. 800 horse stalls.
b. Building
    i. Floor Plans, Building Section
        1. A three building strategy was reviewed and general concept was approved.
        2. Buildings will be designed as multi-purpose type spaces. Primary use will be for hosting cattle, horse and other livestock events.
        3. Total stall cattle count at 2600. 10' x 10' horse-stall count 1300. Final counts on 10' x 10' flex stalls to be approximately 150.
        4. Restrooms will be distributed throughout the buildings.
        5. Showers should be more centrally located.

6. The south half of the buildings will be designed to provide a 120' deep area running the length of the building that is clear of columns. Arenas, round pens and practice areas will be located in those spaces.
7. Horse stalls to be on the north side of the building for better access to the coliseum.
8. 14' clear will be maintained in the barns. Doors to be 14' clear height minimum.
9. Exhibitors store feed in their stalls.
10. Outside manure storage areas will be acceptable.
11. Floors to be concrete. Footing depth and type in arena and practice areas needs to be studied to provide a suitable surface for events.
12. WDE would use an off-hour activity space if it was provided. Possible location at east end of front barn in pre-function building. Food preparation would need to meet Health department requirements including 100' separation from animals.
13. WDE would like to move the milking parlor out of the front building. NE & NW corner would be an acceptable location if it is to remain in the front building. North side will be better for animal movement. The milking equipment is being donated by a vendor and Alliant Energy Center (AEC) will discuss parlor location options with them.
14. Maintenance shop to be relocated in a separate building.
15. Roof-mounted strip daylighting systems with integrated sensors are proposed.

ii. Building Mechanical and Electrical Systems

1. The front barn will be heated.
2. Proper ventilation and dust control is a major consideration. Dust control in show arenas and practice areas in particular.
3. Water and an area drains will be provided on two sides at each column. Additional water access will be required. Density and approach to be studied.
4. A system/process for wetting arena and practice areas will be provided.
5. 600 lineal bay of exterior wash bay is provided in the current design. This is approximately double the existing capacity and is acceptable.
6. The buildings will be sprinklered.
7. Suspended light fixtures with fluorescent lamps will be provided. They will be located at least 14' above the finish floor. Design intent to provide a 20 foot candles at 3' aff.
8. Power will be provided at all columns and supplemented with overhead buss ducts that can feed portable distribution panels so that maximum distance to power receptacles will be 30'.
9. A minimum of 1 – 20 amp duplex receptacle for 2 stalls.
10. Power distribution routing will need to consider cribbing. Discussed providing power drops to portable power panels in aisles or integrated conduit runs in stall panels. Concerns about durability of an integrated conduit distribution system –particularly during set and knockdown. Final option to be determined.
11. No lifts should be required for power set up by exhibitors or event staff.
12. Wireless access will be provided in the buildings. Capacity may not be adequate for exhibitors and vendors – intended primarily for show management. AEC will provide access for event management and they can allow access permission as required.

13. A Public Address sound system will be provided. This will be intended for emergency use and for barn calls. MHF will be responsible for providing/renting event specific sound systems.
14. A minimum of 6 – 5'x10' indoor wash stalls will be provided in the heated barn.

5. New items

i. Sustainable design strategies will be reviewed and integrated into the project if viable. No sustainability certifications or specific sustainability guidelines will be followed.

MEETING ADJOURNED 12:00 p.m.

NEXT PROGRESS MEETING TBD.

KEY AGENDA ITEMS

The preceding reflects our understanding of items discussed at this meeting. Please contact the issuer indicated above with any comments or corrections.

STRANG

6411 MINERAL POINT ROAD
MADISON, WI 53705-4395

T/ 608 276 9200
F/ 608 276 9204

MEETING MINUTES

CLIENT:	Dane County Alliant Energy Center	PROJECT NAME:	Alliant Energy Center – Animal Barn Study
SUBJECT:	Phase Two Study work effort	PROJECT NUMBER:	2012041
		MEETING DATE:	February 26, 2013
		ISSUED BY:	Rick Gilbertsen
IN ATTENDANCE:	Alliant Energy Center: Mark Clarke Bill Franz Julie Gallagher World Dairy Expo George Crave Jim Crowley Bob Hagenow Mike Hellenbrand Laura Herschleb Michael Holschbach Bob Kaiser Tom Morris UW School of Veterinary Medicine Ken Nordlund, DVM Bullock, Smith & Partners, Inc. John Endsley Strang: Larry Barton Rick Gilbertsen T.C. Lin	COPIES TO:	Steering Committee Strang file

ARCHITECTURE
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Statement of Purpose: The purpose of this meeting is to share progress since the previous meeting and continue working hand in hand with World Dairy Expo to define the features and amenities that should be included in the barns and surrounding site, in essence *"getting it right the first time".*

1. Schedule

a. The phase two study which focuses on internal barn components, materials, systems and appearance is on schedule.
b. No changes to the schedule for final design phases and construction.

2. Budgets

a. Strang provided an updated budget based upon current floor plans.
b. Total Project budget to be set at $18 million.
c. $1 million contingency included in the $18 million budget.
d. Approximate funding breakdown/requests:
    i. State $9,000,000
    ii. County $4,500,000
    iii. City of Madison $????????
    iv. AEC and private sources $4,500,000 minus any city funding
e. Budget changes discussed:
    i. Remove Sale Building
    ii. Added exhibit/barn space – two building concept
    iii. Positive pressure ventilation system
    iv. Truck wash bay

3. Progress Update and Changes since last meeting:

a. Met with Midwest Horse fair committee (added indoor wash bay at barn #1)
b. Met with Brian Holmes of UW Extension to coordinate ventilation requirements
c. Site survey and soil borings ordered
d. Older contour map provided by AEC suggests slope not as severe as anticipated
e. Possible to slope barn floor versus ramp between buildings
f. 60' clearance between buildings maintained.
g. Showers located to west end of barn #1 (heated barn)
h. Lobby enlarged at south east corner of barn #1 with elevator to upper level.
i. Upper level event space added added to barn #1 overlooking animals.
j. Milking parlor located at east end of barn #2
k. Covered canopy walkway added to north face of barns

4. Addressing comments and concerns from previous Next Steps

a. Adequate Space;

i. The new barn floor plan layouts provide indoor space for over 2600 cattle and over 150 flex bays sized at 10'x10' which can be used for tack, feed and bedding.
ii. The new barns represent over 261,000 sf. of barn space + 18,000 sf. of lobby/pre-function space. This is in comparison to the existing barns and tents which represent 254,000 sf. (outside structure dimensions).
iii. Approximately 100 vendor booths will be dispersed among cattle stalls.
iv. Space provided from this strategy was adequate but does not allow for flexibility in distribution of flex spaces. Cattle stalls cannot be located on outside walls. **Solution –** A two barn strategy will be pursued by connecting two unheated barns. WDE would like to see additional space between buildings captured to increase number of flex stalls.

b. Ventilation;

i. Natural ventilation alone will not provide adequate ventilation.
ii. Mechanical ventilation options – 2 types
    1. Negative pressure systems
        a. Lowest cost
        b. Less control – impacted by door and window openings
        c. Weather conditions(wind) will create impacts to air flow
        d. Less consistent air flow at cattle
    2. Positive pressure systems – with duct sock distribution
        a. Higher cost
        b. More control – less impact from door/window openings and outside wind conditions
        c. More consistent air flow at cattle
        d. Better dust control.
    3. Positive pressure system was selected.
iii. Mechanical ventilation will be provided to supply fresh air, remove heat and moisture, contain odors and to promote good evaporative cooling. This system will not attempt to satisfy the need for higher speed air at the cows, because the various cow owners have historically provided their own fan systems. To install a permanent system designed to accomplish the recommended air velocity would substantially increase the construction costs and would be redundant to the fan systems brought by the event participants. The design of the electrical system will include sufficient power for the fans that will brought by the cow owners.

iv. Typical air changes per hour in a barn facility were discussed:
    1. Cold Weather 4 ACH
    2. Moderate weather 15 ACH
    3. Hot weather 40-60 ACH
v. Air changes impacted by Cubic Ft per animal. This facility has more cubic feet per animal than a typical barn facility and overall air change quantities can most likely be reduced. An ACH between30-40 was discussed – final design requirements to be determined.
vi. Water and odor infiltration from wash bays and manure storage into ventilation system was discussed as a potential concern.

c. Manure storage/handling;

i. Slightly sloping floors have eliminated need for ramps between buildings
ii. Vehicles and equipment can now move freely thru and all around barns
iii. Extra outdoor storage space now available between buildings
iv. Storage areas on north and south are covered with roof overhang canopies
v. Maximum wheel barrow distance is now approximately 150'
vi. 40' to 60' drive aisles all around buildings for moving waste.
vii. WDE homework, recommendations on manure handling process.

d. Feed and Bedding storage and handling;

i. Adequate space issue as noted above. Within the proposed stall orientation how will exhibitors/others move feed and bedding? Bale size (4' x 8') and weight require mechanical/hydraulics)?
ii. Flex bay spaces available at east and west ends of barns + some within rows
iii. Flex bays are sized at 10'x10' but could really be any size combination of space
iv. Covered canopy areas available outside of barns (temporary staging?)
v. Vehicles and equipment can move freely in and around barns (no ramps)
vi. WDE homework, recommendations on feed and bedding handling process

e. Animal movement;

i. How will animals travel to show ring so that they are protected? How will animals travel between barns? How will they travel to wash racks?
ii. Covered canopy walk way added to north façade of barns
iii. Elimination of ramps allow animals to travel freely between barns and wash racks
iv. WDE homework, recommendations on animal movement strategies

f. Utilities: water, electricity and lighting;

i. Current spacing for water is 50' oc. General column spacing is for new barns is 30'x60'. Water would be located at every column; therefore you would be within 30' of a water access point in most locations. The exception is at the clear span area where column spacing is 30'x120' in which case you would be within 60' of water worst case.
ii. A truck wash area for semis is desired.
iii. Power would be provided at every column + an electrical bus duct would run between column bays providing power access points at 30' maximum distances from above. Portable electrical panels would be used to connect to the bus ducts.
iv. We have yet to run lighting calcs, but a combination of natural light and electric light is planned evenly spaced throughout the barns.

g. Auxiliary functions;

i. The sale building/event space will be set up in the barn areas.
ii. Pipe and drape will be used for enclosure.

iii. Amplified PA and sound systems will be used as required.

h. Barn 1 Amenities;

i. See recent plan changes above. All will be accommodated.

i. Overall Exhibitor and Visitor Friendly environment;

i. Very important to also consider cow friendly features of building: concrete floor surfaces, wash rack drainage, etc.
ii. Details and specifications to be developed in collaboration with WDE in forthcoming design phases.

j. **Insulation in barns 2 and 3**

i. Intent is to insulate all 3 barns with compressed insulation batts.

k. Other Considerations / Questions to be developed

i. Sloping barn floor
ii. Effective set-up of stalls so that alley corridors make sense
iii. Functionality of building
iv. 20' pedestrian walk way
v. 10' drover lanes on each side for cattle movement
vi. Wash rack design such that collection channel is near back (manure accumulation)

l. Next Steps

i. Authorization to proceed with schematic design
ii. Engaging civil engineering and preparing plans for demolition
iii. Monthly WDE meetings throughout design phases

MEETING ADJOURNED	3:30 p.m.
NEXT PROGRESS MEETING	TBD.
KEY AGENDA ITEMS	Schematic Design

The preceding reflects our understanding of items discussed at this meeting. Please contact the issuer indicated above with any comments or corrections.

Appendix B:
User Group Surveys and Data

STRANG

6411 MINERAL POINT ROAD
MADISON, WI 53705-4395

T/ 608 276 9200
F/ 608 276 9204

USER GROUP SURVEY

NAME: World Dairy Expo

DATE: 6-21-12

1. Please provide an overview of your show in terms of the following information:
    a. Show dates and duration Always first week in Oct., 5 day show
    b. Description of primary events (event schedules if available) See attaced 2011 schedule
    c. Alliant Energy Center facilities currently used for each event (occurs in which building) We use every building on grounds
    d. Provide block diagrams of booth or animal stall layouts if available from previous shows. All animals are tied.
    e. Describe the value proposition you are promoting to attendees

2. For each event that will will utilize Animal Barns, please provide the following data for each event:
    a. Description and counts of animals to be accomodated (current + 10 year projection in chart below)See attached needs analysis
    b. Animal stall size standards in terms of length, width and height (current and proposed or recommended).Mature dairy cows, above average size due to show animals. No box stalls used.
    c. List specific utilities such as electrical, plumbing, lighting, air, that should be available at each stall or conveniently located within the building. We'll discuss the specifics at a later date.Above normal electrical usage, bright lighting, water, milking parlor, natural ventalation, forced air ventalation.
    d. An approximate count of attendees you expect to visit the exhibit on an hourly or daily basis. See attached needs analysis
    e. An approximate count of workers and/or exhibitors that will staff the event. Explain what they do and how they do it and what accomdations they need to support their activities.
    f. A brief description of event set-up, staging, unloading and pre-event preparations. Cattle trailer loading/unloading, semi loading /unloading,barn disinfectant, panel set up to tie to, construction of 100,000 sq' of temporaty cattle tents with water and electriciity infrastructure.
    g. Is there any livestock/animal change out during multiple day events? If so, how often, and what procedures are in place to facilitate this process? Not for WDE
    h. A brief desription of parking requirements for event coordinators, workers and exhibitors.Parking for 15,000 attendees per day and 800 cattle trucks and trailers for 10 days.
    i. A brief description of event tear-down, loading and exiting. 800 companies and 2600 head of cattle moving out in 24 hrs. 80% of those in 5 hours of show being done

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3. Please list the current individuals in your organization that are involved in planning and executing the show, their job titles, a description of the work they do. May the study team contact them with questions? At this time keep questions to Mark or Laura WDE employees 10 full time and utilizes 400 volunteers and 150 part time during the show.

4. How has your show and/or specific events grown over the past 20 years? See attached needs analysis

5. Do you anticipate continued growth at the same rate? If not, what factors will cause it to change? Flat domestic growth and increased international growth,

6. Chart the future growth of each event in terms of attendees: See needs analysis

2012	2014	2016	2018	2020

7. Chart the future growth of each event in terms of animals accomodated or stalls: See needs analysis

2012	2014	2016	2018	2020

8. List any special needs of each event:

9. List any event storage needs before, during or after event both within the animal barns an remotely located: Large amounts of feed and tack storage.

10. What are your needs for ancillary spaces supporting your event? Break areas, demonstration areas, shower facilities, etc.Large numbers of restrooms and shower facilitiies, wash racks for 2600 head of cattle, manure storage for 10 days-moved around with skid steers.

11. In terms of adjacencies, are there some events that should be located directly adjacent to others? Are there some events that should be separated from others? Explain why to each answer. Show ring should be as close as possible to the housing. Auction areas should be close to sale cattle

12. What works well in terms of Alliant Energy Center's current animal barn accomdations? What would like to see improved?

13. Are there any other important issues you would like to share with the study team? For WDE we need to be prepared for 85 degrees or 30 degrees and sleet. Barns are active 24 hours per day.All straw bedding packs, Last year we removed 157 semi loads of straw and manure.

World Dairy Expo
2011 Tentative Daily Schedule
8/20/2012

Friday, September 30

8:00 AM --	Cattle Move-in

Saturday, October 1

-- --	Cattle Move-in
8:00 AM - 5:00 PM	Comex Move-In (All areas)

Sunday, October 2

-- --	Cattle Move-in
Noon	Cattle In Place/Check-In - Open & Junior
8:00 AM - 5:00 PM	Comex Move-In (All areas)
7:00 PM - 9:00 PM	Coaches Meetings - 4-H (Mendota 2)
7:00 PM	Coaches Meeting - Intercollegiate (Mendota 1)
10:00 AM	WDE Youth Fitting Contest (Sale Pavilion)
4:30 PM	Post-Secondary Practical Contest (Coliseum)
6:30 PM	Post-Secondary Practical Reasons/Linear Contest (Coliseum)
6:30 PM	DCE Welcome Barbeque (Sale Pavilion)

Monday, October 3

7:00 AM	4-H Breakfast (Lake Rooms)
8:00 AM - 5:00 PM	Comex Move-In (All areas)
8:00 AM	4-H Judging Contest (Coliseum)
Noon	Intercollegiate Judging Contest (Coliseum)
	Post-Secondary Traditional Contest (Coliseum)
3:00 PM	Post-Sec Reasons (Lake Rooms)
	Post-Sec Holding Area (Upstairs Balcony)
3:00 - 7:00 PM	Purple Cow Gift Shop Open
3:00 - 4:00 PM	Intercollegiate Lunch (Mendota 3-4)
4:30 - 6:00 PM	Intercollegiate Coaches Meeting (Mendota 1)
4:30 - 5:30 PM	Post-Secondary Coaches Meeting (Coliseum-cubicles)
4:30 - 9:00 PM	Intercollegiate Reasons (Clarion Suites)
7:30 PM	4-H Banquet (Atrium/Mendota 3-4)
7:00 PM - 8:00 PM	Post-Secondary Reception (Balcony)
8:00 PM	Post-Secondary Banquet (Lake Rooms)

Tuesday, October 4

7:00 - 9 AM	Intercollegiate Awards Breakfast (Lake Rooms)
7:30 AM	International Junior Holstein Show - (Coliseum)
7:30 AM	International Ayrshire Show - (Coliseum)
8:00 AM	FFA Judging Events (Sale Pavilion & Sheraton)
9:00 AM - 5:00 PM	Commercial Exhibits Open
11:00 AM - 2:00 PM	Expo Bistro (Atrium)
1:00 PM	Central National Jersey Show - Heifers (Coliseum)
2:00 PM	International Milking Shorthorn Show - Heifers (Coliseum)
5:00 PM	Comex Party (Mendota 1-4)
6:00 - 8:00 PM	Junior Holstein Show Cattle Release
7:00 PM	Top of the World Jersey Sale (Sale Pavilion)

Wednesday, October 5

7:30 AM	Central National Jersey Show - Cows/Groups (Coliseum)
8:30 AM - 3:00 PM	School Tours
9:00 AM - 5:00 PM	Commercial Exhibits Open
11:00 AM - 2:00 PM	Expo Bistro (Atrium)
11:00 AM - 1:30 PM	Forage Superbowl Lunch (Mendota 4)

Wednesday, October 5-Continued

12:30 PM	International Milking Shorthorn Show - Cows (Coliseum)
2:00 PM	International Brown Swiss Show - Heifers (Coliseum)
5:00 PM	Dinner W/Stars Reception (Atrium)
6:30 PM	Dinner W/Stars Dinner (Mendota 1-4)
7:00 PM	World Ayrshire Event Sale (Sale Pavilion)

Thursday, October 6

7:30 AM	International Brown Swiss Show -Cows/Groups (Coliseum)
8:30 AM - 3:00 PM	School Tours
9:00 AM - 5:00 PM	Commercial Exhibits Open
11:00 AM - 2:00 PM	Expo Bistro (Atrium)
1:30 PM	International Guernsey Show - Heifers (Coliseum)
1:30 PM	Grand International Red & White Show - Heifers (Coliseum)
1:00 PM - 2:30 PM	Dairy Women's Lunch (Madison Room)
2:00 PM	World Premier Brown Swiss Sale (Sale Pavilion)
5:30 PM	WDE Youth Showmanship (Coliseum)
5:30 PM	Dairy Shrine Reception (Atrium)
6:30 PM	Dairy Shrine Banquet (Mendota 1-4)
7:00 PM	International Guernsey Classic Sale (Sale Pavilion
7:00 PM	Youth Exhibitor Pizza Party - (Col floor)

Friday, October 7

7:30 AM	Grand International Red & White Show - Cows/Groups (Coliseum)
7:30 AM	International Guernsey Show - Cows/Groups (Coliseum)
9:00 AM - 5:00 PM	Commercial Exhibits Open
11:00 AM - 2:00 PM	Expo Bistro (Atrium)
Noon	International Holstein Show - Heifers (Coliseum)
5:00 PM	International Recpt. (Atrium/Mendota 1-4)
7:00 PM	World Classic '11 Holstein Sale (Coliseum)

Saturday, October 8

8:00 AM	International Holstein Show - Cows/Groups (Coliseum)
8:00 AM - 12:00 PM	4-H Dairy Quiz Bowl (Mendota 3 & 4)
9:00 AM - 5:00 PM	Commercial Exhibits Open
11:00 AM - 2:00 PM	Expo Bistro (Atrium)
5:00 PM	Comex Manual Release
5:00 PM	Supreme Champion Ceremony (Coliseum)
6:00 PM	Show Closes
7:00 PM	Cattle Release

Tues, Wed, Thurs, Fri & Sat	
11:00AM & 1:00PM	Education Seminars (Mendota 2)
Noon & 2:00 PM	Virtual Farm Tours (Mendota 1)

World Dairy Expo International Futurity Classes take place immediately following the Sr. 2-year-old class in each breed show. Overall and reserve overall futurity champion will be selected immediately following the Holstein Futurity Class on Saturday afternoon, October 8th.

Schedule subject to change.

World Dairy Expo is the international dairy meeting place. It is a five-day event showcasing the finest in dairy genetics and the newest technologies available to the dairy industry.

World Dairy Expo®

www.worlddairyexpo.com

Introduction:

Each year, more than 65,000 dairy industry enthusiasts make the trip to Madison, Wisconsin, for World Dairy Expo. Significant regional and national attendance, teamed with nearly 3,000 international visitors, makes Expo the international meeting place for the dairy industry. Expo offers an elite combination of dairy cattle and exhibits, including state-of-the-art equipment and cutting edge technology. Attendees can expect to find the very best in animal health supplies, milking systems, feeding products, forage handling, manure equipment, embryos, semen and genetic research. In addition to a first-class trade show, North America's top dairy cattle compete for honors in seven breed shows.

World Dairy Expo offers free Virtual Farm Tours and Education Seminars relevant to the issues facing the dairy industry. Education Seminars offer technical expertise to help producers stay competitive, profitable and innovative. Virtual Farm Tours offer attendees the opportunity to explore a variety of dairy operations from around the world without ever leaving the Alliant Energy Center.

An event of World Dairy Expo's scale requires countless man-hours – most of which are supplied by over 400 local, state, national and international volunteers, who donate their time to help make Expo the largest and most prestigious dairy event in the world.

The unique format of this event creates the opportunity for World Dairy Expo to act as an ambassador to the local community. Each year, roughly 1,700 Dane County elementary students travel to Expo to learn about the dairy industry – many of whom have never had direct experience with agriculture.

Since 1967, World Dairy Expo has been a global destination. The three facets of the show that make it unique among all other dairy events are:

1) International audience
2) Eight premier dairy cattle shows
3) Largest dairy-focused trade show in the world

While there are other dairy events that compete with World Dairy Expo on one or two of the elements mentioned above, there is no other that can boast all three.

World Dairy Expo's commitment to Madison, Dane County and the State of Wisconsin is evident by both the longevity of the event and the dollars invested in improvements to the Alliant Energy Center campus. World Dairy Expo's Board of Directors contributed one million dollars to the construction of the current Exhibition Hall. Each year, World Dairy Expo spends approximately $170,000 to erect and equip temporary structures to accommodate the show's dairy cattle and trade show exhibitors. Numerous other projects and improvements at the Alliant Energy Center have been the direct result of World Dairy Expo funding.

We look forward to exploring how further improvements and expansion at the Alliant Energy Center might continue to ensure that Madison, Wisconsin, remains the epicenter of the world's dairy industry each year during the first week of October.

