



Integrating Public, Private and Tribal Interests to Plan a Destination Entertainment District in Madison, WI

APA-Wisconsin 2016 Panel Session

Ho-Chunk Gaming Madison | Urban Assets | City of Madison |
Greater Madison Convention & Visitors Bureau / Madison Area
Sports Commission



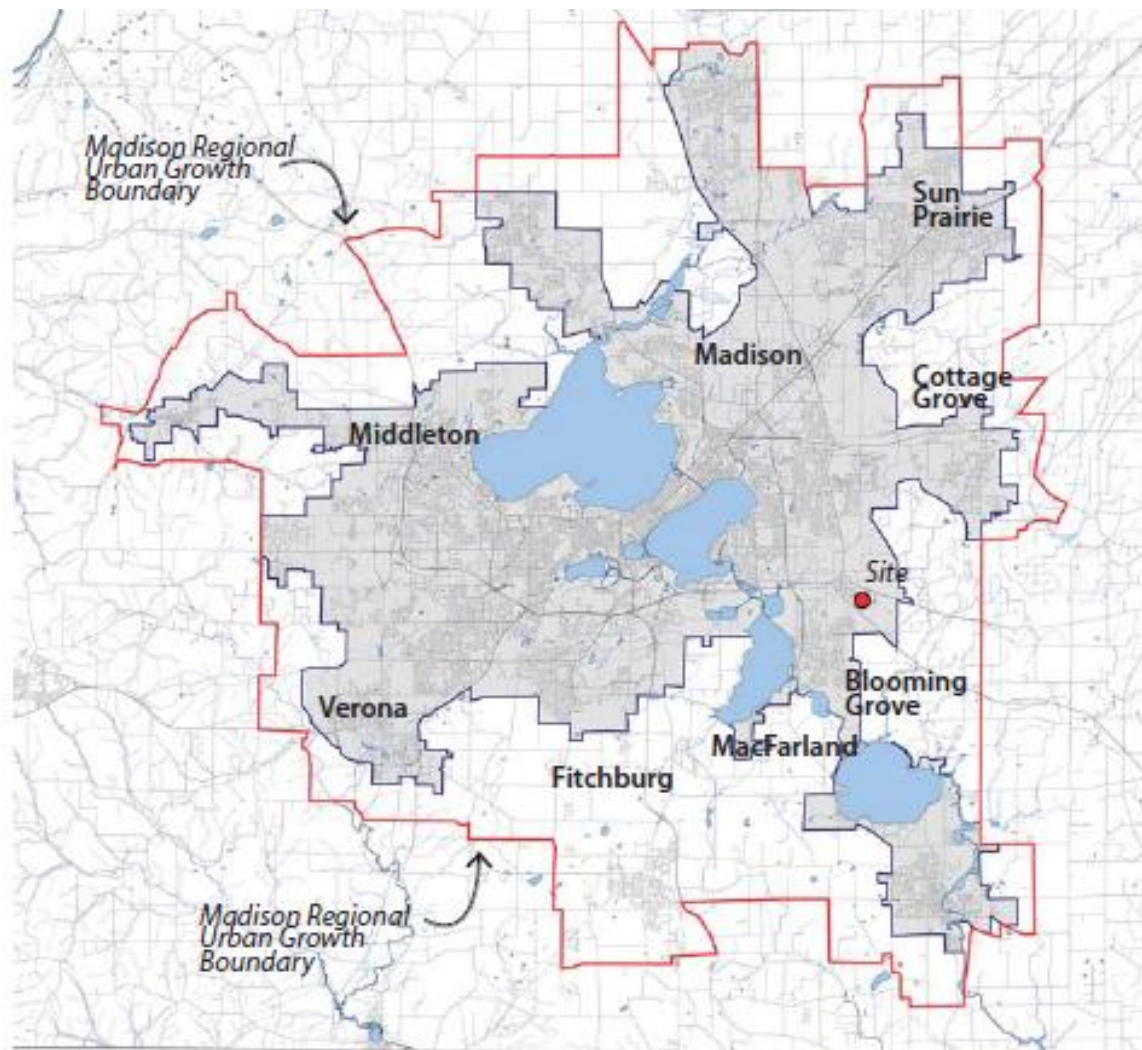


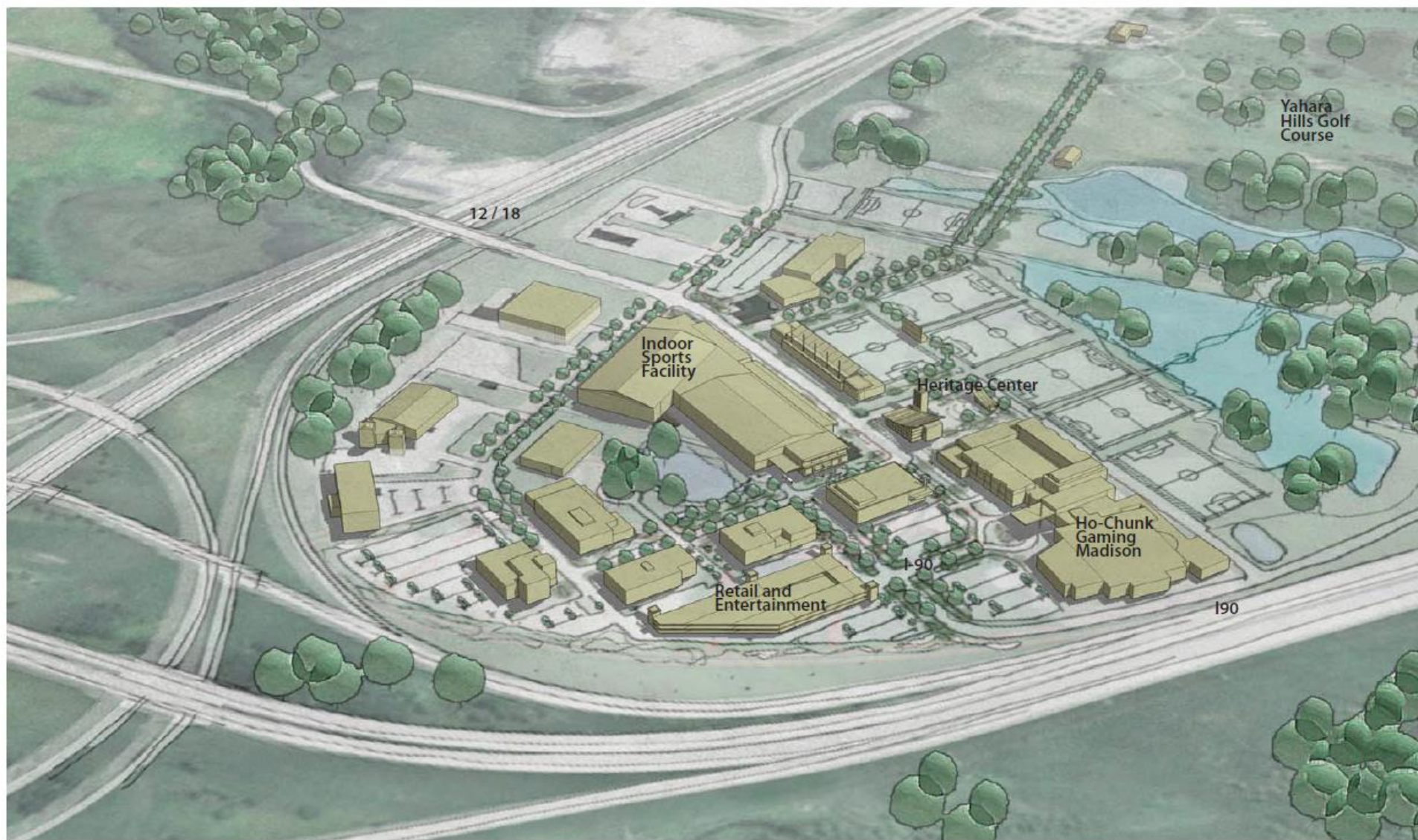
DAN BROWN

Executive Manager, Ho-Chunk Gaming Madison



Regional Context





Aerial view looking east





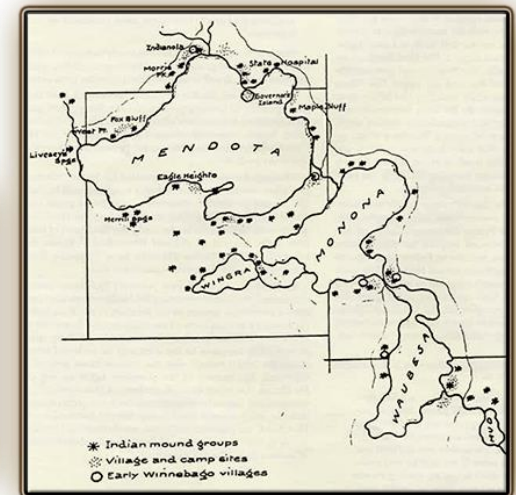
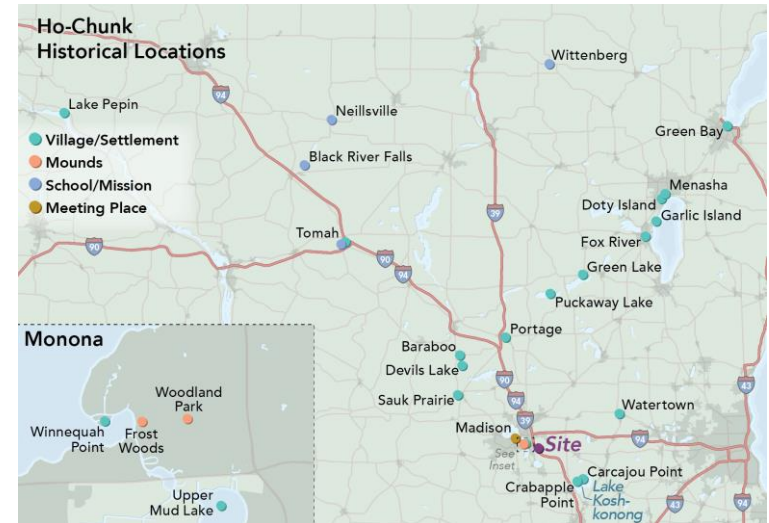
MISSY TRACY

Municipal Relations Coordinator, Ho-Chunk Gaming Madison



History of the Ho-Chunk in DeJope

