

ALLIANT ENERGY CENTER

Equity and Inclusion Plan

September, 2019



The Alliant Energy Center of Dane County is located in beautiful Madison, Wisconsin and serves as a multi-building entertainment venue for expositions, conventions, conferences, meetings, banquets, consumer shows, outdoor events, concerts and much more. The campus encompasses 164 acres and features Veterans Memorial Coliseum, Exhibition Hall, Willow Island, the New Holland Pavilions, and the Arena Building.

The Alliant Energy Center offers its customers supreme on-site amenities including ample parking with, a full range of audio-visual equipment, high speed internet connections, exceptional food and beverage services and experienced staff. Visiting patrons, customers, and exhibitors enjoy the excellent location of the Alliant Energy Center, located at the gateway to Madison, Wisconsin, a city that consistently ranks as a top destination.

Mission

The Alliant Energy Center of Dane County will manage and operate first-rate venues for local, regional, national, and international events. The facilities will consistently deliver superior, user-friendly services to all its customers, clients, tenants, visitors, guests, and employees. The Alliant Energy Center will be properly maintained, and professionally and efficiently operated. The Alliant Energy Center will benefit the community and citizens of Dane County by providing the economic and quality of life benefits related to its success in the conventions, expositions, meeting, and trade show industry and hosting entertainment, sporting, livestock exhibition, consumer, and social events. The Alliant Energy Center shall achieve these objectives with no General Fund operating subsidy.

Opportunity	Current Status	Future Goal	Action item(s)	Tier
Organizational Commitment				
Attract/hire more Latino employees	Currently we have little to no representation from the Latino community	Add Latino staff our current staffing level	Bring awareness to the Latino community about opportunities at the Center. Work with the Latino Chamber of Commerce, Work with ER to advertise positions in appropriate places.	Beginning
Event diversification	Currently host: Black Women's expo, Hmong new year's, Quinceaneras, Women's Expo, Empty Stocking Club, Toys for Tots,	Contract with events that fit the goals of the Counties Equal Opportunity & Affirmative Action Plan	Work with Destination Madison (CVB) and internal sales staff to engage diverse groups and events and promote Alliant Energy Center as a venue that is open and welcoming to all demographics.	Emerging
Master planning engagement	Recently completed a long term plan for the campus. Which included extensive amounts of community input.	Continue the community/neighborhood input and engagement as planning continues	Identify the best ways and areas to include input from the community	Advancing
Social media engagement	Active on social media	Use social media to keep customers, community, and stakeholders informed as to what is happening at the campus	Continue to have dedicated person manage and monitor social media and website for engagement	Advancing
Staff awareness of events needs and accommodations	We currently have a very diverse resume of events	Attract more diverse events and use our staff training as a sales tool to ease any concerns the event may have	Train staff and bring awareness about the diverse events we host. We have many different religious events here and events that may be in conflict with an individual's beliefs. The staff needs to respect the diversity of events and perform their duties equally for all events.	Emerging

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Leadership Development				
Barriers		Identify barriers that may be limiting current employees from performing their jobs to the best of their ability or limiting the ability to advance with in the County or department	Talk to and inquire with employees as to needs or barriers they see as limiting. Monitor other department protocols to see what is working	Emerging
Staff training	We currently do sensitivity training focusing on bullying and team work	Expand training to other topics and include more staff members	Elevate the frequency and level of employee training. Use in house County resources and external resources to provide the most diverse training possible	Emerging
Staff Volunteering	We currently have many employees who volunteer their time at various community organizations	Have more participation in community events	Encourage employees to participate in community activities and volunteer time. Make work schedules friendly and flexible to allow for volunteering opportunities	Advancing
Staff work schedule	Allow flexibility in work schedule	Continue to meet the needs of employees special circumstances	Listen to the staff and try our best to accommodate scheduling to work around issues such as bus transportation, child care, ride share, other jobs, etc.	Emerging

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Program innovation				
Disability mobility improvements	Many of our building are older and not in compliant with current ADA rules which makes movement around campus difficult	Bring all buildings up to code to satisfy ADA requirements	Invest appropriate funding into buildings and infrastructure. Allocate funds to remodel or build new making the venue more inviting for guests and events to have a more enjoyable experience	Emerging
Technology availability	We currently supply a computer with internet for prospect and current employees	Continue support	Not all employees have access to a computer or internet. We supply this service to employees and assist them with the many electronic only steps required to begin employment with in the County. We will support the needs and assist those needing help to secure employment with in the County	Advancing
Collaboration				
Work with outside partners on work force issues	Currently partner with the companies and organizations that bring visitors and events to Madison and make it a destination	Address the work force issue with partners	Collaborate with partners in the destination and visitor experience business. Our partners in the hotel and restaurant business are feeling the effects of the low employment rate and lack of quality employees. We can work with them and MATC to promote their hospitality programs to get young people excited and informed about our business	Advancing
Resource Mobilization				
Event incentive		Attract more events that pertain to the equity and inclusion plan	Provide County funding (incentive fund) to events making it more equitable to host their event here at Alliant Energy Center. Work with CVB to identified events that fall within the goals of the Counties equity and inclusion plan	Advancing

Conclusion:

Alliant Energy Center currently has one of the highest staffing levels of minority and females workers in the County. We pride ourselves on the diversity we bring to the City of Madison and the surrounding areas. With over \$80 million in economic impact, we help support over 1400 jobs related to the hospitality industry encompassing a very wide diversity of work force. Alliant Energy Center will continue to be a leader within the County, State and region to meet the inclusion goals set and be a leader within the industry to set examples of a diverse work force.