2011 Expo Summary:

Total Attendance: 68,006

International Visitors: 2,699 from 90 countries

Top five countries of international attendance: Canada; Mexico; Ireland; China; and Germany

Commercial Exhibitors: 810 companies from 28 countries

Number of Dairy Breeds Exhibited: 7

Total Number of Dairy Cattle on Grounds: 2,587

Breakdown of Cattle Represented:

Ayrshire	236	Brown Swiss	348
Guernsey	261	Holstein	662
Jersey	362	Milking Shorthorn	202
Red & White	289		

Total Number of Dairy Cattle Exhibitors:

1,130 exhibitors from 37 states, 7 Canadian provinces

Total Numbers of Sale Lots: 162

(Ayrshire – 18; Brown Swiss - 29; Guernsey - 34; Holstein - 43; Jersey – 28; Milking Shorthorn – 10)

Youth Contests:

National Intercollegiate Dairy Cattle Judging Contest (21 teams)
International Post-Secondary Dairy Cattle Judging Contest (12 teams)
National 4-H Dairy Cattle Judging Contest (29 teams)
Central National FFA Judging Contests (147 chapters)
1,100 youth from across North America traveled to Madison to compete

Historical Summary:

1. History of Cattle Exhibited:

Year	Animals Housed	Year	Animals Housed
2011	2,587	2005	2,212
2010	2,411	2004	2,393
2009	2,607	2003	1,837
2008	2,657	2002	1,930
2007	2,483	2001	1,764
2006	2,356	2000	2,032

2. Current Cattle Capacities (permanent structures):

Barn 1	232	Barn 6	65
Barn 2	175	Barn 9	168
Barn 3	120	Barn 10	170
Barn 4	240	Barn 11	133
Barn 5	288	**Total:**	**1,591**

***2.5 animals per bay, allowing 1 out of every 5 bays for tack, feed, misc. storage and fitting space. Nearly 1000 animals are housed in two large tents erected by World Dairy Expo at an approximate cost of $170,000 each year. Barns are currently filled beyond desired capacity.*

3. Anticipated Cattle Exhibited in the Future:

Year	Animal Projection	Year	Animal Projection
2012	2,600	2014	2,650
2011	2,550	2015	2,650
2012	2,650	2016	2,650
2013	2,650	2017	2,650

4. Commercial Exhibitor History:

2011	810	2005	675
2010	771	2004	651
2009	752	2003	627
2008	724	2002	612
2007	707	2001	616
2006	676	2000	627

5. Current Commercial Exhibitor Waiting List:

There are 200+ companies on the waiting list to display at Expo and over 100 companies requesting additional display space (100-4,000 square feet each).

6. Anticipated Commercial Exhibitor Needs:

With the current waiting list and expansion needs World Dairy Expo could fill another 100,000 square feet of exhibit space immediately.

7. Attendance History:

Year	Attendance	International Visitors	Countries
2011	68,006	2,699	90
2010	65,136	2,572	87
2009	64,796	2,551	91
2008	68,317	2,884	84
2007	67,143	2,967	90
2006	65,563	2,131	80
2005	65,015	2,515	81
2004	65,400	2,363	79
2003	65,125	2,117	79
2002	70,100	2,518	81
2001	62,075	1,610	66
2000	69,575	3,532	85

*****_A sharp decrease in attendance in 2001 was due to the events of September 11and an outbreak of Foot & Mouth disease in England. Closure of the Canadian border to live cattle impacted the show in 2003._

8. Economic Impact to the City of Madison and Surrounding Areas as Calculated by the Greater Madison Convention and Visitor's Bureau:

2011	- $17,752,320	2005	- $11,375,600
2010	- $15,211,244	2004	- $10,832,184
2009	- $14,909,266	2003	- $10,327,500
2008	- $17,901,752	2002	- $ 8,252,750
2007	- $18,709,862	2001	- $ 7,373,450
2006	- $13,554,683	2000	- $ 8,098,520

9. Other Major Dairy Shows

International
CIGAL - Conferencia Internacional sobre Ganado Lechero - Mexico (July)
EuroTier - Germany (November)
ExpoMilk - Brazil (October)
Hokkaido Holstein National Show - Japan (November)
International Dairy Week - Australia (January)
International Livestock and Dairy Expo India - India (August)
Royal Agricultural Winter Fair - Canada (November)
World Dairy Expo & Summit China - China (September)

National
All-American Dairy Show - Pennsylvania (September)
NAILE - North American International Livestock Exhibition - Kentucky (November)
World Ag Expo - California (February)

*****_Each of these shows aggressively competes with World Dairy Expo for attendees, exhibitors and sponsorship dollars._

Needs Analysis:

Additional Indoor Exhibit Space – currently 200+ companies on exhibitor waiting list.

Additional Cattle Housing – currently World Dairy Expo constructs temporary structures to house 1,000 head.

Additional Meeting Space – currently do not have a single room large enough to accommodate the International Reception; many related business meetings are conducted off site; not enough space to host international conferences in conjunction with the show.

Additional Parking Space – currently utilizing grass at Quann Park for parking.

Traffic Flow – outdated and undersized entrances and exits lead to heavy congestion at the show at start and end of each day.

JOIN US....
October 2 – October 6, 2012
Market Fresh…Harvesting Excellence

N RUSK AV

KOSTER ST

BRAM ST

Comercial Exhibitor
Truck & Trailer
Parking

NORTHWEST LOT

EXERCISE

MAIN TURNSTILE JAM

S-3

S-4

BARN - 9

BARN - 10

BARN - 4

BARN - 5

BARN - 11

BARN - 8

MEN

WOMEN

WASH RACK

BARN - 6

BARN - 1

BARN - 2

BARN - 3

WDE PP

DISABLED PARKING ONLY

Placement of Porta-Potties
4 - Porta-Potties
1 - Disabled
Port Cleaning Before 8 AM

SOUTH LOT

S-5

ADMINISTRATION BUILDING

EXHIBITION HALL

S-01 S-02 S-03 S-04 S-05 S-06 S-07 S-08

Photographer
Official Photos

A AA AAA

ARENA BUILDING

Semmex Display

COLISEUM BUILDING

S-B

Horse Trailer Dump Valve

Vertical Trailer Dump Valve

Tour Bus Loading

School Bus Loading
Tour Bus Drop

RUSK GATE ->

HOTEL

RUSK AVE

<-- To HWY 12 & 18

Placement of Porta-Potties
5 - Porta-Potties (at least 1 disabled)
sink with
gray water collectors
Clean Out By Before 8 AM

SOUTHEAST LOT

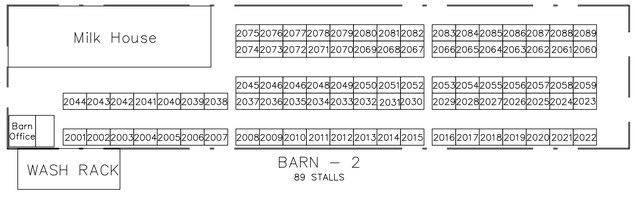
RIMROCK ROAD

NORTHEAST LOT

RIMROCK R

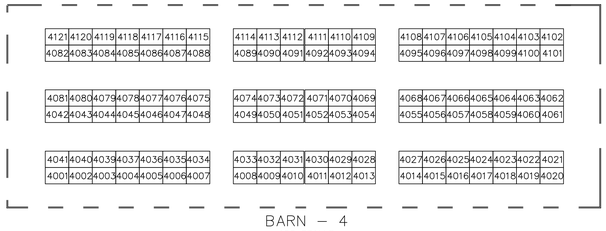
N NOLEN

BARN – 1
115 STALLS

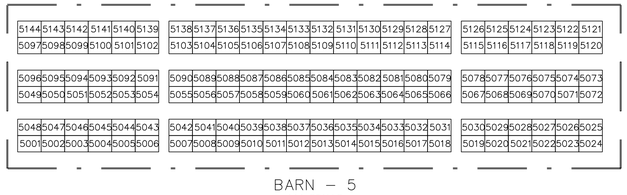


BARN – 2
89 STALLS

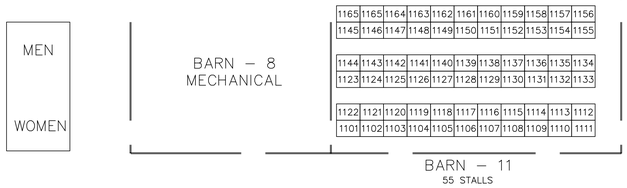
BARN – 3
60 STALLS



BARN – 4
120 STALLS



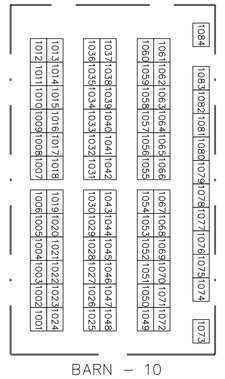
BARN – 5
144 STALLS



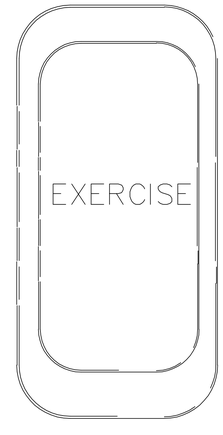
BARN – 11
55 STALLS

BARN – 9
84 STALLS

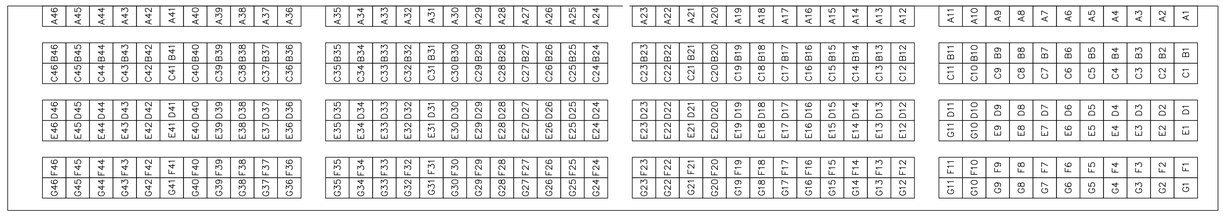
WASH RACK

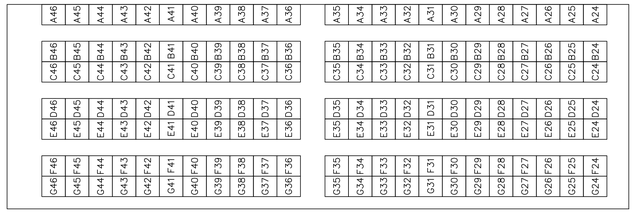


BARN – 10
84 STALLS



World Dairy Expo Cattle Tents





STRANG

6411 MINERAL POINT ROAD
MADISON, WI 53705-4395

T/ 608 276 9200
F/ 608 276 9204

USER GROUP SURVEY

NAME: **MIDWEST HORSE FAIR®**

DATE: JUNE 25, 2012

1. Please provide an overview of your show in terms of the following information:
    a. Show dates and duration;
        i. The Midwest Horse Fair® is held each year in April and it is 3 days long. In 2012 it was held April 20, 21 & 22; 2013 is April 19, 20 & 21.
        ii. NEW in 2012 we will be starting a second event, Taking the Reins, August 17 & 18. We currently only have a commitment for one year.
    b. Description of primary events (event schedules if available)
        i. Attached is a pdf of our schedule for the weekend. We have 9 different areas of events going on.
    c. Alliant Energy Center facilities currently used for each event (occurs in which building).
        i. We use the entire grounds – all buildings and outside space.
    d. Provide block diagrams of booth or animal stall layouts if available from previous shows.
        i. Attached is pdf of booths in exhibition hall, outside booths, coliseum booths and stall set up in barns.
    e. Describe the value proposition you are promoting to attendees.
        i. The Midwest Horse Fair® is owned by the Wisconsin Horse Council which is a non-profit group. All of our profits are given to the WHC and are used to promote the equine industry in the state of Wisconsin.

2. For each event that will will utilize Animal Barns, please provide the following data for each event:
    a. Description and counts of animals to be accomodated (current + 10 year projection in chart below)
        i. We use Barns 1, 2, 3, 4, 5, 9, 10 & 11 for horses. This can accommodate 758 stalls and we are at capacity. Barn 6 is used as one of our venues with demonstration going on throughout the weekend.
    b. Animal stall size standards in terms of length, width and height (current and proposed or recommended).
        i. Currently the stalls are 11' 6" wide by 8' deep and approximately 7-8 feet high
    c. List specific utilities such as electrical, plumbing, lighting, air, that should be available at each stall or conveniently located within the building. We'll discuss the specifics at a later date.
        i. Electricity, lighting should be at each stall or at least good lighting in the barn. Plumbing in the barn is ideal but not necessary for each stall.
    d. An approximate count of attendees you expect to visit the exhibit on an hourly or daily basis.
        i. Daily attendance in 2012 was: Friday: 18,000; Saturday: 24,000; Sunday 13,500; Side note: The Saturday attendance is the largest one-day attendance for any show at AEC.
    e. An approximate count of workers and/or exhibitors that will staff the event. Explain what they do and how they do it and what accomdations they need to support their activities.
        i. We have a year-round office staff of three full-time individuals and 2 part time.
        ii. During the weekend, there is a staff of approximately 45 individuals that just work the weekend. There is a team of approximately 10 individuals that head up our Welcome Center. The Welcome Center is the hub of all things animal and barn related during the weekend. They check in animals, address issues that come up in the barns, handle emergencies, answer questions, etc.
        iii. We have a parking and security team that work with Alliant on parking issues, resolve issues and emergencies that come up during the weekend.
    f. A brief description of event set-up, staging, unloading and pre-event preparations.
        i. We arrive on Tuesday of fair week to set up. This includes the footing in the arenas, setting up panels, numbering stalls. Thursday is when all the animals arrive and we have a pretty good system in place to get the animals checked in quickly and thoroughly.
    g. Is there any livestock/animal change out during multiple day events? If so, how often, and what procedures are in place to facilitate this process?
        i. We hold a rodeo on Friday night and have additional animals and livestock that trailer. They arrive approximately 3 hours prior to the show since there is no room for them to arrive earlier.
        ii. We have very few horses that come and go throughout the weekend. We really stress that once horses are on the grounds they don't leave until the end of the show.

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

h. A brief desription of parking requirements for event coordinators, workers and exhibitors.
    i. Parking is always a challenge on Friday and especially Saturday. We park in the lots, Quann Park and Willow Island (when it is available for us). Weather also affects the parking situation.
i. A brief description of event tear-down, loading and exiting.
    i. Tear down all happens on Sunday night. Trailers are all parked on the hill and are not allowed in the barn area until after 5 pm, when the show ends. Then it's a free-for-all of people leaving. We've tried to make it organized, but it just doesn't work – people just want to get home.

3. Please list the current individuals in your organization that are involved in planning and executing the show, their job titles, a description of the work they do. May the study team contact them with questions?
    a. Office Staff:
        i. Rhonda Reese, General Manager
        ii. Kathy Freidel, Event Coordinator – Clinicians
        iii. Linda Gosdeck, Event Coordinator – Exhibitors
        iv. Jill Schroeder, Event Coordinator – Breeds
        v. Megan Hanusczcak, Event Coordinator – Special Projects
    b. MHF Board Members
        i. Troy Brick-Margelofsky, Chair
        ii. Pat Miller
        iii. Gary Steers
        iv. Gary Jackson
        v. Eloise Simons
        vi. Karla Hankee
        vii. Lee Sackett
    c. Weekend Staff
        i. David Dargenio, Welcome Center Coordinator
        ii. Brent Cochems, Parking, Camping & Security Coordinator
        iii. Travis Walsh, Barn Coordinator
        iv. Matt Steindorf, Barn Coordinator
        v. Dr. Howard Ketover, Weekend Veterinarian

4. How has your show and/or specific events grown over the past 20 years?
    a. Our show is in it's 33rd year and started out as a small, 2-day show. We've grown to a well established 3-day show and are considered one of the best in the country.

5. Do you anticipate continued growth at the same rate? If not, what factors will cause it to change?
    a. We are at capacity with our show. The only growth we could potentially see is increase attendance on Sunday.
    b. We've look at adding another day to our show, but our feeling is we'd only see a shift in attendance days and not bring in new people without adding more to the show.
    c. Our growth is adding a second event in late summer. This is a rather large risk for us considering the economy and the challenges facing the equine industry.

6. Chart the future growth of each event in terms of attendees:
    a. Since we are at capacity, our goal would be to maintain the current levels as far as attendees and exhibitors.

2012: 55,600	2014: 56,000	2016: 57,000	2018: 58,000	2020: 60,000

7. Chart the future growth of each event in terms of animals accomodated or stalls:

a. Again, we are at capacity and can't bring in additional animals unless we utilize other spaces on the grounds.

2012: 758	2014: 758	2016: 758	2018: 758	2020: 758

8. List any special needs of each event:
    a. We currently put up a larget tent in the northeast parking lot that we use as a small outdoor arena.
    b. We also put up a tent in the back of the north entrance of the coliseum as a holding area.

9. List any event storage needs before, during or after event both within the animal barns an remotely located:
    a. Storage of footing is extremely important in the winter. (Footing is the special dirt mixture that is used only for horse shows)
    b. We currently store our supply trailer on the grounds. Suppies include gates, fencing, props, etc.
    c. Because we are at capacity using all the stall space, there is no room for other displays or storage of props in the barns such as carriages, saddles, etc.

10. What are your needs for ancillary spaces supporting your event? Break areas, demonstration areas, shower facilities, etc.
    a. We utilize the Arena Building – that is the second largest venue for our show.
    b. We have additional costs by putting up a tent for the outdoor arena
    c. Camping is utilized during our show and showers/restroom facilities are needed.
    d. A Warm-up a arena would be ideal and in close proximity to the coliseum. There is no warm-up arena for horses.
    e. We bring in a small camper and tent that we use for check-in of animals by Barn 11 and as an office for Barn issues during the weekend.

11. In terms of adjacencies, are there some events that should be located directly adjacent to others? Are there some events that should be separated from others? Explain why to each answer.
    a. The layout of the grounds work for us.

12. What works well in terms of Alliant Energy Center's current animal barn accomdations? What would like to see improved?

    a. Barns works well for us, but really need to be updated.
    b. Barn 11 has some safety issues if we utilize all the stalls
    c. Stalls are not in the best shape and could use new ones or replacements.
    d. Lighting in the barns could be improved.
    e. Need a warm-up area for the horses going into the coliseum or arena. The practice arena is too far away to utiilize properly. If you're having a horse show, you need to have a warm-up area for the horses before going into the show. In addition there should be available an exercise area – which the practice arena works well for.

13. Are there any other important issues you would like to share with the study team?
    a. It's important to talk with horse show people as their needs are different from a cattle/dairy show.
    b. The Arena & Coliseum buildings are important to our show.

Barn 11

Breed & Disciplines sponsored by: MERIAL

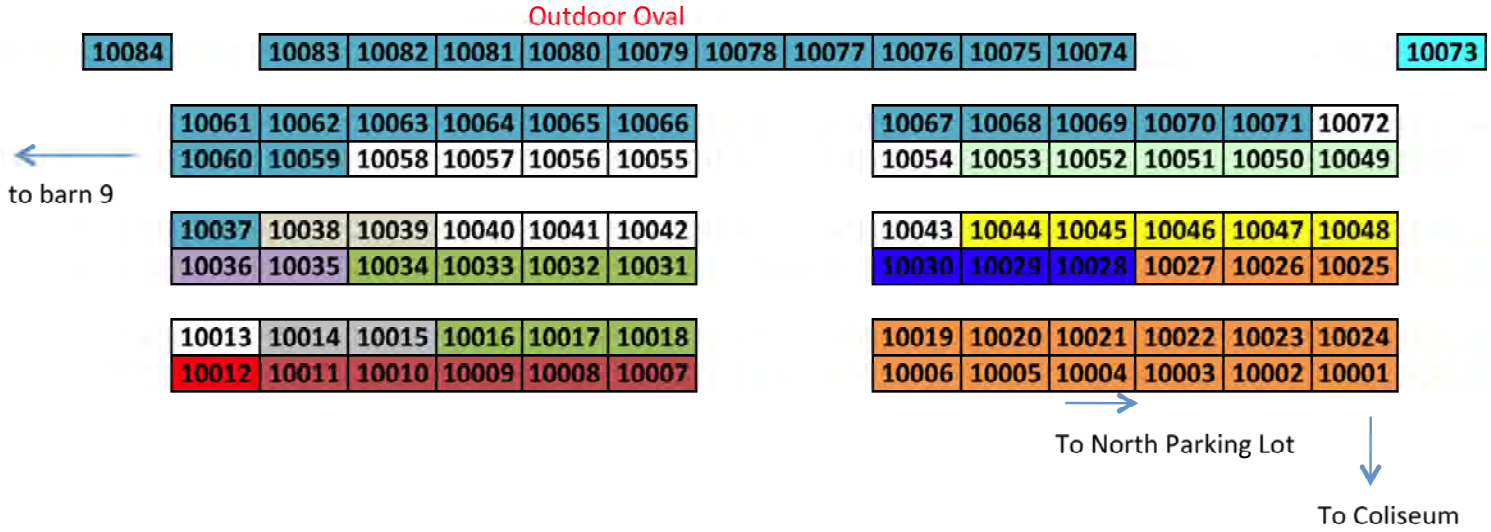
	11066	11065	11064	11063	11062	11061	11060	11059	11058	11057	11056
	11045	11046	11047	11048	11049	11050	11051	11052	11053	11054	11055
Front	11044	11043	11042	11041	11040	11039	11038	11037	11036	11035	11034
	11023	11024	11025	11026	11027	11028	11029	11030	11031	11032	11033
	11022	11021	11020	11019	11018	11017	11016	11015	11014	11013	11012
	11001	11002	11003	11004	11005	11006	11007	11008	11009	11010	11011

To Coliseum

Group	Stalls
Gaming with the Stars-Colleen Berry	11003 & 11064
Gaming with the Stars-Ed Pfaff	11049-11050
Gaming with the Stars-Johna Ryan	11061-11063
Gaming with the Stars-Robin Schimdt	11047-11048
John Adametz	11020
MHF Border Patrol	11004-11019, 11023-11044, 11051-11060
Pony Rides-Paul Bulitz	11001-11002, 11021-11022
WI Mounted Police Team	11045-11046, 11065-11066

Barn 10

Breed & Disciplines sponsored by: MERIAL

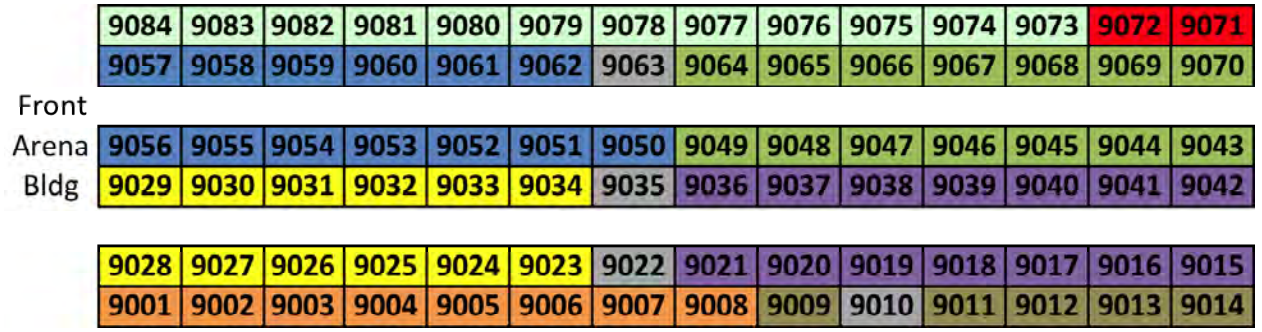


Group	Stalls
Epic Night of the Horse-Austin Anderson	10066, 10077-10079
Epic Night of the Horse-Jerry Diaz	10067-10071, 10074-10076
Epic Night of the Horse-Mario Contreras	10037, 10059-10061, 10083-10084
Epic Night of the Horse-Todd Shockey	10052-10065, 10080-10082
Guy McLean	10044-10048
Horses of War	10016-10018, 10031-10034
John Payne	10028-10030
Linda Allen Particiant-Alyssa Bagin	10036
Linda Allen Participant-Liz Morgan	10035
Mike & Char Martin	10073
Muffy Seaton Participant-Heidi Hocker	10015
Muffy Seaton Participant-Jeanne White	10014
Nancy Osterhaus	10038-10039
Scott Dean	10012
Shane Adams-Knights of Valour	10007-10011
Soccer Tournament	10001-10006, 10019-10027
Yvonne Barteau	10049-10053

Please Note: Barn 10 is closed to the public.