- Large and populous tribe that has resided mainly in southern WI
- Descendants of the effigy mound builders
- Previously called the Winnebago
- Officially became Ho-Chunk Nation in 1994
- The Four Lakes (DeJope) region was a hub of activity in the 19th century
- Blooming Grove was an original homeland of the Ho-Chunk (formerly called Winnebago)
 - The wife of the town's first European settler, who arrived in 1837, was the daughter of Winnebago Chief DeKaury.



Indian Gaming

- Gambling is a traditional tribal practice
 - Oldest profession for American Indians
- Social and economic impact:
 - Provides for general welfare of tribe
 - Enables financial independence
 - Funds social programs and vital services
 - Benefits all levels of government – State, County, City, & Tribal
- Enables tribal self-sufficiency





HCGM Community Involvement Today

1. Greater Madison Convention Visitors Bureau Board
2. Madison Region Economic Partnership (MadREP) Board
3. Madison Area Diversity Roundtable & Event Planning Co-Chair
 - Executive and Event Planning Committees
4. CARPC “A Greater Madison Vision” Steering Committee
5. Agrace Foundation Board
6. Red Cross Southwest Chapter Board
7. Downtown Madison, Inc.
8. Community Advisory Committee for UW-Madison Leadership
9. Wisconsin Council on Problem Gambling



The Ho-Chunk People



Life, goodwill and social responsibility to their homeland and all its residents.