Barn 9

Breed & Disciplines sponsored by: MERIAL



Group	Stalls
American Saddlebred & Dr. Sannes	9023-9034
Baroque	9050-9062
Friesian Heritage	9015-9021, 9036-9042
Haflinger	9043-9049, 9064-9070
Liberty-Alison Oliver	9009
Liberty-Catelynn Nalepinski	9071-9072
Liberty-Ivy Schexnayder	9014
Liberty-Sara Kohls	9011
Liberty-Tamra McMahon	9012-9013
Morab	9001-9008
Mustang Pride	9073-9084
Rick Meyer Participant-Amy Halverson	9022
Rick Meyer Participant-Amy Janecek	9063
Rick Meyer Participant-Jodi Subcliff	9010
Rick Meyer Participant-Kimberly Carter	9035

Barn 5

Breed & Disciplines sponsored by:

Front Arena Bldg

	5144	5143	5142	5141	5140	5139		5138	5137	5136	5135	5134	5133	5132	5131	5130	5129	5128	5127		5126	5125	5124	5123	5122	5121
	5097	5098	5099	5100	5101	5102		5103	5104	5105	5106	5107	5108	5109	5110	5111	5112	5113	5114		5115	5116	5117	5118	5119	5120
	5096	5095	5094	5093	5092	5091		5090	5089	5088	5087	5086	5085	5084	5083	5082	5081	5080	5079		5078	5077	5076	5075	5074	5073
	5049	5050	5051	5052	5053	5054		5055	5056	5057	5058	5059	5060	5061	5062	5063	5064	5065	5066		5067	5068	5069	5070	5071	5072
	5048	5047	5046	5045	5044	5043		5042	5041	5040	5039	5038	5037	5036	5035	5034	5033	5032	5031		5030	5029	5028	5027	5026	5025
	5001	5002	5003	5004	5005	5006		5007	5008	5009	5010	5011	5012	5013	5014	5015	5016	5017	5018		5019	5020	5021	5022	5023	5024

Group	Stalls
Aaron Ralston Participant-Mindy Janusiak	5072
Al Dunning	5019-5021
Appaloosa	5043-5054
Buckskin	5093-5100
Curly	5006-5013, 5036-5042
Dave Weaver Participant-Austin Hook	5002
Dave Weaver Participant-Bryan Pierce	5005
Dave Weaver Participant-Ed Odgers	5003-5004
Dave Weaver Participant-Jeff Carolan	5092
Dave Weaver Participant-John Schiel	5139 & 5102
Dave Weaver Participant-Nathan Schiel	5140
Dave Weaver Participant-Noah Schrage	5091
Dave Weaver Participant-Quirt Rice	5001
Guy McLean Participant-Shannon Adkins	5077
Gypsy Cob	5128-5138
Gypsy Vanner	5055-5066
Leonard Berryhill	5022-5024
Midwest Renegade Dare Devils	5014-5018, 5031-5035
Mill Creek Hunt Club	5115-5116, 5121-5127
Missouri Fox Trotter	5026-5030, 5067-5071
Pony of America	5073-5076, 5117-5120
Second Chance Horse Rescue	5141-5144
Sue Neipert/Megan McIsaac	5025
WI Donkey & Mule	5078-5085, 5108-5114
WI Harness Horse	5086-5090, 5103-5107

Barn 3

Breed & Disciplines sponsored by: MERIAL

Front

3049	3050	3051	3052	3053	3054	3055	3056	3057	3058	3059	3060
3048	3047	3046	3045	3044	3043	3042	3041	3040	3039	3038	3037

3025	3026	3027	3028	3029	3030	3031	3032	3033	3034	3035	3036
3024	3023	3022	3021	3020	3019	3018	3017	3016	3015	3014	3013

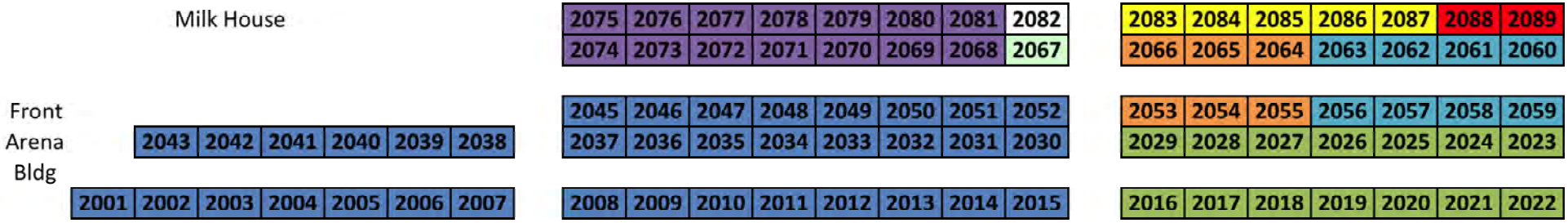
3001	3002	3003	3004	3005	3006	3007	3008	3009	3010	3011	3012

To Coliseum Bldg

Group	Stalls
Double L Minis	3049-3058
Heart of America Miniature Equines	3025-3031, 3042-3048
Jeff Lebbin	3059-3060
Jefferson County Draft Horses	3001-3007, 3018-3024
Quarter Horse	3032-3041
Tennessee Walking Horse	3008-3017

Barn 2

Breed & Disciplines sponsored by: MERIAL



Group	Stalls
Extreme Mustang Makeover	2001-2015, 2030-2043, 2045-2052
Linda Allen Participant-Amanda Wilmarth	2088-2089
Linda Allen Participant-Remi Farina	2067
Pinto Drafts	2068-2081
Puerto Rican Paso Fino	2083-2087
Sidesaddle	2056-2063
Spotted Saddle Horse	2053-2055, 2064-2066
WI Pinto	2016-2029

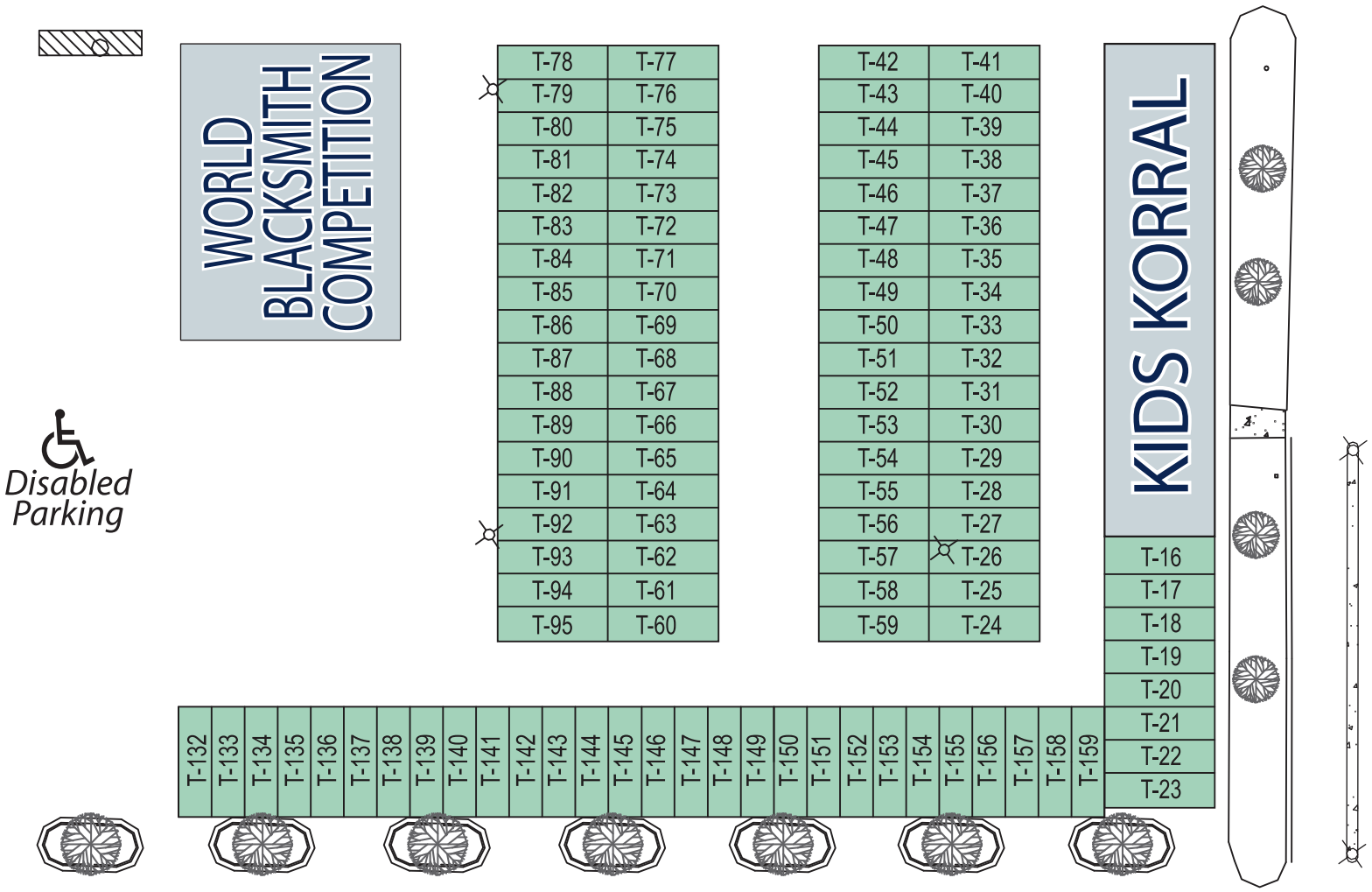
Barn 1

Breed & Disciplines sponsored by:

	1093	1094	1095	1096	1097	1098	1099	1100	1101	1102	1103	1104	1105	1106	1107	1108	1109	1110	1111	1112	1113	1114	1115
Front	1092	1091	1090	1089	1088	1087	1086	1085	1084	1083	1082	1081	1080	1079	1078	1077	1076	1075	1074	1073	1072	1071	1070
Arena	1047	1048	1049	1050	1051	1052	1053	1054	1055	1056	1057	1058	1059	1060	1061	1062	1063	1064	1065	1066	1067	1068	1069
Bldg	1046	1045	1044	1043	1042	1041	1040	1039	1038	1037	1036	1035	1034	1033	1032	1031	1030	1029	1028	1027	1026	1025	1024
	1001	1002	1003	1004	1005	1006	1007	1008	1009	1010	1011	1012	1013	1014	1015	1016	1017	1018	1019	1020	1021	1022	1023

Group	Stalls
Arabian	1070-1076, 1109-1115
Great Lakes Friesians	1084-1087, 1098-1108
Heidi Herriott	1049-1051
Horses of War	1006-1015, 1032-1034
Icelandic	1088-1097
Linda Allen Participant-Jacquelyn Arnold	1005
Miniature Donkey	1001-1004
Morgan	1024-1030, 1062-1069
Muffy Seaton Participant-Laurie Renda	1077
Nancy Bailey-Clifford	1031
Norwegian Fjord	1056-1061, 1078-1083
Parelli Expo Team	1016-1023
Peruvian Horse	1035-1041, 1052-1055
Victory Vaulters	1042-1045
Wild West Days	1046-1048

MIDWEST HORSE FAIR® - TRAILER AVENUE



Midwest Horse Fair® 2012 HORSE HERITAGE

APRIL 20, 21 & 22 - 2012

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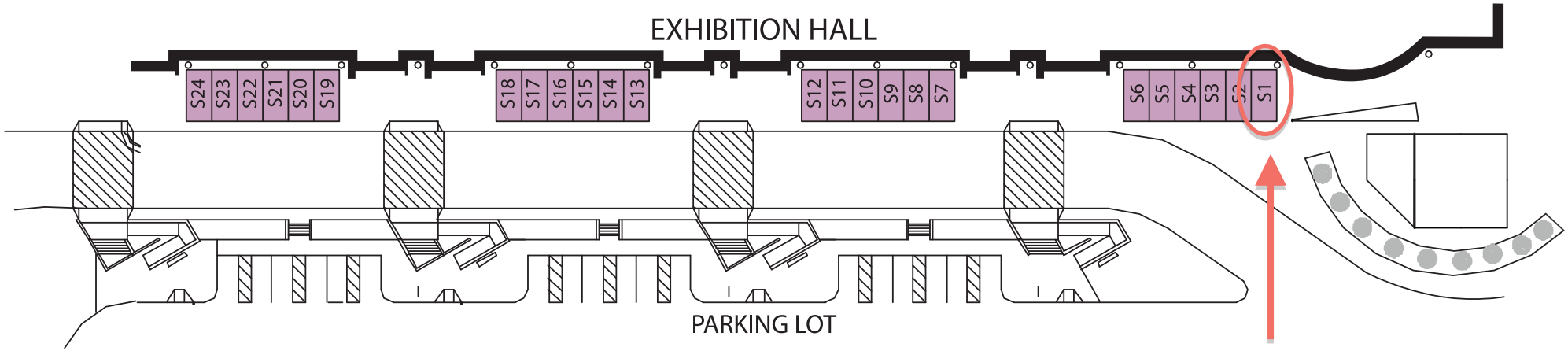
MIDWEST HORSE FAIR® - SIDEWALK VENDORS



Midwest Horse Fair®
2012
HORSE HERITAGE

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MIDWEST HORSE FAIR® - OUTSIDE MALL

Midwest Horse Fair® 2012 HORSE HERITAGE

APRIL 20, 21 & 22 - 2012

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Midwest Horse Fair®
2012
HORSE HERITAGE
Practice Ring
Trailer Parking
South Parking Lot
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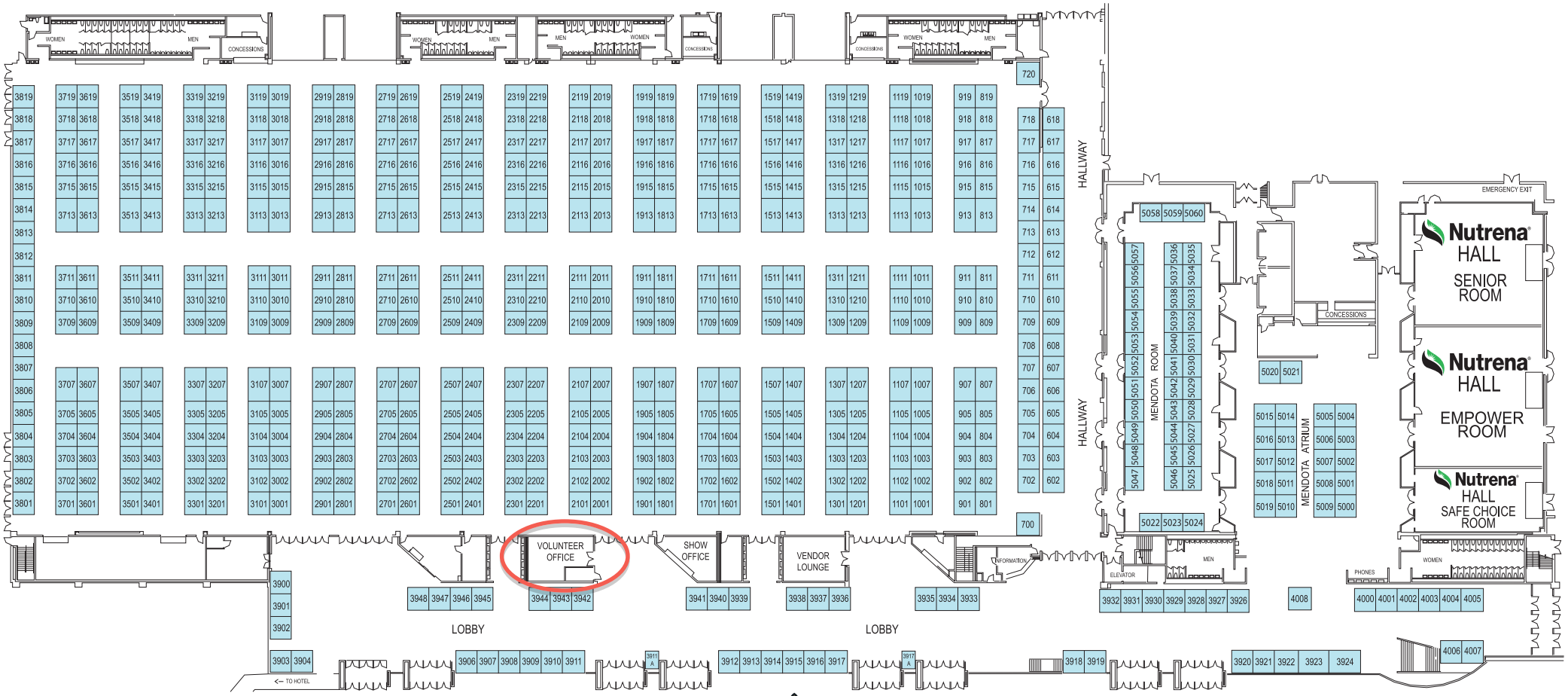
BARN 9
BARN 10
CLEARY WELCOME CENTER
Olin Ave.
Horse Entrance
WILL CALL
Stallion Avenue
BARN 5
BARN 11
North Parking Lot
Disabled Parking
restrooms
OUTDOOR ARENA
Disabled Parking
Administration Building
BARN 1
BARN 2
HUTCHISON HW BRAND ROUND PEN
HUTCHISON HW BRAND ARENA
CAMPING
BARN 3
EXHIBITOR PARKING
EXHIBITION HALL
MENDOTA ATRIUM
NUTRENA HALL
RUSK GATE
Horse Lane to Coliseum
Andis Arena
WORLD BLACKSMITH COMPETITION
TRAILER AVENUE
KIDS KORRAL
Nutrena Arena
JOHN DEERE COLISEUM
Disabled Parking
Clarion Suites
Entertainment Stage
Food Court
RUSK AVE.
Southeast Parking Lot
Main Gate
Northeast Parking Lot
Disabled Parking
To HWY 12 & 18
RIMROCK RD.

FOOD COURT

Midwest Horse Fair® 2012 HORSE HERITAGE

MIDWEST HORSE FAIR®

EXHIBITION HALL



Midwest Horse Fair® 2012 HORSE HERITAGE

APRIL 20, 21 & 22 - 2012

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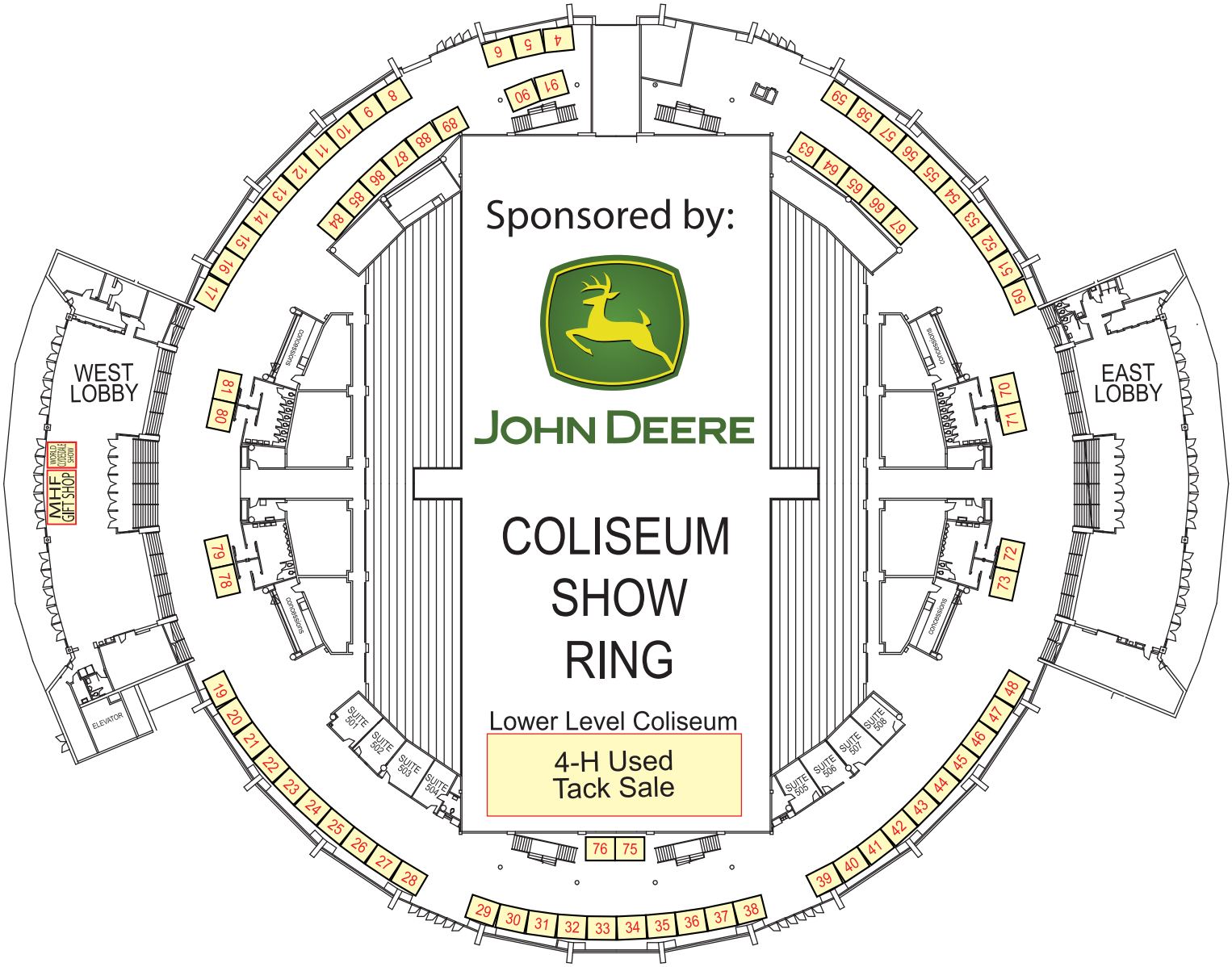
MIDWEST HORSE FAIR® - COLISEUM



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2012
HORSE HERITAGE

APRIL 20, 21 & 22 - 2012

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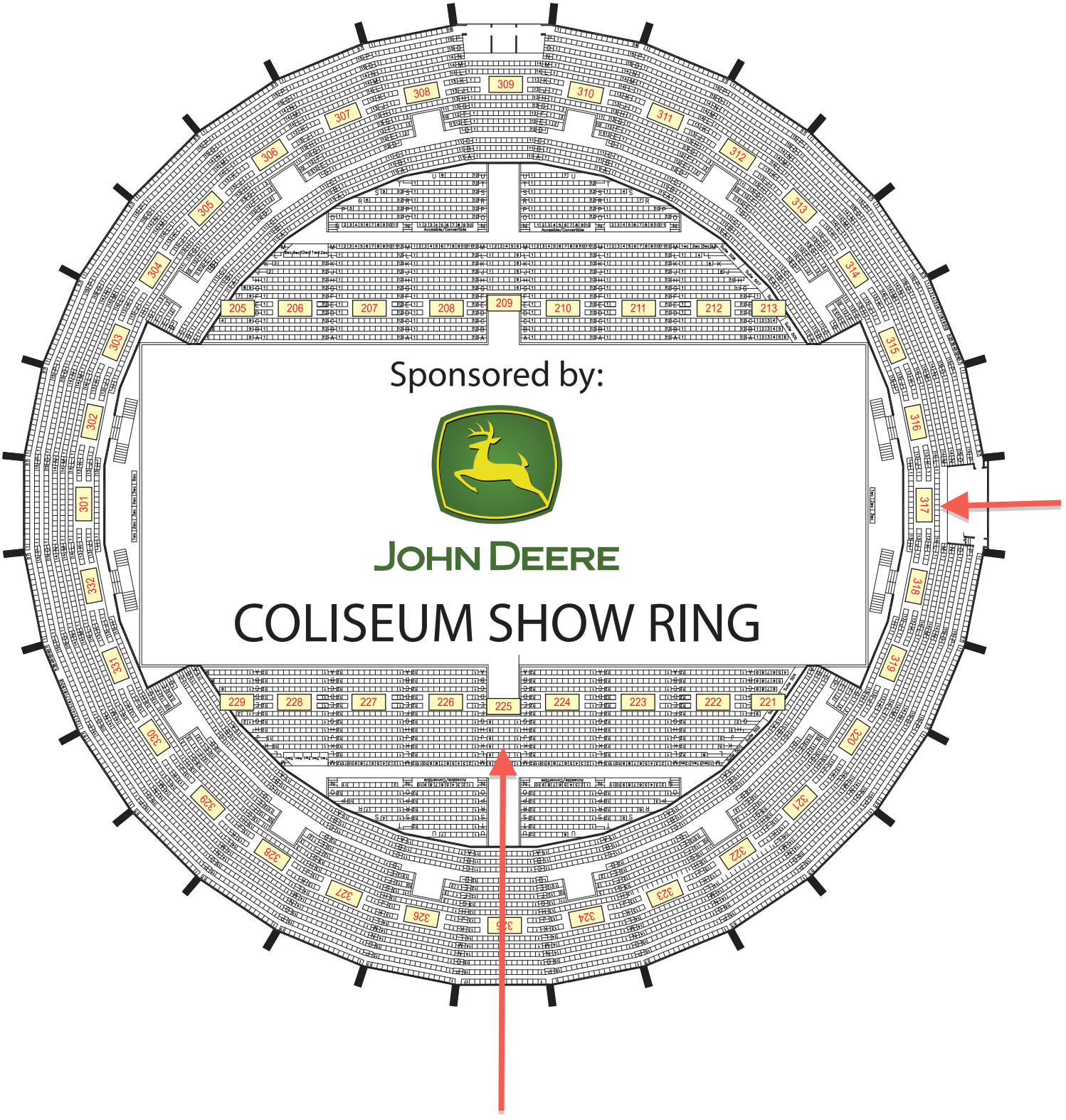
Sponsored by:
JOHN DEERE
COLISEUM SHOW RING
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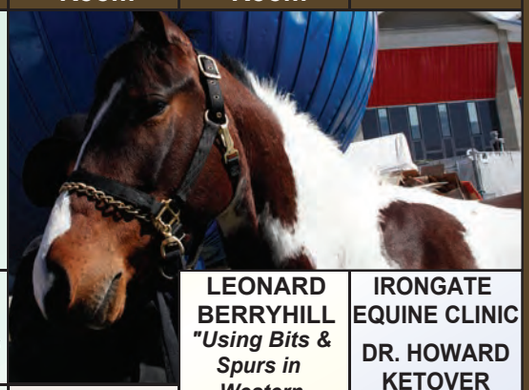
SUNDAY, APRIL 22 - 2012

	John Deere Coliseum	Nutrena Arena	Hutchison HW Brand Arena	Hutchison HW Brand Round Pen	Andis Demo Arena	Nutrena SafeChoice Room	Nutrena Empower Room	Nutrena Senior Room
8:00	LINDA ALLEN	AARON RALSTON	COWBOY CHURCH with JEFF LEBBIN	Mustang Heritage Foundation Demonstration	MOUNTED JUSTICE *"Introduction to Cowboy Mounted Shooting"*			
8:30	*"Improve Your Results: Ride the Course Not the Jumps"*	*"Colt Starting: Ride with a Reason"*						
9:00	Tennesse Walkers / Gypsy Vanner / POA	Mill Creek Hunt *"Horses, Hounds, Families & Friendships"* / SHANNON WOLFE *"Using Your Farm & Ranch Border Collie"*	MUFFY SEATON *"Harnessing & Hitching the Driving Horse"*	DR. JULIE KAUFMAN *"Trick Yoga"*	HORSES OF WAR: *Special Forces in Afghanistan*		LEONARD BERRYHILL *"Using Bits & Spurs in Western Riding"* Sponsored by: Equine Mega-Omega	IRONGATE EQUINE CLINIC DR. HOWARD KETOVER *"Before You Buy: Making the Most of the Purchase Exam"*
9:30	AL DUNNING *"Bold Sliding Stops"* Sponsored by: MD Barn Master	LINDA PARELLI *"The Game of Contact"* Sponsored by: Parelli			DEBRA RATCHETER *"Advanced Saddle Fitting"*	RICK MEYER *"Gaited Horse Q & A"*		
10:00			DAVE WEAVER *"Ranch Roping Introduction-Youth"*	NANCY BAILEY & CLIFFORD *"Clicker Training With Your Horse"*			ASIA VOIGHT *"Soul Recognition Between You and Your Horse"*	Nutrena *"Feeding Labs"*
10:30	Gypsy Cob / Jefferson Cty Drafts / H.A.M.E.	Haflinger / WI Quarter Horse / Curly		HEIDI HERRIOTT *"How to Create a One-of-a-Kind Freestyle Routine"*	HORSES OF WAR: *WWII*	PROJECT COWBOY Sponsored by: Taking the Reins		
11:00	SHANNON WOLFE *"Top Border Collie Working Livestock"* / WHC Awards	LEONARD BERRYHILL *"How to Improve Lead Changes"* Sponsored by: Equine Mega-Omega	COLLEEN KELLY *"How to Improve Impulsion just by Changing Our Seat & Posture"*		DANA BOYD-MILLER *"Tips & Techniques for Better Clipping & Trimming"* Sponsored by: andis		PARELLI EXPO TEAM *"Parelli's Secret to Love, Language and Leadership"* Sponsored by: Parelli	DR. HOYT CHERAMIE *"Selective Deworming: Controlling Equine Parasites & Parasite Resistance"* Sponsored by: MERIAL
11:30	Stallion Revue #5 Sponsored by: TSC Tractor Supply Co.			JEFF LEBBIN *"Starting the Reined Cow Horse"*		PETER RAISCH *"I'm On Facebook, Now What?"*		
12:00	EXTREME MUSTANG MAKEOVER *"Finals"*	Buckskin / Baroque / Peruvian	RICK MEYER *"Horse Sense in Training: Bitting & Educated Hands"*		HORSES OF WAR: *Revolutionary War*		MIKE & GRETCHEN GRAHAM *"What's It Worth?"*	YVONNE BARTEAU *"Horse Personalities: Training the Dressage Horse"* Sponsored by: Nutrena
12:30		GUY McLEAN *"Riding From the Core"* Sponsored by: Priefert Ranch Equipment		JERRY DIAZ *"Horsemanship Traditions"* Sponsored by: Hutchison HW Brand Heavy Duty Brown Livestock Equipment		LINDA ALLEN *"How to Set Goals You Can Achieve"*		
1:00			DAVE WEAVER *"Ranch Roping Instruction"*		DANA BOYD-MILLER *"Clipping 101: A Review of This Weekend's Topics!"* Sponsored by: andis			ASIA VOIGHT *"Intuitive Guidance For YOU!"*
1:30	Friesian Heritage / Donkey & Mule / Morgan	Appaloosa / Victory Vaulters		SHANNON WOLFE *"Training Your Stock Dog"*		IRONGATE EQUINE CLINIC DR. LISA NESSON *"Equine Emergencies What to do Before, During & After"*	Sponsored by: Western Horseman	

SCHEDULE SUBJECT TO CHANGE

MIDWEST HORSE FAIR® SCHEDULE

	John Deere Coliseum	Nutrena Arena	Hutchison HW Brand Arena	Hutchison HW Brand Round Pen	Andis Demo Arena	Nutrena SafeChoice Room	Nutrena Empower Room	Nutrena Senior Room
2:00	GAMING WITH THE STARS Sponsored by: ROPER APPAREL & FOOTWEAR	AL DUNNING *"Cutting - Form & Dynamics"* Sponsored by:	EXTREME MUSTANG MAKEOVER *"Live Auction"*	AUSTIN ANDERSON *"Beginners Introduction to Trick Riding"*	MILL CREEK HUNT *"Come Learn All About Foxhunting"*	IRONGATE EQUINE CLINIC DR. LISA NESSON *"Equine Emergencies What to do Before, During & After"*	MIKE & GRETCHEN GRAHAM *"What's It Worth?"* Sponsored by: WESTERN HORSEMAN	MUFFY SEATON *"All Things Driving"*
2:30						RICK MEYER *"Horse Sense in Training: Principles & Techniques of Horse Training"*		
3:00	Pinto Icelandic Norwegian Fjord	EQUINE SOCCER TOURNAMENT FINALS Sponsored by: Blain's FARM & FLEET, Nutrena		JOHN ADAMETZ *"Miracles On Hoof"*	NANCY BAILEY & CLIFFORD *"Clicker Training With Your Horse"*			MIDWEST'S GOT TALENT WINNER PUERTO RICAN PASO FINO
3:30	COLT STARTING EXHIBITION GUY McLEAN & AARON RALSTON				HORSES OF WAR: *Spanish American War*	VICTORY VAULTERS		
4:00				COLLEEN KELLY *"Rider Biomechanics"*	WISCONSIN DONKEY & MULE			
4:30	Liberty							
5:00								

THANK YOU FOR A HISTORIC WEEKEND - SEE YOU IN 2013

There are more than 350 fine people who volunteer at the Midwest Horse Fair® each year. These volunteers generously offer their time and talent because they believe in what we do and they want to be part of this wonderful equine event.

The Midwest Horse Fair® is owned by the Wisconsin Horse Council. All proceeds from the Fair are returned to the WHC and are used to represent and foster a unified equine industry in Wisconsin, promote the equine through leadership, education, service and communication, and to take a proactive role in the future growth and development of the equine industry.

Notice:

All attendees at the Midwest Horse Fair® should be aware that there are "official photographers and videographers" on the grounds during the entire event. You may take photos and video at the fair for your own personal use, and we encourage you to do so, but selling them for a profit is strictly prohibited. Photos and video of attendees may be taken during the Midwest Horse Fair®. With your entrance to the grounds you are giving permission for the Wisconsin Horse Council to use any pictures or videos in which you might appear for future publicity, promotion, advertising or other media uses related to the Midwest Horse Fair®.

2012 Official Weekend Crew

Farrier
A to Z Percherons
John Adametz
608.574.4388
www.atozperch.com

Photographer
John Maniaci Photography
608.206.0842
www.johnmaniaciphotography.com

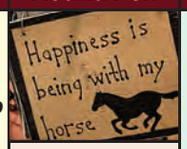
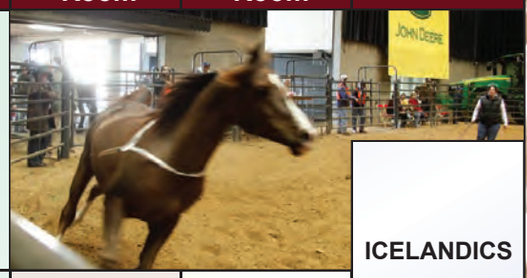
RV Service:
Brad's Mobile Service
608.921.3745
bradkrohn@live.com

Veterinarians
Irongate Equine Clinic
Dr. Howard Ketover
Dr. Lisa Nesson
Dr. Pat Griffin
608.845.6006
www.irongateequine.com

Videographer
Revma Media
423.378.4299
www.revmamedia.com

Horse Heritage Fact:
A book called "Anatomy of the Horse" was written by Italian Carlo Ruini, in 1598.

SATURDAY, APRIL 21 - 2012

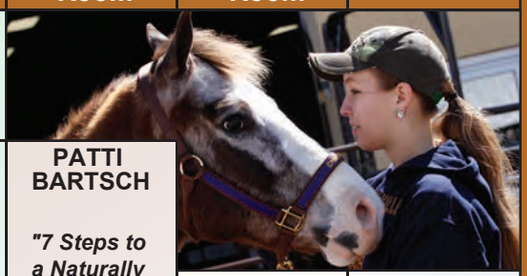
	John Deere Coliseum	Nutrena Arena	Hutchison HW Brand Arena	Hutchison HW Brand Round Pen	Andis Demo Arena	Nutrena SafeChoice Room	Nutrena Empower Room	Nutrena Senior Room
8:00	GUY McLEAN *"Creating a Solid Foundation Part 2"* Sponsored by: Priefert Ranch Equipment	EXTREME MUSTANG MAKEOVER *Riding Competition*	JERRY DIAZ *"Horsemanship Traditions"* Sponsored by: Hutchison HW Brand Heavy Duty Brown Livestock Equipment		DEBRA RATCHETER *"Diagnosing & Solving Saddle Fitting Problems"*			
8:30				NANCY BAILEY & CLIFFORD *"Clicker Training With Your Horse"*				ICELANDICS
9:00	Buckskin Appaloosa WI Harness Horse		AARON RALSTON *"Colt Starting: Pre-Flight Check"*	DR. JULIE KAUFMAN *"Acupressure for Strengthening the Topline & Erasing Pain"*	MILL CREEK HUNT *"Come Learn All About Foxhunting"*	COLLEEN KELLY *"On the Forehand vs. Engagement for English, Western Dressage & Jumping"*	PATTI BARTSCH *"7 Steps to a Naturally Unbridled Life"*	
9:30	LINDA ALLEN *"Impress the Judge in Hunter & Equitation Classes"*							RICK MEYER *"Horse Sense in Training: Principles & Techniques of Horse Training"*
10:00			LEONARD BERRYHILL *"Showing Western Riding"* Sponsored by: Equine Mega-Omega	SHANNON WOLFE *"Training Your Stock Dog"*	DANA BOYD-MILLER *"Body Clipping Part 1: Choosing the Correct Pattern and Getting Started"* Sponsored by: andis	DR. HOYT CHERAMIE *"Equine Gastric Ulcers: Is Heartburn Stopping Your Horse?"* Sponsored by: Merial	ASIA VOIGHT *"7 Steps to Communicating with Your Horse"*	
10:30	Sidesaddle H.A.M.E. Donkey & Mule			DAVE WEAVER *"Preparation for the Horse for Ranch Roping"*				Nutrena *"Feeding Labs"*
11:00	SHANE ADAMS/ KNIGHTS OF VALOUR		HEIDI HERRIOTT *"Liberty & Dancing Horse Training"*		HORSES OF WAR: *Civil War*	PATTI BARTSCH *"Healthy as a Horse"*	PETER RAISCH *"I'm on Facebook. Now What?"*	
11:30	Stallion Revue #3 Sponsored by: TSC Tractor Supply Co.		MIDWEST'S GOT TALENT WINNER Puerto Rican Paso Fino	AL DUNNING *"Proper Use of Training Equipment"* Sponsored by: MD Barn Master	DR. JULIE KAUFMAN *"Pain Free Chiropractic and Acupressure Part 2"*			MUFFY SEATON *"All Things Driving"*
12:00	"Top Border Collie Working Livestock" JOHN PAYNE One Arm Bandit Drag Time	Spotted Saddle Morgan Norwegian Fjord	RICK MEYER *"Horse Sense in Training: Is My Horse Gaiting?"*			IRONGATE EQUINE CLINIC DR. PAT GRIFFIN *"She's Open Again?!! What to do to Get Her In Foal"*	AARON RALSTON *"Ride Up"*	
12:30	Peruvian Pinto Missouri Foxtrotter	EQUINE SOCCER TOURNAMENT ROUND 2 Sponsored by: Nutrena Blain's Farm & Fleet		JEFF LEBBIN *"Starting the Reined Cow Horse"*	HORSES OF WAR: *Special Forces in Afghanistan*			WISCONSIN EQUINE CLINIC DR. RACHEL BOURNE *"A Closer Look at Equine Eye Disease"*
1:00	LINDA PARELLI *"The Horsenality™ Match-Mismatch... Oh Boy!"* Sponsored by: Parelli		ONEIDA TRIBE OF INDIANS OF WISCONSIN		DANA BOYD-MILLER *"Have You Scene This?"* Sponsored by: andis	PROJECT COWBOY Sponsored by: Taking the Reins	ASIA VOIGHT *"7 Steps to Communicating with Your Horse"*	
1:30			MUFFY SEATON *"Bending the Driving Horse"*	NANCY BAILEY & CLIFFORD *"Clicker Training With Your Horse"*				BADGER VETERINARIAN HOSPITAL DR. CLARE RYAN *"Foaling Around"*

SCHEDULE SUBJECT TO CHANGE

MIDWEST HORSE FAIR® SCHEDULE

	John Deere Coliseum	Nutrena Arena	Hutchison HW Brand Arena	Hutchison HW Brand Round Pen	Andis Demo Arena	Nutrena SafeChoice Room	Nutrena Empower Room	Nutrena Senior Room
2:00	Pinto Draft Great Lakes Fresians Mustang	SHANNON WOLFE *"Using Your Farm & Ranch Border Collie"* Mill Creek Hunt *"Horses, Hounds, Families & Friendships"*	MUFFY SEATON *"Bending the Driving Horse"*	JOHN ADAMETZ *"Yoga for Horse Lovers"*	HORSES OF WAR: *WWI*	LINDA ALLEN *"Jumping Courses in Competitions"*	MIKE & GRETCHEN GRAHAM *"What's It Worth?"* Sponsored by: Western Horseman	BADGER VETERINARIAN HOSPITAL DR. CLARE RYAN *"Foaling Around"*
2:30	AL DUNNING *"Lead Change Logic"* Sponsored by:	YVONNE BARTEAU *"Dressage Freestyle Riding"* Sponsored by: Nutrena	COLLEEN KELLY *"Miracle Fixes for Straightness Falling in, Pirouettes & Reining Spins"*					SHANE ADAMS/ KNIGHTS OF VALOUR *"History of the Joust"*
3:00				Mustang Heritage Foundation Demonstration	DR. HOYT CHERAMIE *"Equine Gastroscopy: A Look in the Stomach"* Sponsored by: Merial	LEONARD BERRYHILL *"Using Bits & Spurs in Western Riding"* Sponsored by: Equine Mega-Omega		
3:30	Morab Jefferson Cty Drafts Arabian	HORSES OF WAR	AARON RALSTON *"Colt Starting: X-Box"*					Nutrena *"How Does Your Hay Stack Up?"*
4:00	Stallion Revue #4 Sponsored by: Tractor Supply Co	Gypsy Vanner Tennesse Walkers POA		RICK MEYER *"Round Penning the Gaited Horse"*	DANA BOYD-MILLER *"Body Clipping Part 2: Finishing the Job, Including the Head & Legs"* Sponsored by: andis	BADGER VETERINARIAN HOSPITAL DR. CLARE RYAN *"Equine Muscle Diseases: Don't Let Them Cramp Your Style"*		
4:30	Double L Minis Am. Saddlebred MW Renegades	GUY McLEAN *"Maximizing Your Horse's Potential"* Sponsored by: Priefert Ranch Equipment	Miniature Donkeys *"Driving to Inspire"*					JUDGING COMPETITION AWARDS Sponsored by: Roper Apparel & Footwear
5:00	Liberty		DAVE WEAVER *"Ranch Roping Instruction"*	MISSOURI FOX TROTTERS	HORSES OF WAR: *Mexican War/ Dragoon Era*	MOUNTED JUSTICE *"Introduction to Cowboy Mounted Shooting"*		
5:30	COLISEUM CLOSED Doors open at 6:30 pm	PARELLI EXPO TEAM *"Natural Horsemanship Parelli Style"* Sponsored by: Parelli			PINTO DRAFT			
6:00				AMERICAN CURLY HORSE				
6:30								
7:00	EPIC NIGHT OF THE HORSE Sponsored by: Nutrena, Blain's Farm & Fleet							
7:30								