Clayton Winneshiek
Chief of the Ho-Chunk Nation



MELISSA HUGGINS, AICP

Principal Planner, Urban Assets, LLC





Phase 1:
2014-2015
Property
Assessment

- Site suitability analysis
- Alternatives analysis
- Research and interviews



Phase 2: 2015
Concept Master
Plan

- Vision
- Design principles
- Planning & environmental context
- Access



Phase 3: 2016
Feasibility Studies

- ✓ Casino, hotel and conference center
- ✓ Heritage center
- Regional sports complex



Phase 4: TBD
Master Planning
and Rezoning

- Planned development (PD)

City of Madison/Ho-Chunk Gaming Madison Workgroup

Phase I: Preliminary Recommendations



Sports
Complex



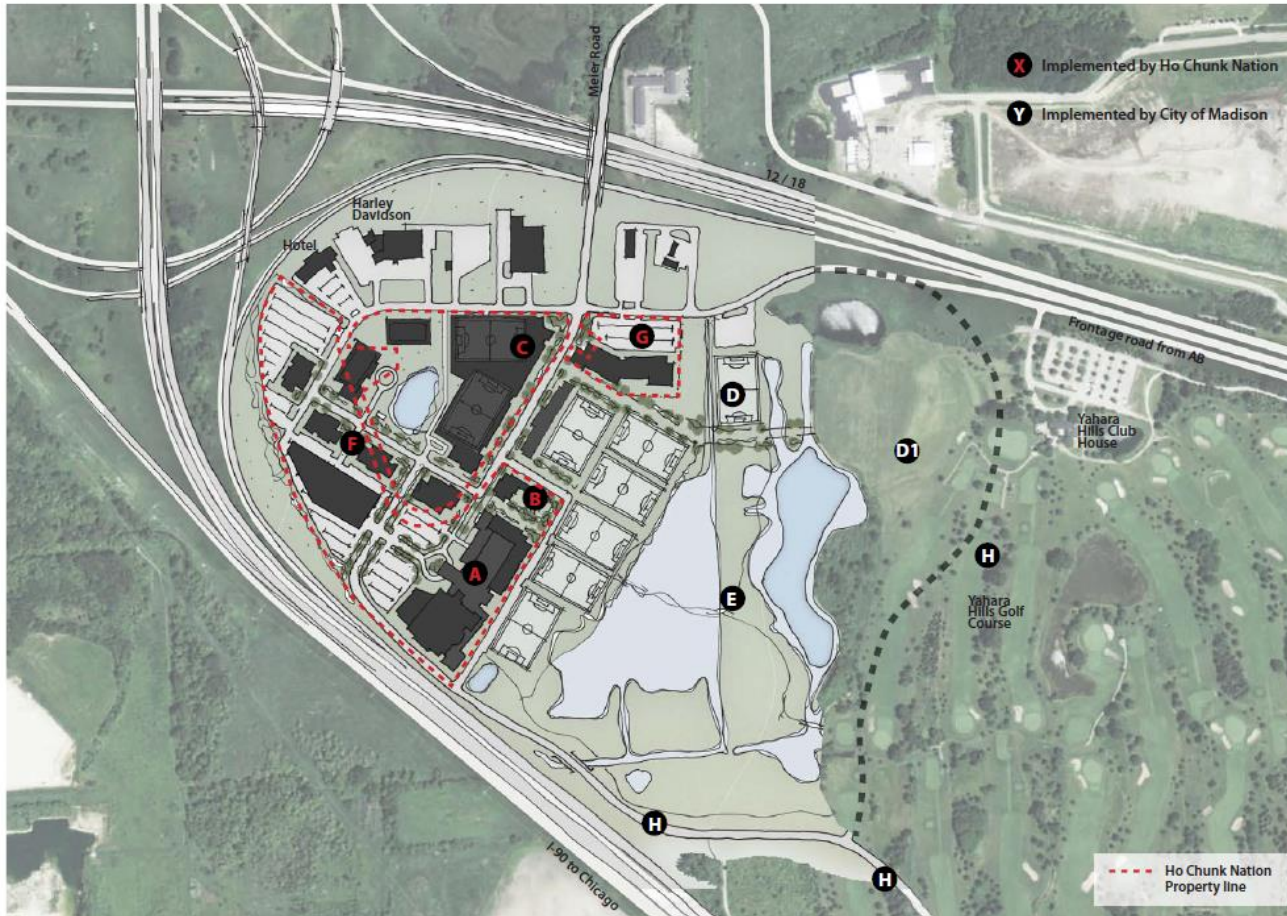
Retail/
Hospitality

Cultural
Attraction

Entertainment
Venue



Phase II: Concept Master Plan



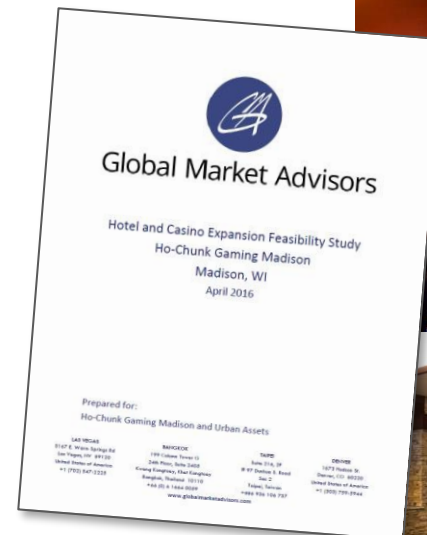
Key Features of the Site

- X** Implemented by Ho Chunk Nation
- Y** Implemented by City of Madison
- A** Casino expansion with a hotel and parking ramp
- B** DeJope Heritage Center
- C** Indoor Sports Facility
- D** 7 soccer fields in a regional sports facility west of wetlands
- D1** 7 soccer fields in a regional sports facility east of wetlands
- E** Paths and trails throughout the park and wetlands
- F** Outlot development that faces the interior street network and creates a walkable environment
- G** Anchor amenity for the park
- H** New southern entry from AB and Loop Road