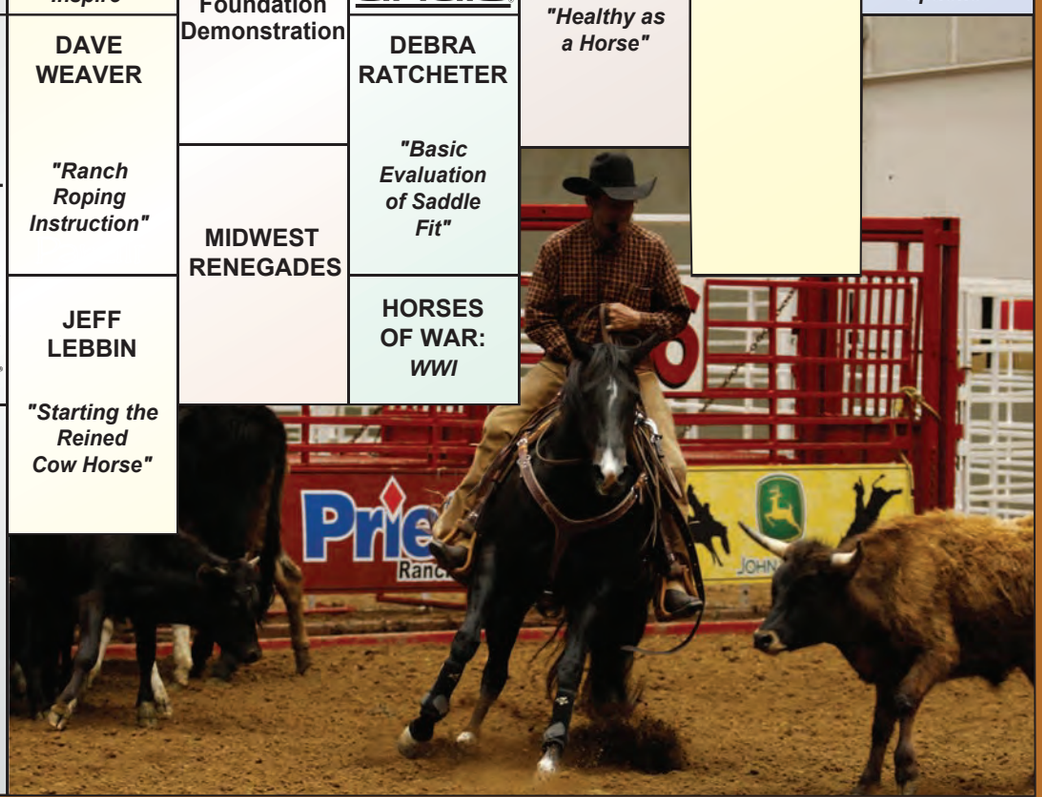
FRIDAY, APRIL 20 - 2012

	John Deere Coliseum	Nutrena Arena	Hutchison HW Brand Arena	Hutchison HW Brand Round Pen	Andis Demo Arena	Nutrena SafeChoice Room	Nutrena Empower Room	Nutrena Senior Room
8:00	MUFFY SEATON *"Driven Dressage"*	LINDA ALLEN *"Starting Horses & Riders Over Fences"*	EXTREME MUSTANG MAKEOVER *In-hand Competition*	DR. JULIE KAUFMAN *"How to Erase Your Horse's Neck & Back Pain"*	HORSES OF WAR: *Revolutionary War*			
8:30					GYPSY COB	PATTI BARTSCH *"7 Steps to a Naturally Unbridled Life"*		
9:00	Curly Haflinger Baroque	SHANNON WOLFE *"Using Your Farm & Ranch Border Collie"* / Mill Creek Hunt *"Horses, Hounds, Families & Friendships"*		AARON RALSTON *"Colt Starting: Orientation"*			PARELLI EXPO TEAM *"Parelli 7 Games"* Sponsored by: Parelli	MOUNTED JUSTICE *"Introduction to Cowboy Mounted Shooting"*
9:30	GUY McLEAN *"Creating a Solid Foundation Part 1"* Sponsored by: Priefert Ranch Equipment	Sidesaddle Missouri Foxtrotter Am. Saddlebred			HORSES OF WAR: *Spanish American War*	SHANE ADAMS/ KNIGHTS OF VALOUR *"History of the Joust"*		
10:00		AI DUNNING *"Cutting: Working a Mechanical Cow"* Sponsored by: MD Barn Master		HEIDI HERRIOTT *"Peace of Mind While Traveling with Your Horse"*	DANA BOYD-MILLER *"Fresh Look for Spring: Clean-up Trim"* Sponsored by: andis		ASIA VOIGHT *"Core Unity With Your Horse"*	RICK MEYER *"Horse Sense in Training: Bitting & Educated Hands"*
10:30	Spotted Saddle Morab Victory Vaulters					IRONGATE EQUINE CLINIC DR. HOWARD KETOVER *"Before You Buy: Making the Most of the Purchase Exam"*		
11:00	LINDA PARELLI *"The Humanality/ Match™"*	DAVE WEAVER *"Ranch Roping Introduction- Youth"*	JUDGING COMPETITION Sponsored by: Roper Apparel & Footwear	NANCY BAILEY & CLIFFORD *"Clicker Training With Your Horse"*	HORSES OF WAR: *Mexican War/ Dragoon Era*		AARON RALSTON *"Ride with a Reason"*	Nutrena *"Feeding Labs"*
11:30	Sponsored by: Parelli			JEFF LEBBIN *"Starting the Reined Cow Horse"*	MILL CREEK HUNT *"Come Learn All About Foxhunting"*	DR. HOYT CHERAMIE *"Equine Pain Management: Can We Do Better?"* Sponsored by: Merial		
12:00	Stallion Revue #1 Sponsored by: TSC Tractor Supply Co.	Arabian Gypsy Cob Icelandic					LEONARD BERRYHILL *"Using Bits & Spurs in Western Riding"* Sponsored by: Equine Mega-Omega	PETER RAISCH *"I'm On Facebook, Now What?"*
12:30	JOHN PAYNE One Arm Bandit Drag Time	GUY McLEAN *"Learning How to Ride Outside the Box"*		SHANNON WOLFE *"Training Your Stock Dog"*	HORSES OF WAR: *WWII*	COLLEEN KELLY *"How to Improve the Rider's Seat & Position"*		
1:00	SHANE ADAMS/ KNIGHTS OF VALOUR	Sponsored by: Priefert Ranch Equipment	JERRY DIAZ *"Horsemanship Traditions"* Sponsored by: Hutchison HW Brand Heavy Duty Brown Livestock Equipment	ONEIDA TRIBE OF INDIANS OF WISCONSIN	DANA BOYD-MILLER *"Suggestions For Working On the Difficult and Inexperienced Horse"* Sponsored by: andis		ASIA VOIGHT *"Core Unity With Your Horse"*	LINDA ALLEN *"What is That Course Designer Thinking?"*
1:30	Friesian Heritage Pinto Draft Mustang Pride	HORSES OF WAR				JUDGING COMPETITION Roper Apparel & Footwear		

SCHEDULE SUBJECT TO CHANGE

MIDWEST HORSE FAIR® SCHEDULE

	John Deere Coliseum	Nutrena Arena	Hutchison HW Brand Arena	Hutchison HW Brand Round Pen	Andis Demo Arena	Nutrena SafeChoice Room	Nutrena Empower Room	Nutrena Senior Room
2:00	LEONARD BERRYHILL *"Improve Your Roping Horse"* Sponsored by: Equine Mega-Omega	YVONNE BARTEAU *"Dressage Through the Levels: What a Judge is Looking For"* Sponsored by: Nutrena	HEIDI HERRIOTT *"Trick Horse Training"*	AARON RALSTON *"Colt Starting: Riding the Mind"*	DR. JULIE KAUFMAN *"Pain Free Chiropractic & Acupressure Part 1"*	JUDGING COMPETITION Roper Apparel & Footwear		PROJECT COWBOY Sponsored by: Taking the Reins
2:30			RICK MEYER *"Horse Sense in Training - Is My Horse Gaiting"*			Nutrena *"How Does Your Hay Stack Up?"*	MIKE & GRETCHEN GRAHAM *"What's It Worth?"* Sponsored by: Western Horseman	
3:00	SHANNON WOLFE *"Top Border Collie Working Livestock"* Stagecoach	AL DUNNING *"Reining: Turn-Arounds"* Sponsored by:		NANCY BAILEY & CLIFFORD *"Clicker Training With Your Horse"*	HORSES OF WAR: *Civil War*			BADGER VETERINARIAN HOSPITAL DR. CLARE RYAN *"Equine Muscle Diseases: Don't Let Them Cramp Your Style!"*
3:30	WI Harness Horse MW Renegades Quarter Horse		AUSTIN ANDERSON *"Beginners Introduction to Trick Riding"*	JOHN ADAMETZ *"Miracles On Hoof"*		MUFFY SEATON *"Bitting the Driving Horse"*		
4:00	Stallion Revue #2 Sponsored by: TSC Tractor Supply Co	COLLEEN KELLY *"How to Test the Rider's Seat & Position"*			DANA BOYD-MILLER *"Picture This"* Sponsored by: andis			WISCONSIN EQUINE CLINIC DR. JO-ANNE LeMIEUX *"Lameness: The Newest In Treatment Options"*
4:30	Double L Minis Great Lakes Friesians Paso Fino		Miniature Donkeys *"Driving to Inspire"*	Mustang Heritage Foundation Demonstration		PATTI BARTSCH *"Healthy as a Horse"*		
5:00	Liberty	EQUINE SOCCER TOURNAMENT ROUND 1 Sponsored by: Blain's Farm & Fleet Nutrena	DAVE WEAVER *"Ranch Roping Instruction"*		DEBRA RATCHETER *"Basic Evaluation of Saddle Fit"*			
5:30				MIDWEST RENEGADES				
6:00	COLISEUM CLOSED Doors open at 6:30 pm		JEFF LEBBIN *"Starting the Reined Cow Horse"*		HORSES OF WAR: *WWI*			
6:30		CLOSED						
7:00	PRCA RODEO 7:30pm Sponsored by: Blain's Farm & Fleet Nutrena							
7:30								



STRANG

6411 MINERAL POINT ROAD
MADISON, WI 53705-4395

T/ 608 276 9200
F/ 608 276 9204

USER GROUP SURVEY

NAME: American Saddlebred Association

DATE: June 21, 2012

1. Please provide an overview of your show in terms of the following information:
    a. Show dates and duration:
        1. Madison Classic Horse Show, May 24-27
        2. Madison Invitational Horse Show, August 10-12
        3. Wisconsin Futurity Horse Festival, Sept 20-23
    b. Description of primary events (event schedules if available)
    Show ing the American Saddlebred, Morgan and Hackney Pony breeds.
    c. Alliant Energy Center facilities currently used for each event (occurs in which building)
        1. Arena
        2. Arena
        3. Coliseum
    d. Provide block diagrams of booth or animal stall layouts if available from previous shows.
    For all three shows, use standard stabling that Alliant provides with the exception of stall removal in areas to make walk thrus larger.
    e. Describe the value proposition you are promoting to attendees
    Typically we market the schedule of the horse show, and the fun of the horse show. The WI Futurity is the only one where we will market the area in which we show. The coliseum is a nice facility to show a horse in.

2. For each event that will will utilize Animal Barns, please provide the following data for each event:
Showing horses is typically a hobby for most enthusiests. If the economy is good, and people have "fun money" available to them, numbers go up. If the economy is bad, numbers go down. When the economy is bad people pick and choose the horse shows they go to, so facility, scheduling and their personal experience is very important. The numbers below are ranges of the lows and the highs.
    a. Description and counts of animals to be accomodated (current + 10 year projection in chart below)
        1. This horse show can go from 300 to 400 head of horses.
        2. This horse show can go from 125-200 head of horses.
        3. This horse show can go from 400-600 horses.
    b. Animal stall size standards in terms of length, width and height (current and proposed or recommended).
    Current stall size at Alliant is good. Wish list would be 10x12, 7 ft high.
    c. List specific utilities such as electrical, plumbing, lighting, air, that should be available at each stall or conveniently located within the building. We'll discuss the specifics at a later date.
    Electricity – Must be available at each stall for fans. Ampage should be enough to handle fans, air conditioners and refrigeraters. Our specific breed has individuals staying in the barns overnight to ensure the safety of the horses. You must understand that our exhibitors pay anywhere from five to high six figures for these animals.
    Plumbing – Water should be available in various places throughout the barns to water horses. Wish list would be to have sprinkler system within barns so that shows do ot have to pay for fire watch 24/7.
    Lighting – Good lighting. Easy access to on/off switches for lighting so they may be turned off overnight.
    Air – Good circulation throughout the barns.
    d. An approximate count of attendees you expect to visit the exhibit on an hourly or daily basis.
    Typically 2 people per horse attend. Overnight stay for most exhibitors.
    e. An approximate count of workers and/or exhibitors that will staff the event. Explain what they do and how they do it and what accomdations they need to support their activities.
    Approximately 15 staff members to run a show.
    Manager – Choosing and contracting location, preparing budget, securing recognitionw with equine associations, securing event insurance, soliciting sponsors, developing class schedule, preparing prize list, choosing awards and ordering ribbons, hiring judges, USEF steward, announcer, ringmaster, ring secretary, barn announcer, secretary, asst. secretary, veterinarian, farrier, medical personnel. See office rerquirements in secretary.
    Secretary – Issuing back numbers, processing all entry blanks and fees, post any notices, Keep records of each

class and exhibitor, prepare class sheets, complete show results. Adequate office that includes enough space for trainers and exhibitors to register. Electricity and air conditioning. Computers are used so air conditioning is vital. Close proximatey to rest rooms. Typical business office set up. Asst. Secretary would assist in this office.
Barn Announcer – announces throughout the barns and common areas (not in show area). Primary responsibility is to keep exhibitors informed of the class in progress and which class follows.
Show Announcer – Announces within the show ring. Advises exhibitors what to do moment by mont and they keep exhibitors and spectators alike apprised of upcoming events or changes in schedule.
Organist – play music while the horse show is going on within the show arena.
Ring Secretary – Records class results, time outs, excused horses and converts the judges cards into placings for the announcer to read.
Farrier – provides shoeing service to the trainers/exhibitors as well as if a horse looses a shoe in the show itself.
Ringmaster – Are in charge of the activity within the show ring or areana. Primary function is to ensure the exhibitors and horses safe conduct in the show ring.
Medical Personnel – Must be at the show ring at all times in case of an emergency.
Veterinarian – Available during the event in case needed.
Judges – Can be one to three individuals.

f. A brief description of event set-up, staging, unloading and pre-event preparations.
Footing in show arena and surrounding areas (see comments below regading this subject)
Stabling
Center Ring
Office Set Up
Vendor Set Up
Semi Truck assess to barns for loading/unloading

g. Is there any livestock/animal change out during multiple day events? If so, how often, and what procedures are in place to facilitate this process?
Very little but a possibility- semi access to barns for loading/unloading.

h. A brief desription of parking requirements for event coordinators, workers and exhibitors.
Free parking. Adequate parking within reasonable walking distance of barns and show arena.

i. A brief description of event tear-down, loading and exiting.
Semi Truck access to barns for loading

3. Please list the current individuals in your organization that are involved in planning and executing the show, their job titles, a description of the work they do. May the study team contact them with questions?
Lynda Freseth – Trainer, show committee person. Yes you may contact.
Scott Matton – Trainer, Show committee person. Yes you may contact.
Both individuals show horses throughout the country and have a good knowledge of facilities that work and don't work.

4. How has your show and/or specific events grown over the past 20 years?
Yes and no due to the economy, low numbers last year but coming back this year.

5. Do you anticipate continued growth at the same rate? If not, what factors will cause it to change?
We hope for continued growth. Good facility and show helps this.

6. Chart the future growth of each event in terms of attendees:

2012	2014	2016	2018	2020

7. Chart the future growth of each event in terms of animals accomodated or stalls: This is difficult to do because it is so based on many factors. Economy, dates of show etc.

2012	2014	2016	2018	2020

8. List any special needs of each event: None thought of at this time.

9. List any event storage needs before, during or after event both within the animal barns an remotely located:
   Barns will store driving carts at individual areas, typically done in overhangs of barns. Storage trunks are used by individual barns and placed in barn aisles.
   Secured office for show secretary.

10. What are your needs for ancillary spaces supporting your event? Break areas, demonstration areas, shower facilities, etc.
    Bathrooms and shower facilities a must.
    Food – access to food that is good and priced well.
    Wash racks to bath horses – enough to handle a large amount of horses.
11. In terms of adjacencies, are there some events that should be located directly adjacent to others? Are there some events that should be separated from others? Explain why to each answer.
    Often times there are events that take place during our shows. For example Brat Fest is the same time as Madison Classic. This causes our exhibitors to fight for parking. Also, security is an issue for our barns as there are drunks that frequent the barn areas. People walking through areas where the horses are trying to get into the warm up ring or show ring is also a issue. Cars drive in between barns when they should not. We don't mind Brat Fest, as our exhibitors like to attend, but the faciilty does not provide the manpower to police where people go and drive. It is a safety factor.
    Same issue with Madison Invitational and I think they call it Band Fest. Drunks within the barns, people walking and driving where they should not be. Safety is an issue.

12. What works well in terms of Alliant Energy Center's current animal barn accomdations? What would like to see improved?
    The stabling is nice but again the entire facility is concrete. There is no warm up area.

13. Are there any other important issues you would like to share with the study team?

Footings for the show arena and grounds is the most important aspect of the horse show and the most misunderstoof by facilities. Concrete is not good for horses and if a hard substance of that nature is going to be used, we would rather see asphalt than concrete as it's a little more forgiving. Rough floor versus smooth floor. Horses have metal shoes on, they slid on smooth surfaces. Footing within the show areana must be such that it can be changed for the various breeds. Terrain designed for safe footing (not too sloped) and good drainage for wet weather; connected or covered transition from warm-up ring to show ring would be ideal.

In regards to the footing issue, I'll put it into words of a sports minded person. Grass, how many sports are played on grass, football, soccor and baseball just to name three. In all three sports do you think the grass is alike? Probably not. It is the same with horses. They are athletes and the footing must be such that they can show in a safe environment that will not cause harm.

Equipment – Alliant Energy Center wants horse shows but they don't have the equipment to maintain the show arena. A water truck is needed to water the ring as well as a drag for the rings. The current procedure of using a fire hose just doesn't work.

Appendix C:
Facility Priorities and Survey Data

STRANG

Priorities Handprint Results

	A	B	C	D	E	totals	average
Physical Environment	6	6	4	6	6	28	**5.6**
Safety	6	3	6	6	4	25	5
Air quality	3	5	2	5	5	20	4
Accessibility	2	2	3	4	6	17	3.4
Acoustics	1	1	1	1	1	5	1
Lighting	5	6	4	3	3	21	4.2
Temperature Control	4	4	5	2	2	17	3.4
Efficiency	5	4	5	4	4	22	**4.4**
Work flow	4	5	4	6	6	25	5
Flexibility	6	6	6	4	5	27	5.4
Expandability	5	3	5	5	4	22	4.4
Reduce cross traffic	1	2	1	2	3	9	1.8
Adjacencies	3	4	2	3	2	14	2.8
Separate public/service	2	1	3	1	1	8	1.6
Image	2	2	2	2	2	10	**2**
Brand	1	1	2	2	1	7	1.4
Style	2	3	3	3	2	13	2.6
Aesthetics	6	5	5	4	4	24	4.8
Culture	3	2	1	1	5	12	2.4
Visitor Experience	5	6	6	6	6	29	5.8
Signage	4	4	4	5	3	20	4
Amenities	3	5	3	5	5	21	**4.2**
User group amenities	5	5	5	2	3	20	4
Public amenities	4	3	4	3	2	16	3.2
Animal amenities	6	6	6	6	6	30	6
Owner amenities	2	2	1	5	4	14	2.8
Educational	1	1	2	1	1	6	1.2
Accessibility	3	4	3	4	5	19	3.8
Value	4	3	6	3	3	19	**3.8**
Quality of construction	1	2	4	5	2	14	2.80
Holding to a budget	6	6	1	2	5	20	4.00
Reduce maintenance	4	4	5	4	3	20	4.00
Reduced operational cost	5	5	6	3	4	23	4.60
Reduce life cycle cost	2	1	2	1	1	7	1.40
Revenue generation	3	3	3	6	6	21	4.20
Sustainability	1	1	1	1	1	5	**1**
Local materials	2	3	2	5	5	17	3.4
Recycled materials	3	2	3	4	4	16	3.2
Energy conservation	6	6	6	6	6	30	6
Environmental protection	4	4	5	3	3	19	3.8
Connections to nature	1	1	1	1	1	5	1
Water conservation	5	5	4	2	2	18	3.6

Appendix D:
Benchmarked Facilities

STRANG

6411 MINERAL POINT ROAD
MADISON, WI 53705-4395

T/ 608 276 9200
F/ 608 276 9204

USER GROUP – TOUR NOTES

NAME: Written by Larry Barton

FACILITY: Ohio Expo Center & State Fair

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1. General comments relating to the O'Neill Building:
    a. 78,000 s.f. facility , single story, 20' +/- ceiling height, 1970's vintage metal building. Recently renovated.
    b. Features 20'x50' show ring with removable bleacher seating for 720.
    c. Used for smaller animals housed in removeable 5'x7' pens (building accomodates 700 pens)
    d. Manual 9'-6" overhead doors typical with one 13'-6" high motorized overhead door.
    e. Over time the swept finish of the concrete floor has worn smooth.
    f. Equiped with air conditioned open office areas for exhibitors and show workers
    g. Large windows between the open office and the exhibit area were a plus.
    h. Big fans were effective for increasing air flow but concerns were expressed about strobing of lights
    i. 24' o.c. column spacing worked for the smaller pens but would be too close for cattle and horses
    j. Recently installed fluorescent lighting provided good light quality and considerable energy savings
    k. White ceiling helped improve light quality although indirect lighting was not utilized.
    l. Walk-in refrigeration units were provided as well as loading dock facilities
    m. In addition to agricultural shows, building is used for go kart races, flea markets and other events
    n. Power and water was distributed down structural columns (appeared inadequate for anticipated need)
    o. Floor drains were provided. Clogging has not been a problem for this facility.
    p. Non-ag uses such as go kart races can cause concerns about oil making its way to floor drains
    q.
    r. Showers and lockers provided (also mentioned sleeping quarters although we didn't tour them)
    s. Storage rooms were provided, but they appeared inadequate as items were also stored in walk-in cooler.
    t. Manure storage areas were provided but appeared inadequate

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

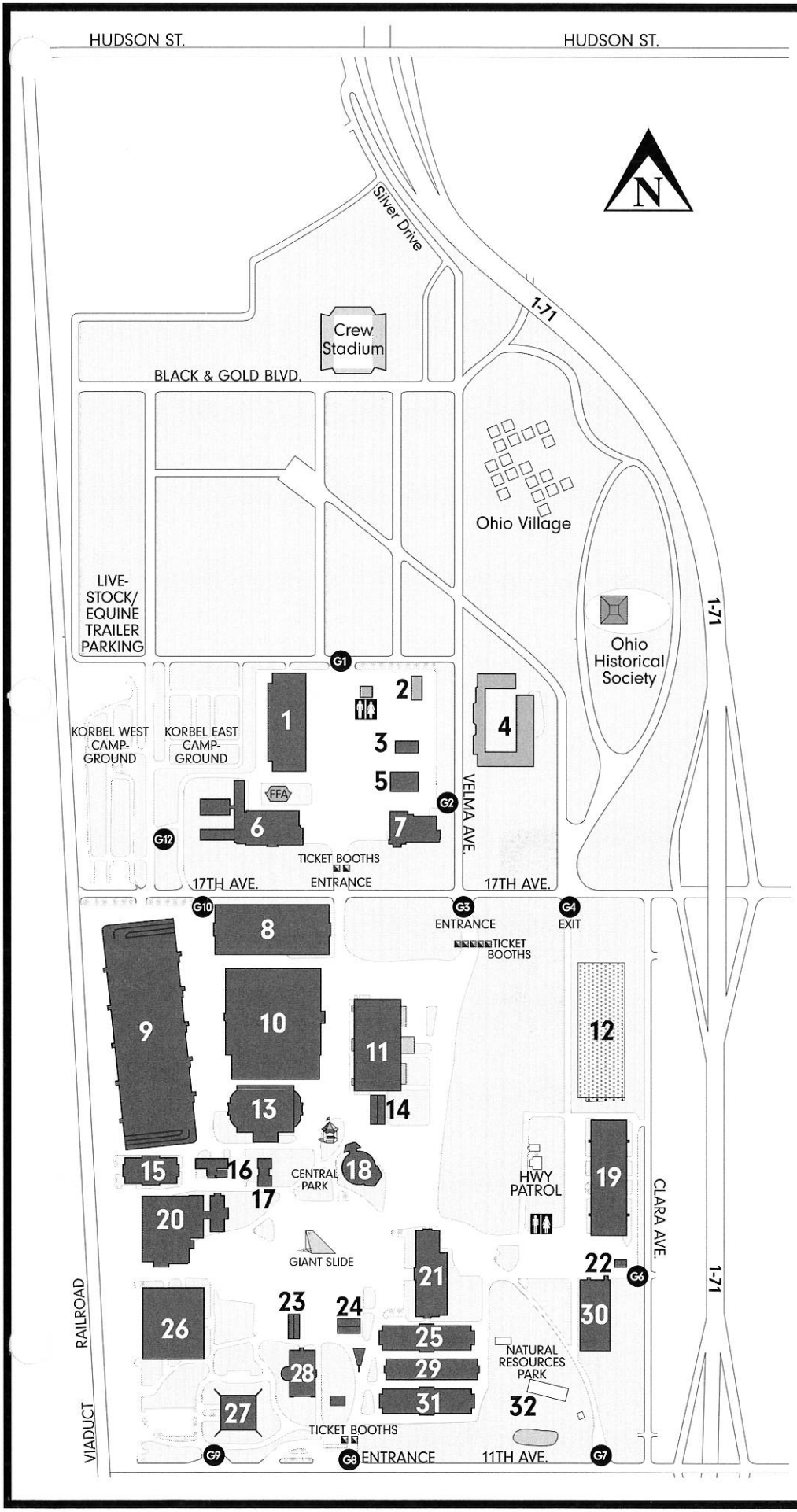
2. General comments relating to the Voinovich Livestock & Trade Center:
    a. 70,000 s.f. facility, single story with mezzanine, 25' + ceiling height. Connected to 1930's original building
    b. A Concourse connects the old building to the larger 60,000 s.f. main hall.
    c. The older building housed the exhibitor support spaces such as conference rooms, office, annex, etc.
    d. Public restrooms and concessions areas provided.
    e. Loading docks provided
    f. Wash racks provided but appeared inadequate
    g. Retractable bleacher seating for 1400 provided.
    h. For cattle - facility is designed to handle 804 cattle (369 with show ring)
    i. For horses – facility is designed to handle 282 horses (131 with show ring)
    j. Column spacing approximately 30'x40' free span bents for the main building. (better than 30'x30' in the Gilligan facility)
    k. Large 12' to 14' high overhead doors were a positive feature
    l. High ceilings were a plus but most didn't like the black ceiling color (white would have helped the lighting)
    m. Power and water provided from structural columns (appeared inadequate)
    n. Significant HVAC ducts in main hall for air movement and heating. They were caked with dust.

3. General comments relating to the Gilligan Complex:
    a. Over 300,000 s.f. facility, single story with 750 stall parking ramp above. 1970's vintage building.
    b. All concrete structure without color or any significant architectural detailing created a negaitve experience
    c. It was felt the concept of combining parking with agricultural exhibit space has merit, but requires a much higher degree of architectural design to introduce better natural lighting, air flow, and to create a positive experience for both the attendee and the animals.
    d. The ceiling height of 14' + was functionally adequate but due to the expansive floor plate seemed low.
    e. The repetitive and symetric layout of stalls over such a vast space was efficient but visually poor.
    f. For cattle – facility is designed to handle 1200 cattle (with ties at 2' o.c.?)

g. The portable wall/ tie system which interlocks with the structural columns was well done.
h. The 30'x30' column spacing was thought to be inadequate leaving insufficient room for walk aisles between the cattle rows.
i. Manure handling facilities appeared inadequate
j. Wash bays appeared inadequate in terms of counts.
k. For horses – facility is designed to handle 1,000 permanent horse stalls.
l. 10' deep horse stalls left 10' aisles which is inadequate as exhibitor chairs & equip. take up much of this space
m. The horse stalls were higher than necessary and made of solid panels all the way up. This created a visual barrior for both animal and attendee creating a negative experience.
n. Power coming down structural columns was felt to be inadequate for anticipated need (one 20 amp duplex per three stalls). Desired is one dedicated 20 amp ground fault duplex outlet per stall.
o. Lighting was an issue. Exhibitors bring their own lights per stall. As a result, some of the overhead bay lights are being removed to save energy.
p. Air movement was a concern, but since the overhead doors were closed and the mechanical system was not running it was hard to judge.
John mentioned trench drain systems with removable covers for easy cleaning as an option.
q. The amount of natural light coming from the roof monitors appeared minimal and insufficient.
r. The fact that the facility did not displace parking (750 spaces on roof) is a major benefit.
s. A traffic coating was provided at the parking ramp above. There was no mention of leaks.
t. The facility was designed to add an additional parking deck in the future if needed.,
u. The cattle and horse area below could at some point be converted to parking if a new barn were to be built elsewhere on site. (The thirty by thirty bays could be a problem for parking – 60'+ X 30' is ideal)
v. No cover on outdoor wash bays. Drains were a problem and have high maintenance.
w. Concerns expressed over lgihting levels should a power failure occur.
x. Liked half walls with garage doors

4. General comments concerning the Brown Building:
a. 108,000 s.f. open air barn facility used for sheep and other events. Recently renovated.
b. 50' x 140' show ring. 20'x25' column grid elsewhere.
c. Open sides with operable clerestory openings in a layered sloped roofing system provided excellent natural lighting as well as superb natural ventilation.
d. Dipped galvanized stall systems were well received and visually pleasing within the space.
e. One negative was the need to grind away spurs and barbs on the stall railings.

OHIO EXPO CENTER & STATE FAIR



BUILDING IDENTIFICATION

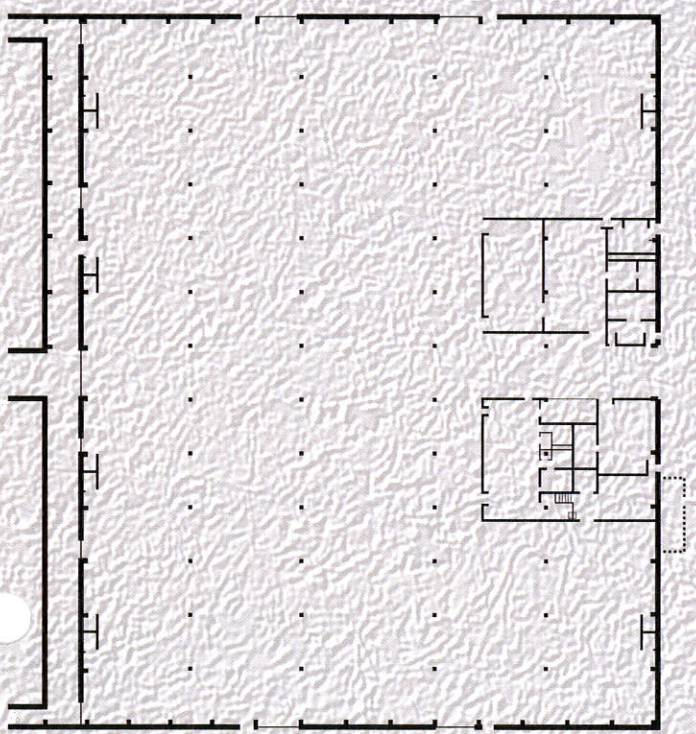
1. Lausche Building
2. Cardinal Shelter
3. Conference Center
4. Highway Patrol Academy
5. Expo Hall
6. Rhodes Center
7. DiSalle Center
8. Brown Arena
9. Gilligan Complex
10. Bricker Multi-Purpose Building
11. Celeste Center
12. Motorsport Stadium
13. Coliseum
14. Congress Pavilion
15. Cooper Arena
16. Dairy Building
17. Administration Office
18. Ohio Building
19. Buckeye Building
20. Voinovich Livestock & Trade Center
21. Ag & Hort Building
22. Maintenance Office
23. Covered Pavilion
24. Covered Pavilion
25. North Commercial Building
26. O'Neill Building
27. Janis Senior Center
28. Cox Fine Arts Center
29. South Commercial Building
30. Maintenance Building
31. Rabbit & Poultry Building
32. Covered Pavilion (Natural Resources Park)

OHIO EXPO CENTER & STATE FAIR

O'NEILL BUILDING

The O'Neill Building is designed with special attention to the needs of agricultural shows and sales, but easily doubles as a multi-use facility for events like flea markets and midget car races. It features 78,000 sq. ft. of space, loading docks, refrigerated display cases, portable scales, portable bleacher seating, a 20' x 50' ring with seating for 720, sound system, restrooms, and air-conditioned office space. Does the O'Neill Building work for your next event?

OHIO EXPO CENTER & STATE FAIR



SEATING CAPACITY
720 in Show Ring

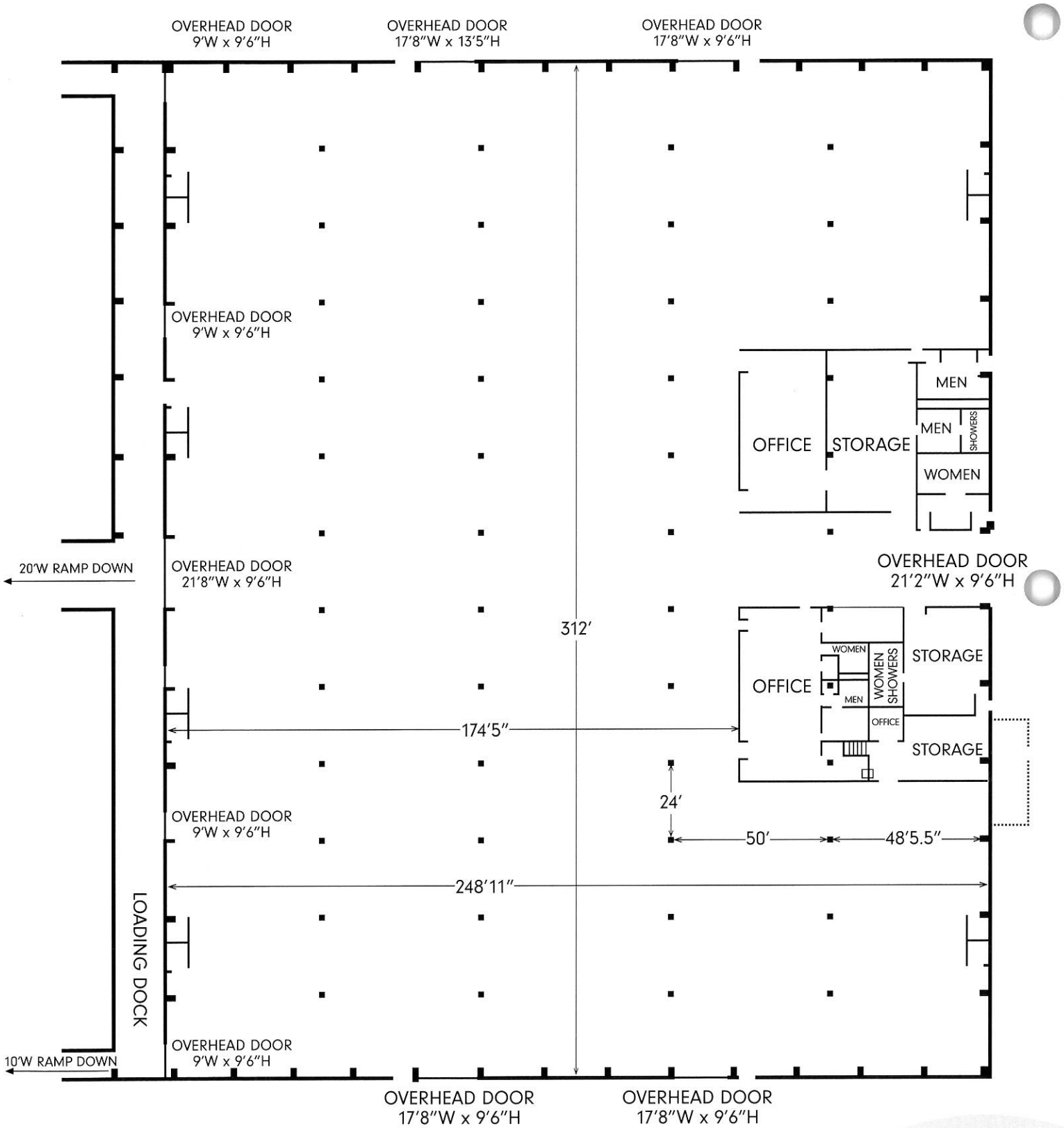
SQUARE FEET:
78,000

OTHER FEATURES:
700 - 5' x 7' Pens (Removable)
Air-Conditioned Office
Sound System
Restrooms/Showers
Wash Racks
Refrigerated Display Case
Loading Docks

FOR MORE DETAILS AND
BOOKING INFORMATION, CONTACT:

Rental Services • Ohio Expo Center
717 E. 17th Ave. Columbus, Ohio 43211-2698
614-466-8346 • www.ohioexpocenter.com

O'NEILL BUILDING



NORTH

0' 10' 20' 40' 80'

GRAPHIC SCALE

-EOE-

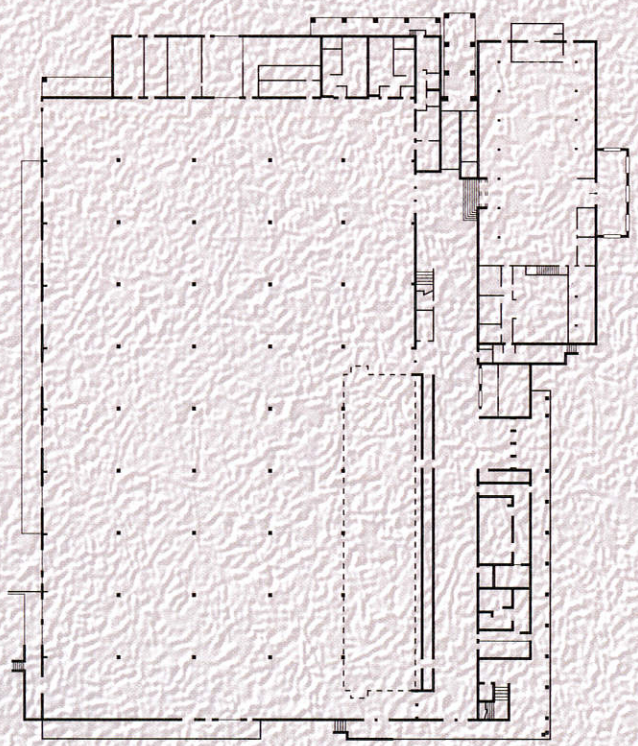
OHIO EXPO CENTER & STATE FAIR

OHIO EXPO CENTER & STATE FAIR

VOINOVICH LIVESTOCK & TRADE CTR.

The state-of-the-art design of the Voinovich Livestock & Trade Center makes it one of the biggest and best of its type in the region. This building has everything to make your event successful, no matter what it is you're planning. The complex offers 70,000 sq. ft. of event and meeting space, with 60,693 sq. ft. of unobstructed floor area, making it ideal for livestock shows, product shows, sporting events, conferences, and banquets. Features include permanent and telescoping seating for 1,400, nine drive-in doors, two-way exponential sound system, TV lighting in the arena, wiring for video, multiple concession locations and air-conditioned office and conference space. For equine and livestock events, the facility handles 804 cattle (369 with show ring) or 282 horses (131 with show ring). If you're planning something major, plan it here.

OHIO EXPO CENTER & STATE FAIR



SEATING CAPACITY:
849 Retractable Bleacher Seating
562 Fixed Stadium Seating (Mezzanine)

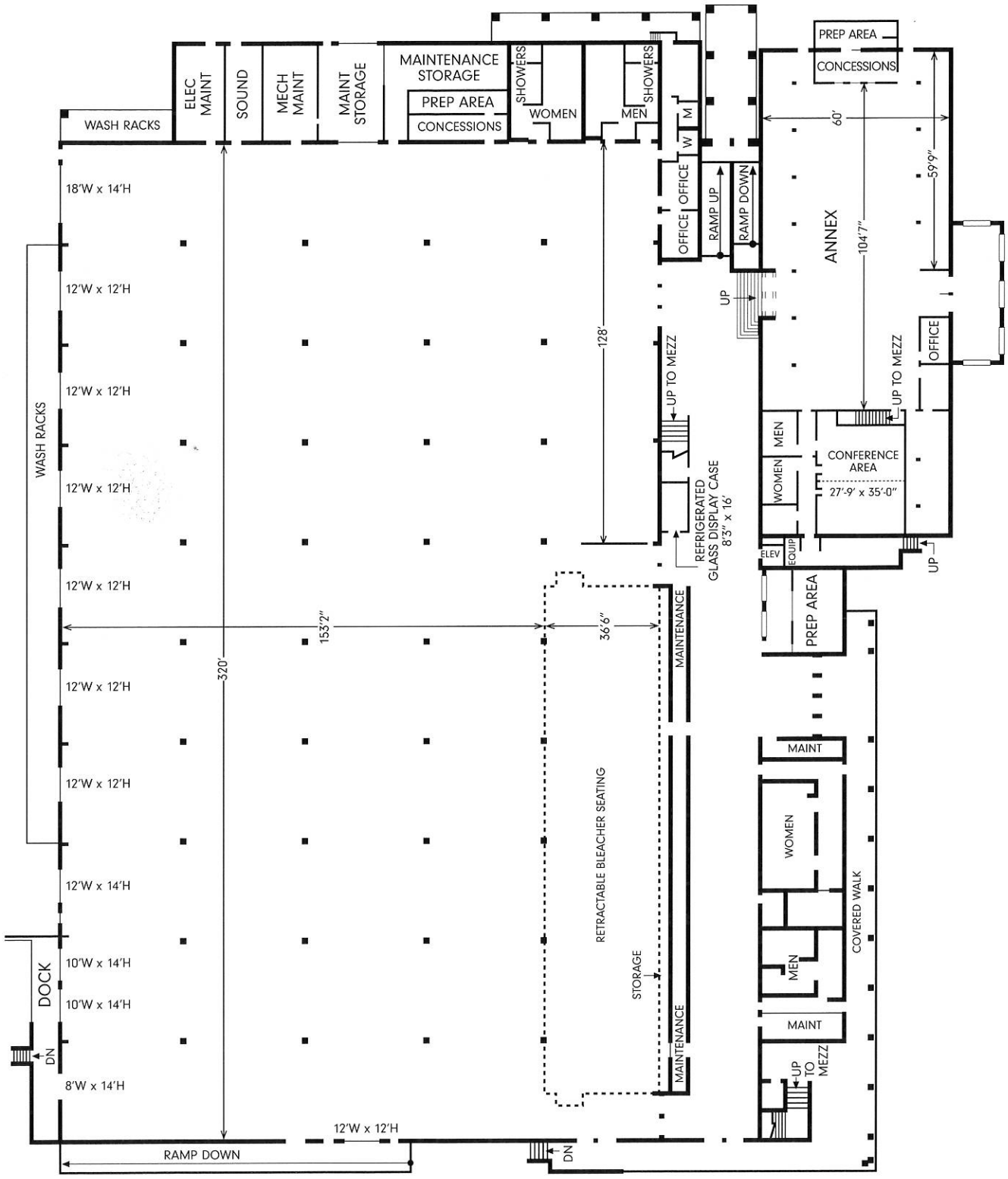
SQUARE FEET FOR DISPLAYS:
Main Hall 60,693 (Clear Span)
Clear Ceiling Height 25'-0" (Ridge 40'-0")
Annex 6,285+

OTHER FEATURES:
State of the Art HVAC System
Air-Conditioned Office & Conference Areas
Sound System
Large Refrigerated Display Case
Restrooms with Modern Shower Area
Concession Areas
Mezzanine Elevator
Multiple Drive-In Doors & Loading Docks
Press Box

FOR MORE DETAILS AND
BOOKING INFORMATION, CONTACT:

Rental Services • Ohio Expo Center
717 E. 17th Ave. Columbus, Ohio 43211-2698
614-466-8346 • www.ohioexpocenter.com

VOINOVICH LIVESTOCK & TRADE CENTER



NORTH

0' 10' 20' 40' 80'

GRAPHIC SCALE

-EOE-

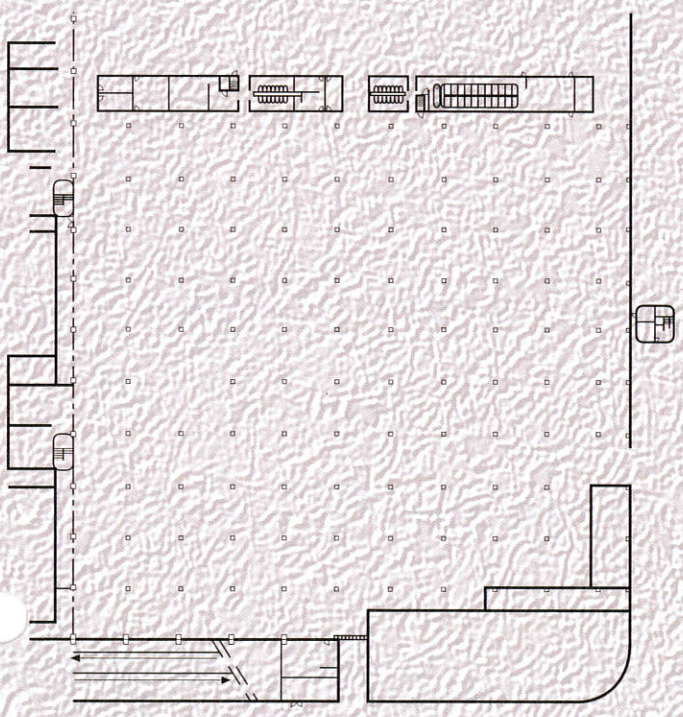
OHIO EXPO CENTER & STATE FAIR

OHIO EXPO CENTER & STATE FAIR

GILLIGAN COMPLEX

The Gilligan Complex is one of the premier horse and cattle buildings in the Midwest. It adapts easily to provide a large area for just about any function, such as trade shows, consumer shows and swap meets. It features more than 1,000 horse stalls, 1,200 cattle ties, wash stalls, outside wash racks and a milking parlor. There's a parking deck for 750 cars. A 150 seat, air-conditioned restaurant is conveniently located in the southeast corner of the complex. Plus, you have access to showers, air-conditioned office spaces, and two meeting rooms. We've made sure the Gilligan Complex is convenient and complete.

OHIO EXPO CENTER & STATE FAIR



CAPACITY
1,012 Horse Stalls
1,200 Cattle Ties

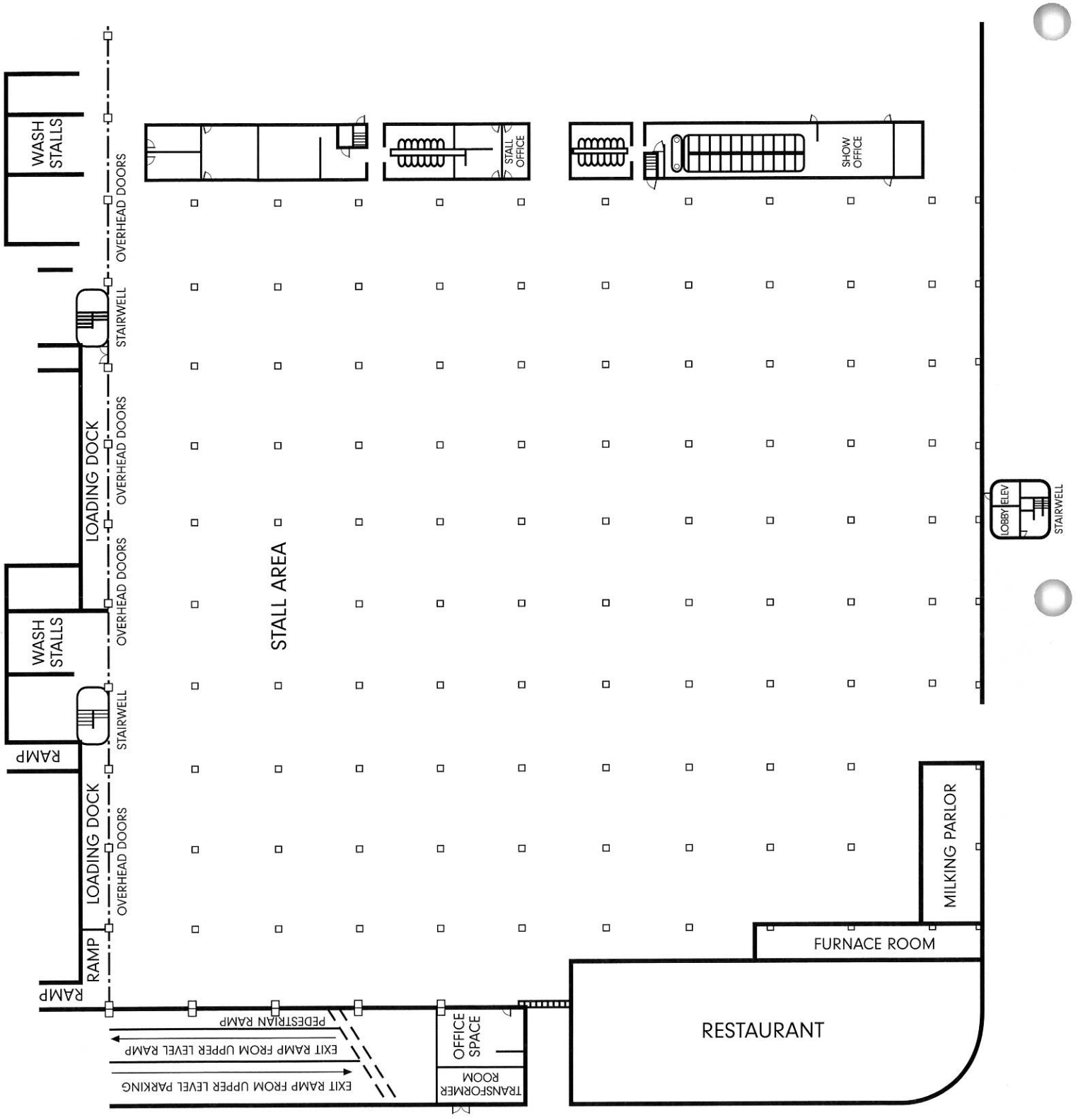
SQUARE FEET FOR DISPLAYS:
20' x 25' Meeting Room
20' x 21' Meeting Room

OTHER FEATURES:
Parking Deck for 750 Cars
Milking Parlor
Air-Conditioned Office Spaces
Air-Conditioned Restaurant Seating 150
Two Air-Conditioned Meeting Rooms

FOR MORE DETAILS AND
BOOKING INFORMATION, CONTACT:

Rental Services • Ohio Expo Center
717 E. 17th Ave. Columbus, Ohio 43211-2698
614-466-8346 • www.ohioexpocenter.com

GILLIGAN COMPLEX (south half)



NORTH

-EOE-

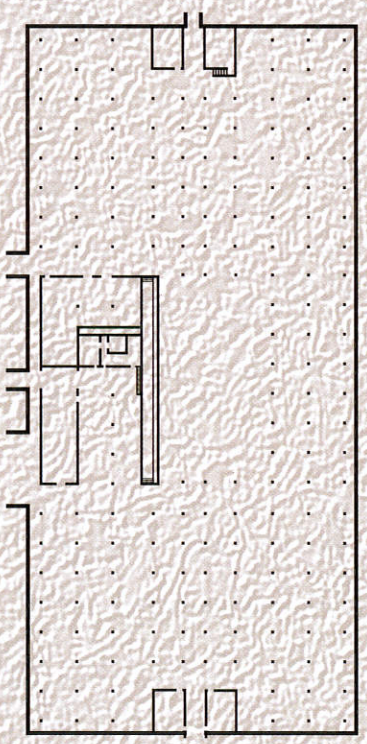
OHIO EXPO CENTER & STATE FAIR

OHIO EXPO CENTER & STATE FAIR

BROWN BUILDING

The versatility of the Brown Building makes it the perfect site for a variety of events. It offers 108,000 sq. ft. of open-arrangement space. It has been a successful facility for numerous events including consumer shows and swap meets, as well as livestock events. Practically speaking, it can make a lot of sense for your event.