Casino Feasibility Study - Recommendations

- Casino
 - Additional slots, Poker tables
 - High-limit lounge
- Hotel
- Food and beverage
 - Branded three-meal restaurant
 - Local specialty restaurant
 - Branded sports bar and restaurant
 - Food court, bar & lounge
- Banquet and meeting space
- Parking garage



Heritage Center Feasibility Study

- Assessing market demand, programming opportunities and business planning options
- Coordination with Ho-Chunk Nation Cultural Preservation
- Preliminary recommendations:
 - Become a center for the community
 - Be highly interactive and hands-on
 - Engage broadly
 - Provide diverse and constantly changing programming



Regional Sports Complex Feasibility Study



MADISON
GOING > BEYOND > VISIT™

HO-CHUNK  **GAMING**
MADISON

 **MADISON AREA**
SPORTS
COMMISSION

play
MADISON
PARKS



ALDER DENISE DEMARB

City of Madison, District 16







DIANE MORGENTHALER, CDME

Executive Vice President, Greater Madison
Convention & Visitors Bureau







Discussion

What trends are driving this project? What are we capitalizing on?





Discussion

What are the benefits of this project from each of your perspectives?





Discussion

What challenges does this project present for you as a partner?





Discussion

What are lessons learned that may help members of the audience accomplish a project like this in their own community?