OHIO EXPO CENTER & STATE FAIR



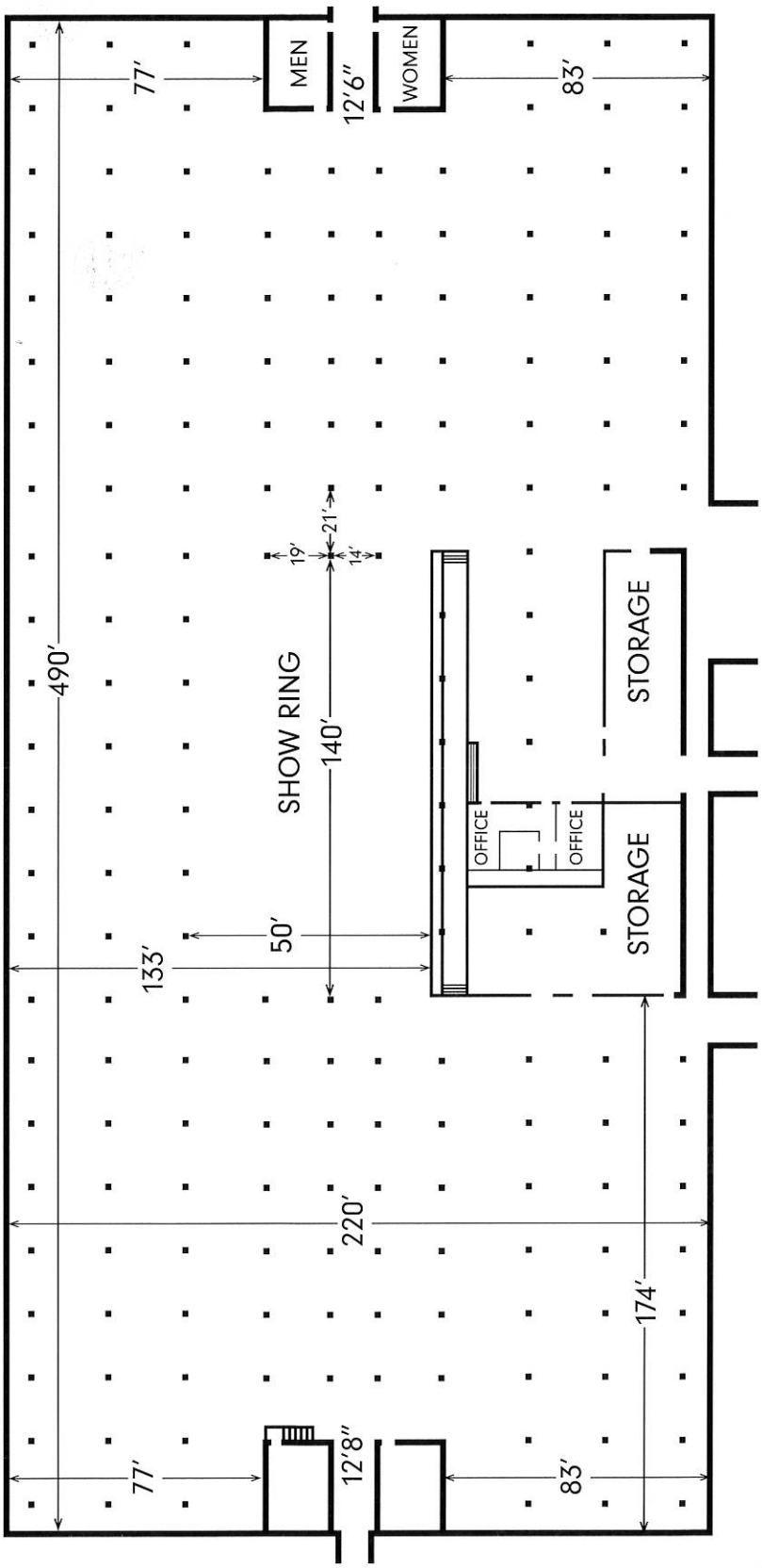
SQUARE FEET FOR DISPLAYS:
108,000

OTHER FEATURES:
Open Air Building
50' x 140' Show Ring
Wash Rack
Water and Drain

FOR MORE DETAILS AND
BOOKING INFORMATION, CONTACT:

Rental Services • Ohio Expo Center
717 E. 17th Ave. Columbus, Ohio 43211-2698
614-466-8346 • www.ohioexpocenter.com

BROWN BUILDING



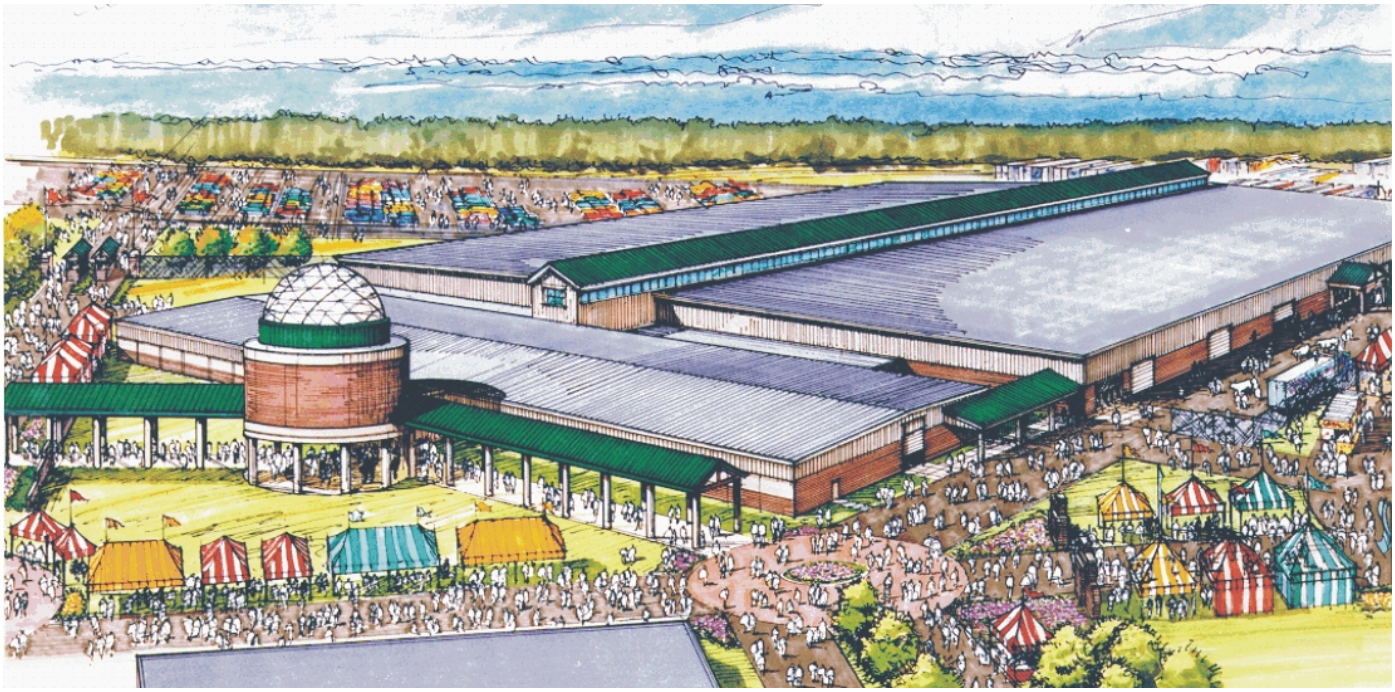
NORTH

0′ 10′ 20′ 40′ 80′

GRAPHIC SCALE

OHIO EXPO CENTER & STATE FAIR

Bullock Smith & Partners



Eastern States Exposition, Mallary Livestock Complex Expansion

West Springfield, Massachusetts

This 69,200-square-foot addition to an existing building, also designed by Bullock, Smith & Partners is primarily a livestock stabling facility. The addition consists of a large open area, a milking parlor, renovated and new restrooms, an office area and covered walkways that provide access to the main entrance rotunda. The facility is also designed for overflow exhibit space and other year-round uses.

The Meadow Event Park

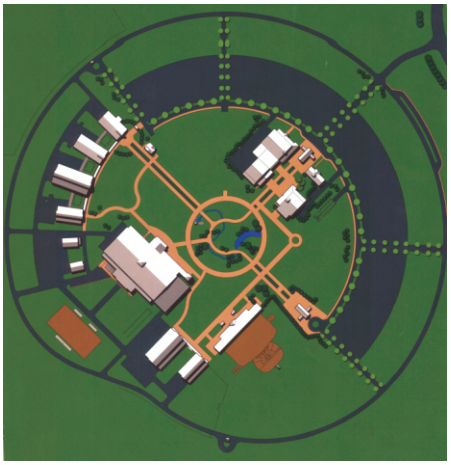
Caroline County, Virginia

BSP has provided master planning and complete architectural services for this 375-acre project. Home of the State Fair of Virginia, the Meadow Event Park is a multi-purpose events complex with major equine facilities. Phase one of construction is complete and includes the 63,000 SF Farm Bureau Center exhibition hall, the 7,000 SF multipurpose Meadow Pavilion, the 143 stall Southern States Legends Stables, and the Union Bank and Trust Hall executive conference center. There also are four outdoor lighted rings with bleacher seating - one of which will become a Covered Arena with seating for 2,400 in a future phase. Future expansion will also include a Steeple Chase track, a 5,000-seat multipurpose arena, and a service building with farrier space, check-in and veterinary facilities. The Meadow Event Park is located on the home farm for the world famous triple-crown winner, Secretariat.

Bullock, Smith & Partners, Inc.

www.bullocksmith.com

Area: 130,000 SF(under roof)
Cost: $13 M buildings
$35 M site
Completed: September 2009
Owner Contact:
Senior Project Manager /
Chuck Taylor
Ph: 804-994-2888



Deschutes County Fairgrounds Master Plan

Redmond, Oregon

Bullock, Smith & Partners, Inc.

www.bullocksmith.com

BSP designed and completed the master plan for the Deschutes County Fairgrounds, one of the largest fairgrounds in the Northwest. The grounds house 16 buildings totaling 323,000 SF of which 60,000 SF is exhibition space, as well as a 4,000 fixed-seat multi-purpose Events Center that can host a variety of activities from rodeos and horse shows to graduation ceremonies, concerts, and other entertainment events. The facility also includes a 3,500-seat outdoor arena, a livestock complex, and a new parking area.

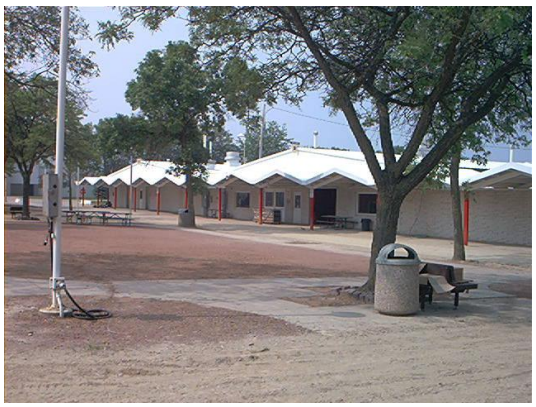
Area: 132 AC
Cost: $33.0M (Total Const)
$19.0M (Buildings)
Completed: June 1999

Appendix E:
Existing Barn Data and Photos

STRANG : LMN

BARNS 1 AND 2

ALLIANT ENERGY CENTER
MADISON, WISCONSIN



View Looking South West

Statistics

Number of Levels	**1 Story**
Approximate Gross Area	**21,093 S.F. Each**
Year Constructed	**Late 1960's**

Building Overview	Barns 1 and 2 were constructed at the same time and are connected with a shared canopy structure. Both barns are utilized for various agricultural and livestock events and Barn number 2 also contains a milking parlor. These barns are the most heavily used due to their close adjacency to the coliseum and exhibition hall.
Description	The buildings are steel framed structures with metal siding and roof. They are insulated and heated. A cultured stone façade was incorporated for added durability and appearance along the east facade. Other portions of the exterior have plastic stone-look panels added for aesthetics.
Condition	The buildings are in fair condition but are exposed to a considerable amount of abuse requiring ongoing repairs. It is anticipated that these buildings will remain serviceable for another 5 to 10 years. Recent improvements include the re-coating of the roof at Barn #1 and a roof replacement at Barn #2.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of these buildings as long as possible. The long-term master plan recommends their eventual replacement with a combination barn/parking facility. The new facilities should provide wider corridors and larger livestock stalls for greater functionality.

STRANG : LMN

BARN 3

ALLIANT ENERGY CENTER
MADISON, WISCONSIN

View Looking South West

Statistics

Number of Levels	**1 Story**
Approximate Gross Area	**10,430 S.F.**
Year Constructed	**Late 1960's**

Building Overview	Barn 3 is connected with a shared canopy structure to Barns 1 and 2. It is utilized for similar livestock events and highly utilized due to its proximity to the coliseum and exhibition hall.
Description	The buildings are steel framed structures with metal siding and roof. The floor is concrete slab on grade and the walls are un-insulated. A cultured stone façade was incorporated for added durability and appearance along the east facade. Other portions of the exterior have plastic stone-look panels added for aesthetics.
Condition	The building is in fair condition but is exposed to a considerable amount of abuse requiring ongoing repairs. It is anticipated that this building will remain serviceable for another 5 to 10 years. Overhead door replacements will be required in the near future.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility.

STRANG : LMN

BARN 4

ALLIANT ENERGY CENTER
MADISON, WISCONSIN

View Looking North West

Statistics

Number of Levels	**1 Story**
Approximate Gross Area	**29,762 S.F.**
Year Constructed	**Mid 1990's**

Building Overview	Barn 4 is utilized primarily for livestock and other animal events. It's extra width and wider aisles in comparison to other barns on site make it especially functional for livestock events.
Description	The building is wood framed with metal siding and roof. The floor is concrete slab on grade. This barn is un-heated.
Condition	The building is relatively new and in good condition but the quality of construction is below average. Noted quality deficiencies include light weight door systems, thin gauge metal wall and roof panels, ineffective exhaust fans, and the lack of floor drains. It is anticipated that this building will remain serviceable for another 10 to 15 years which is a considerably shorter life span than some of the older barns on site.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility.

STRANG : LMN

BARN 5

ALLIANT ENERGY CENTER
MADISON, WISCONSIN

View Looking South West

Statistics

Number of Levels	**1 Story**
Approximate Gross Area	**23,810 S.F.**
Year Constructed	**Late 1960's**

Building Overview	Barn 5 is utilized for various livestock events and misc. storage.
Description	The building is steel framed with metal siding and roof. The floor is concrete slab on grade and the building is un-heated. Concrete knee walls were added around the interior perimeter to protect the metal siding. As a result, the metal siding fasteners and door tracks are no longer accessible complicating future repairs.
Condition	The building is in fair to poor condition difficult to repair due to the knee walls. Roof leaks are becoming more and more common. It is anticipated that this building will remain serviceable for another 5 to 10 years.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility.

STRANG : LMN

BARN 6

ALLIANT ENERGY CENTER
MADISON, WISCONSIN

View Looking South West

Statistics

Number of Levels	**1 Story**
Approximate Gross Area	**5,838 S.F.**
Year Constructed	**1950's**

Building Overview	Barn 6 is an open ended, unconditioned pole shed with a lean-to canopy. It is utilized primarily for dirt storage and periodically for livestock events.
Description	The building is steel framed structure with wood siding and a metal roof. Originally, the building was constructed as a pole structure with 4 open sides. In the 1070's wood siding was added to the two long sides.
Condition	The building is very old and in poor condition. It is anticipated that this building will remain serviceable for another 5 years +/-. Recent improvements include the addition of cattle wash racks and canopy structure. Future scheduled improvements include recoating of the roof and ongoing replacements and repairs as needed.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility.

STRANG : LMN

BARNS 8 AND 11

ALLIANT ENERGY CENTER
MADISON, WISCONSIN

View Looking South West

Statistics

Number of Levels	**1 Story**
Approximate Gross Area	**19,160 S.F.**
Year Constructed	**Late 1960's**

Building Overview	Barn 8 and 11 are actually a single building with a partition dividing it into two sections numbered 8 and 11. Barn number 8 houses Alliant Energy Center's mechanical repair shop, carpenter shop, parts storage, and space for grounds keeper supplies. Barn number 11 is utilized for various livestock events and other specialty events.
Description	The building is a pre-manufactured metal building with steel frame, metal siding and roof. The floor is concrete slab on grade. Barn number 8 is heated and insulated. Barn number 11 is un-heated.
Condition	The building is in fair condition but of lower quality construction. It is anticipated that this building will remain serviceable for another 5 to 10 years. Incorporation of a metal fabrication shop is a future consideration for building number 8.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility. The operations currently housed in building number 8 should be relocated to a much larger space to accommodate the needs of the maintenance and grounds operations as well as the Alliant Energy Center's extensive fleet of vehicles.

STRANG : LMN

BARN 9

ALLIANT ENERGY CENTER
MADISON, WISCONSIN

View Looking South West

Statistics

Number of Levels	**1 Story**
Approximate Gross Area	**14,548 S.F.**
Year Constructed	**Late 1960's**

Building Overview	Barn 9 is utilized primarily for livestock events.
Description	The building is steel framed with metal siding and roof. The floor is concrete slab on grade and the building is un-heated.
Condition	The building is in fair condition. It is anticipated that this building will remain serviceable for another 10 to 15 years.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility.

STRANG : LMN

BARN 10

ALLIANT ENERGY CENTER
MADISON, WISCONSIN

View Looking South West

Statistics

Number of Levels	**1 Story**
Approximate Gross Area	**16,964 S.F.**
Year Constructed	**1979**

Building Overview	Barn 10 is utilized primarily for winter storage and grounds operations.
Description	The building is steel framed with metal siding and roof. The floor is concrete slab on grade and the building is un-heated.
Condition	The building is in fair condition but roof leaks are becoming more common. It is anticipated that this building will remain serviceable for another 10 to 15 years.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility.

STRANG : LMN

STORAGE BUILDING 3

ALLIANT ENERGY CENTER
MADISON, WISCONSIN

View Looking East

Statistics

Number of Levels	**1 Story**
Approximate Gross Area	**3,500 S.F.**
Year Constructed	**Early 1990's**

Building Overview	Storage Building 3 is utilized for the storage of various outdoor equipment, signage, barricades, etc.
Description	The building is steel framed with metal siding and roof. The floor is concrete slab on grade. The building is un-heated and does not have electricity supplied to it.
Condition	The building is in fair condition. It is anticipated that this building will remain serviceable for another 10 to 15 years.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as long as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility.

STRANG : LMN

STORAGE BUILDING 4

ALLIANT ENERGY CENTER
MADISON, WISCONSIN

View Looking South East

Statistics

Number of Levels	**1 Story**
Approximate Gross Area	**10,000 S.F.**
Year Constructed	**Early 1990's**

Building Overview	Storage Building 4 is utilized for the storage of various parts and equipment utilized throughout the Alliant Energy Center.
Description	The building is wood framed with metal siding and roof. The floor is concrete slab on grade and the building is un-heated. Large sliding steel doors are provided along the sides of the building.
Condition	The building is in fair to poor condition and of lower quality construction. The floor was installed lower than surrounding pavement height which has caused problems with water accumulation and the floor and freezing in the winter. It is anticipated that this building will remain serviceable for another 10 to 15 years. Recent improvements include ???, ??? and ???. Future scheduled improvements include ???, ??? and ???.
Recommendations	Conduct regularly scheduled maintenance to prolong the life of this building as much as possible. The long-term master plan recommends the eventual replacement of this building with a combination barn/parking facility.


DAIRY FARMING


STILLMORE CATTLE CO.
Onword Swiss


lactech
lactech

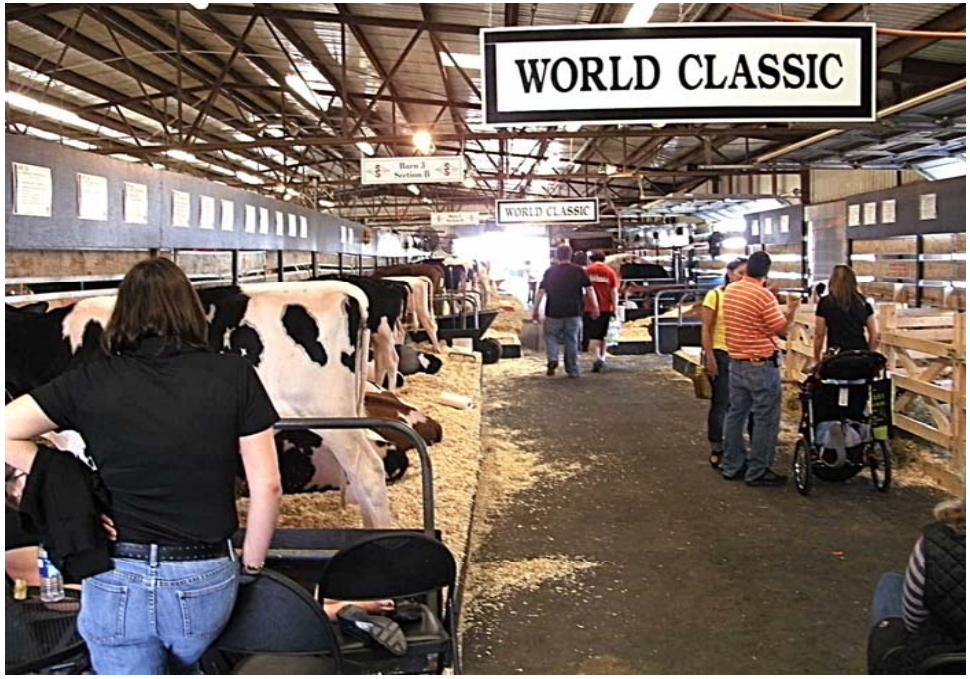

NO SMOKING

DEWALT

DEWALT


GEHL
GEHL
CONSTRUCTION EQUIPMENT


JAY LOR


WORLD CLASSIC
WORLD CLASSIC


ASSIC


WELDING & MACHINE
GROOMERS


KUHN


CONFORM
MicroMistSystems
INTEGRA
Dairy Solutions


FREE
MAGAZINES
TAKE ONE!


NO
PARKING
ANY
TIME


Allflex


Welcome Cream
of the Dairy Industry!
Tags

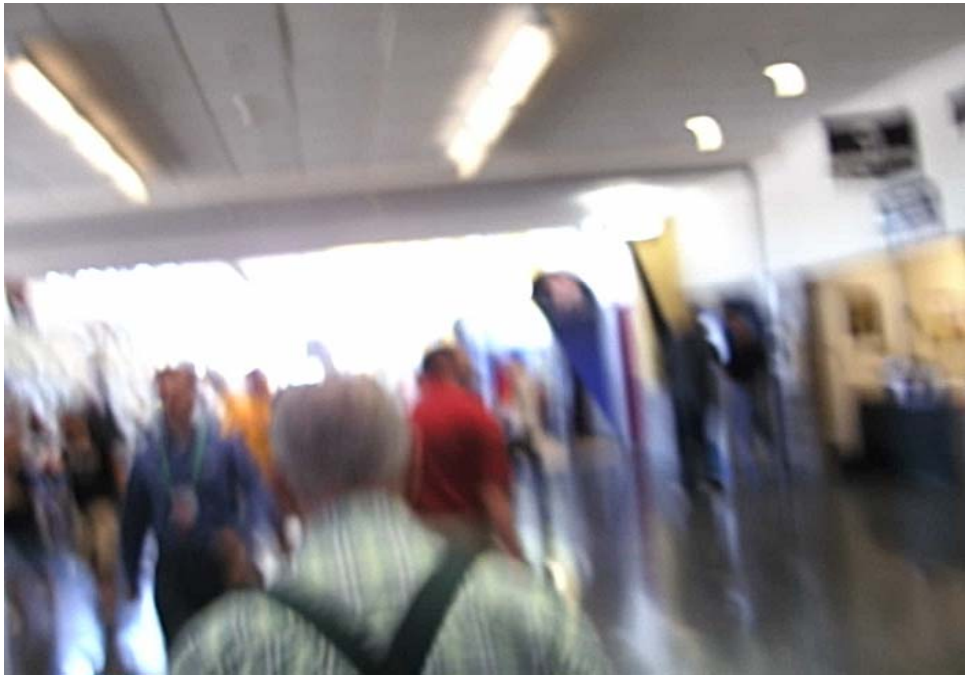

Allflex


in agriculture

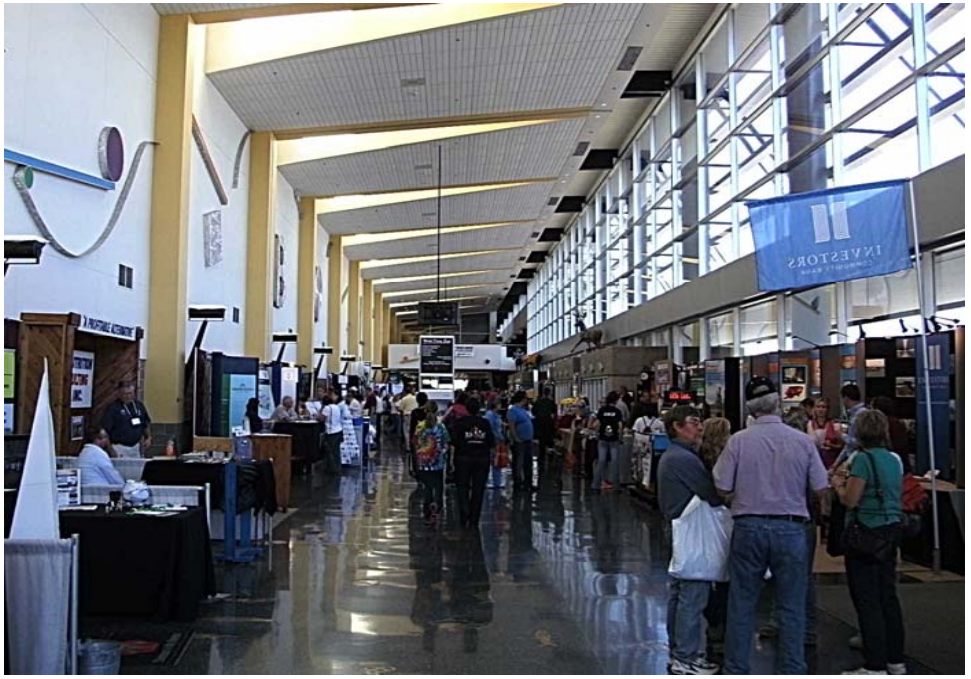

Win a
T-Shirt


Purina Mills


Tags
Welcome Cream
of the Dairy Industry!



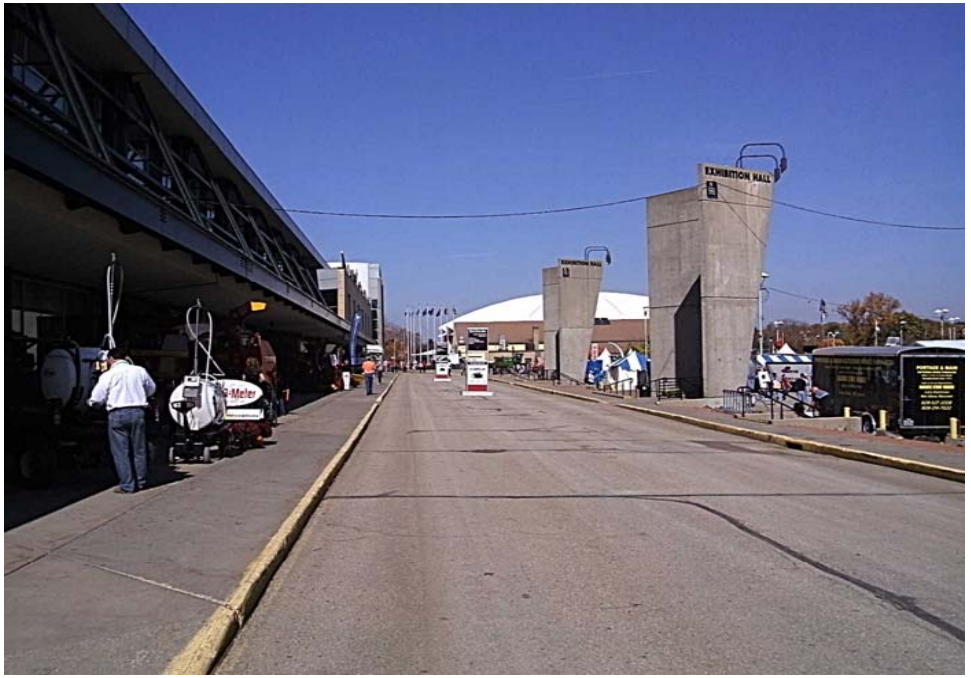

SmartDairy




Pfizer
MORE MILK, MORE

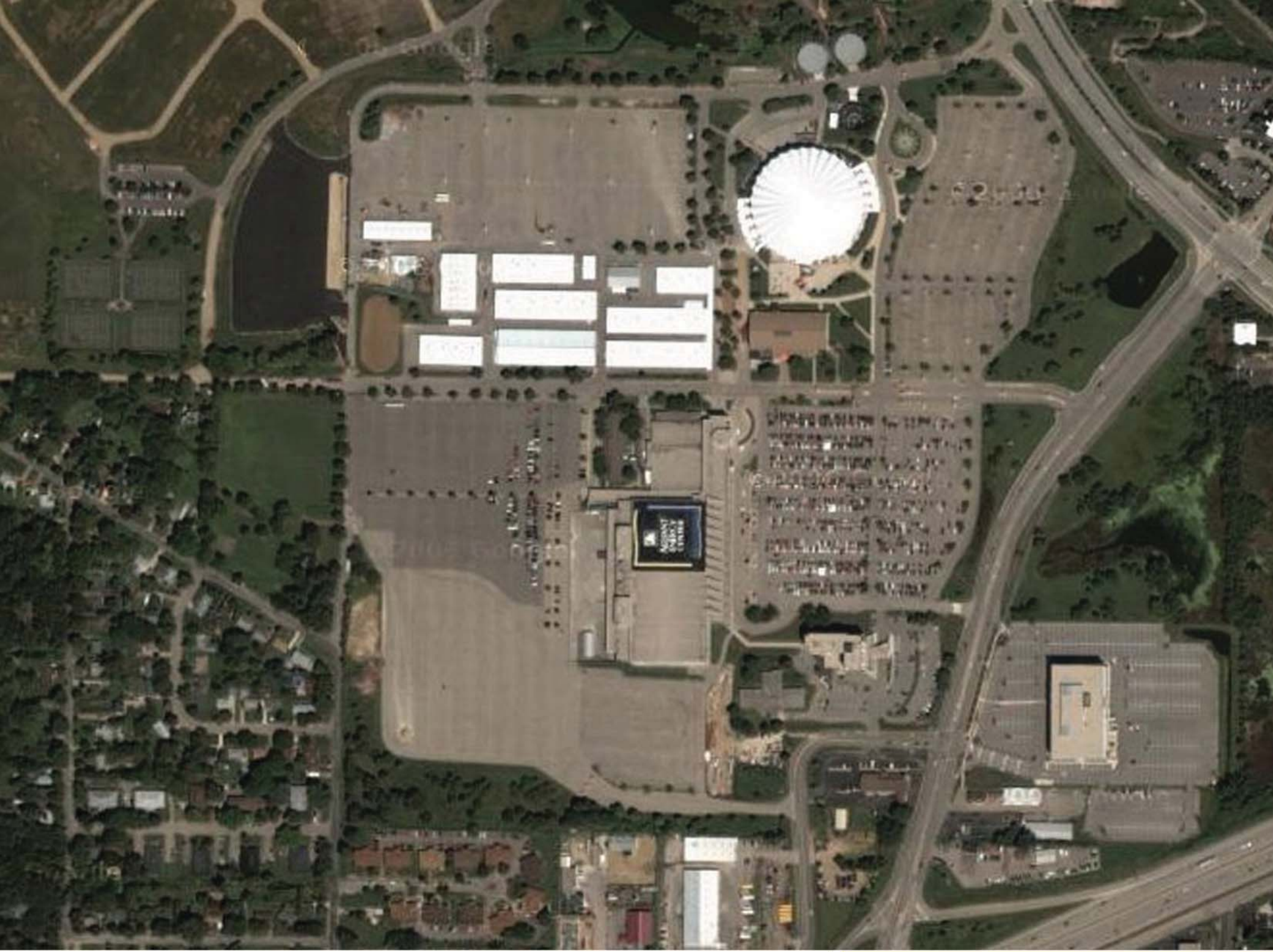

CEDAR CREST
The cream of Wisconsin ice cream


GEA
GEA Farm Technologies
ICE CREAM
PARLOR
$1.50
$1.50

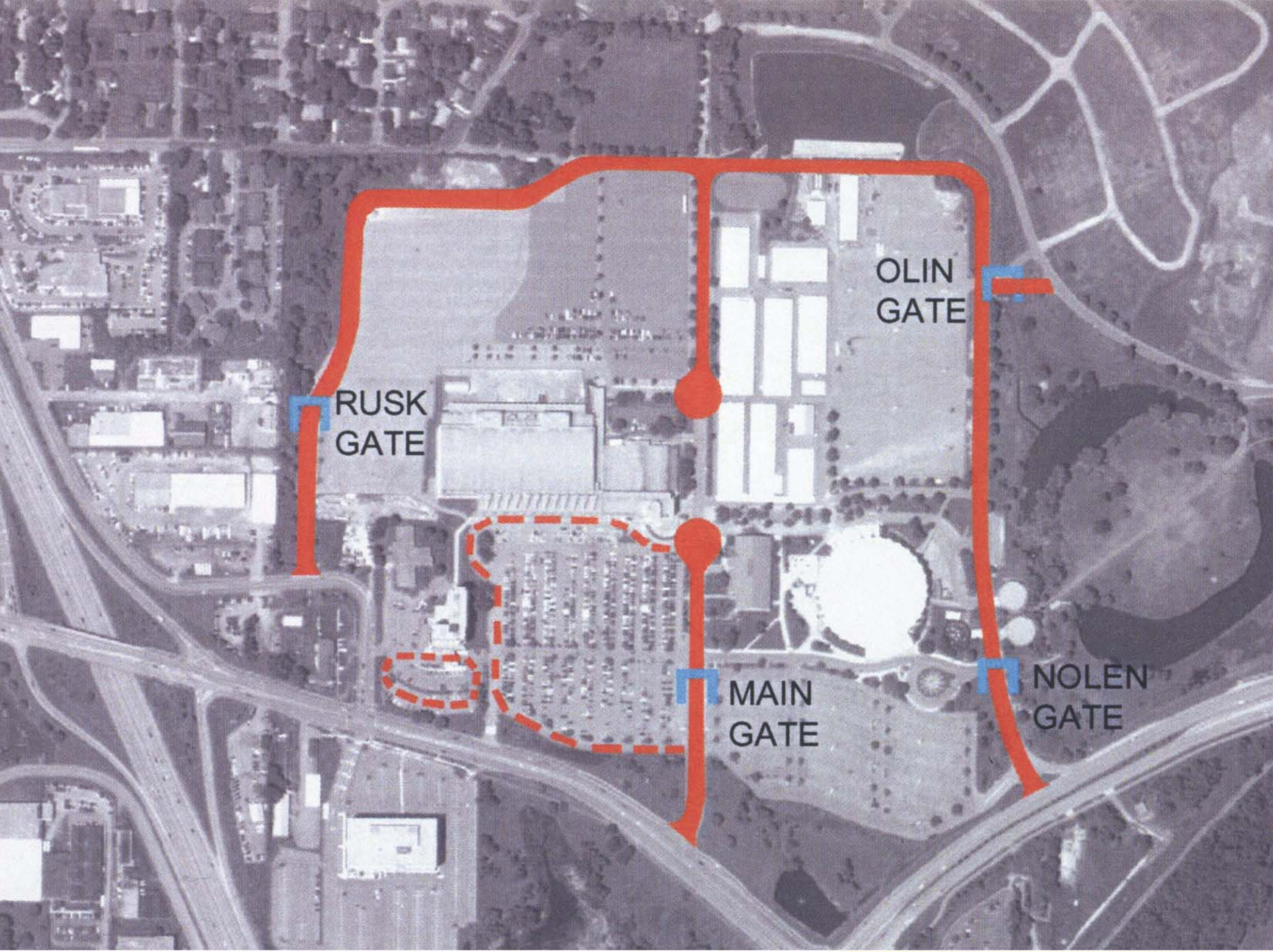

EXHIBITION HALL

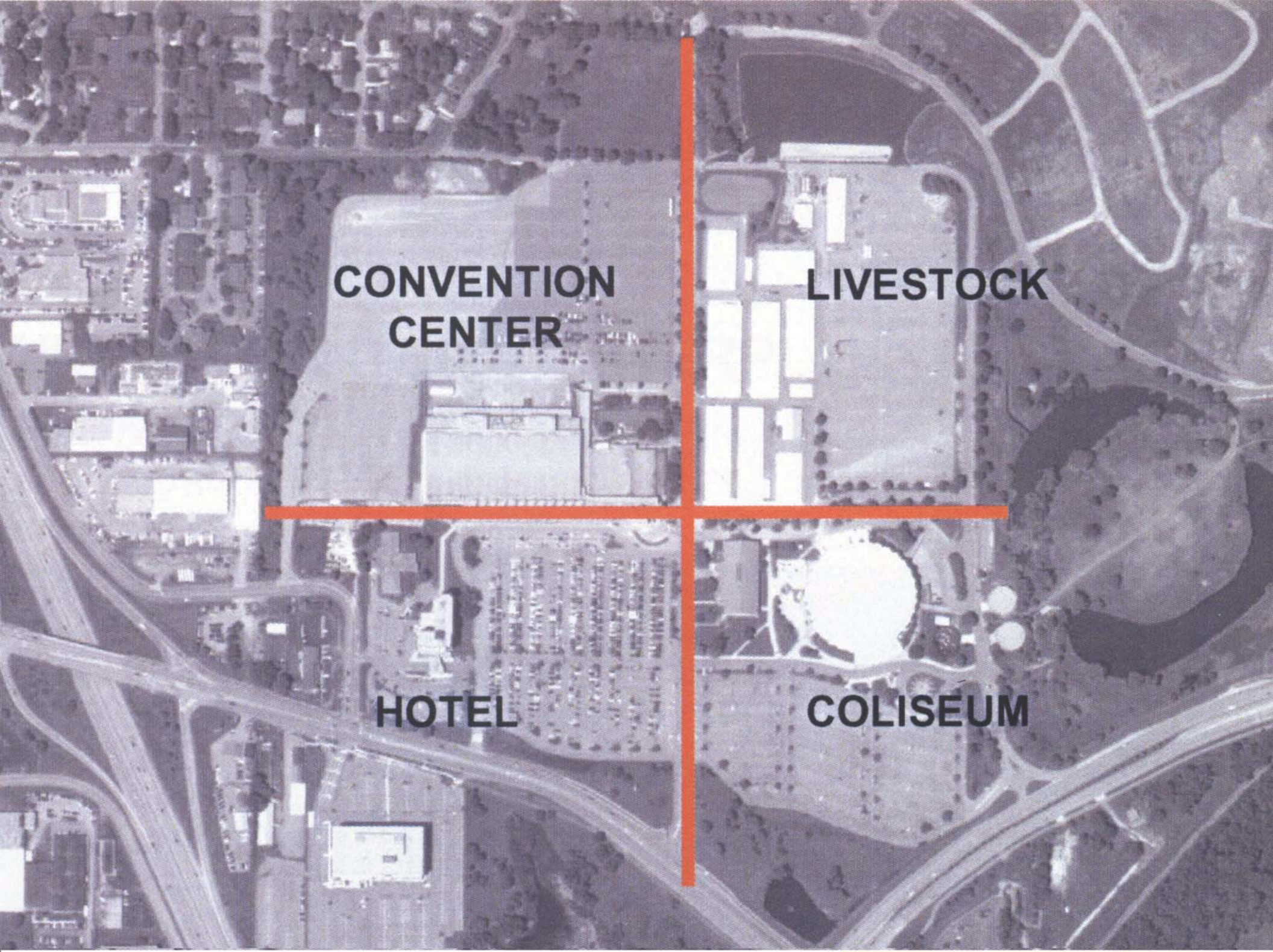
Appendix F:
Alliant Energy Center Site Maps

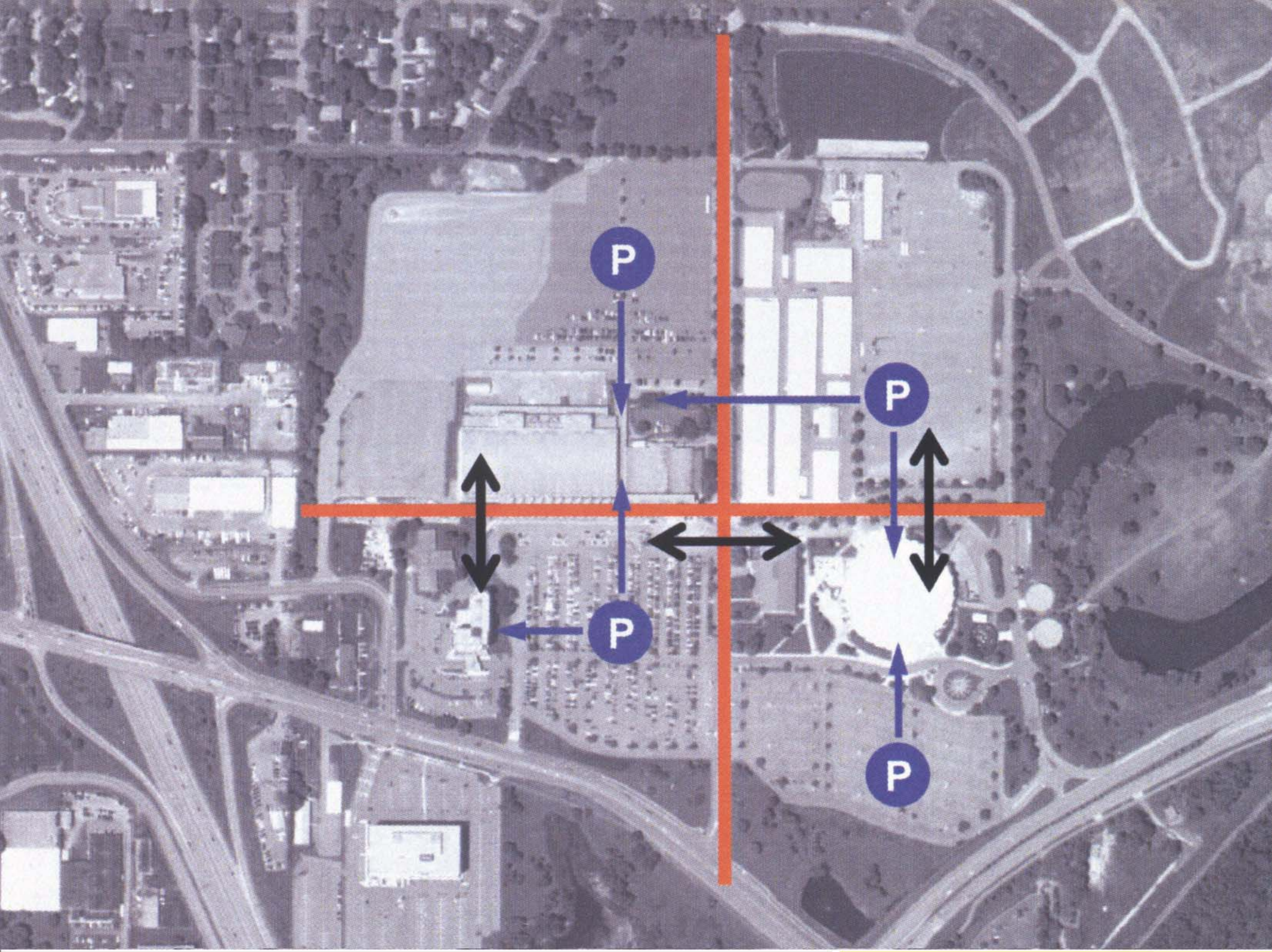

Town of Westport
Middleton
Lake Mendota
Village of Maple Bluff
Town of Burke
City of Madison
Village of Shorewood Hills
UW CAMPUS
DOWNTOWN
Lake Monona
City of Monona
ALLIANT ENERGY CENTER
Lake Wingra
Town of Madison
Upper Mud Lake
Town of Blooming Grove
Lake Waubesa



Existing Campus Aerial Photo


OLIN
GATE
RUSK
GATE
MAIN
GATE
NOLEN
GATE


CONVENTION CENTER
LIVESTOCK
HOTEL
COLISEUM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