

**CHAPTER 54**  
**ALLIANT ENERGY CENTER ORDINANCE**

- 54.01 Purpose.
- 54.02 Definitions.
- 54.03 Licensees' Liability.
- 54.04 General Standards of Conduct.
- 54.05 Vehicle and Parking Regulations.
- 54.06 Enforcement.
- 54.07 Penalties.
- 54.08 Authority to Correct Deficiencies.
- 54.09 Civil Actions.  
[54.10 - 54.19 reserved.]
- 54.20 Parking Regulations; Definitions.
- 54.21 Parking Regulations Continued; Imposition of Fees.
- 54.22 Parking Regulations Continued; Parking Regulations.
- 54.23 Parking Regulations Continued; Subject to Waiver and Assignment.  
[54.24 - 54.40 reserved.]
- 54.41 Allowable Marketing And Customer Relations Practices.  
[54.42 - 54.99 reserved.]

**54.01 PURPOSE.** This ordinance is intended to establish minimum standards of conduct within the Alliant Energy Center so as to secure the maximum benefit of the facilities to the majority of the citizens of Dane County.

**54.02 DEFINITIONS.** (1) *Center* shall mean all land and rights thereto including water, improvements and personal property thereon which is designated as the Dane County Alliant Energy Center, and is under the jurisdiction of the standing committee designated by the county board in chapter 7.

(2) *Commission* or *Alliant Energy Center Commission* shall mean the standing committee of the county board charged with supervision of the Alliant Energy Center under chapter 7. The designated standing committee will be responsible for overseeing all aspects of the Alliant Energy Center operation, policy and capital improvements.

(3) *Person* shall mean any individual, firm, partnership, corporation or other association or group of individuals.

(4) As used in s. 54.04(8) and (23) the term *alcohol beverages* includes fermented malt beverage as defined in s. 125.02(6), Wis. Stats., 1989-90, and intoxicating liquor as defined in s. 125.02(8), Wis. Stats., 1989-90.

(5) As used in s. 54.04(17) *weapon* includes, but is not limited to, any knife with a blade longer

than 3 inches and *firearm* has the meaning set forth in s. 167.31(1)(c), Wis. Stats., 1989-90.

[History: (4) and (5) cr., Sub. 1 to OA 23, 1991-92, pub. 04/08/92.]

**54.03 LICENSEES' LIABILITY.** Any person using or occupying the center or any part thereof shall be liable for any damage or injury to the center or any part thereof or to its personnel occasioned by the activities or occupancy of that person regardless of whether that occupancy occurs by formal lease or by use of the center as a public place.

**54.04 GENERAL STANDARDS OF CONDUCT.** It shall be a violation of this ordinance for any person, while on or about the center property:

(1) To make use of the center or any part thereof, while part of an organized group, unless the prior express approval of the commission has been obtained;

(2) To gain access to or make use of any facilities without obtaining a ticket or paying a fee in situations where the obtaining of a ticket or the paying of a fee is required;

(3) To dispose of refuse or litter, except in receptacles provided for that purpose;

(4) To deface, damage or alter the appearance of any structure, property, sign or equipment;

(5) To post any sign or notice without the express consent of the commission;

(6) To hunt, snare, trap or otherwise disturb any animals, birds or other wildlife;

(7) To dig or remove any sod, trees, shrubs, flowers or foliage of any kind;

(8) To bring upon the center any alcohol beverages without the express prior approval of the commission;

(9) To wash animals except at times and in locations specifically designated for that purpose;

(10) To ride or lead any animal except in such areas designated as exercise rings or specially designated and posted areas;

(11) To use a mobile livestock trailer or other conveyance on paved areas of the center;

(12) To clean a mobile livestock trailer or other conveyance on paved areas of the center;

(13) To build fires at any location other than fire pits or grills;

(15) To let any animal run at large;

(16) To throw stones, beverage containers or any other type of object capable of causing damage to property or injury to persons;

**(17)** To possess any firearm or any other weapon of any kind, except with the prior written consent of Alliant Energy Center management as part of an organized show or exhibition;

**(17a)** To discharge any firearm;

**(18)** To possess, use or deliver any controlled substance unless such possession, use or delivery is authorized by the Uniform Controlled Substances Act, chapter 161, Wis. Stats. Words used in this subsection shall have the meaning ascribed to them in the Uniform Controlled Substances Act, chapter 161, Wis. Stats.;

**(19)** To be on the center during times when the center is closed, as posted;

**(20)** To enter or remain in any building without foot coverings or to remove foot coverings while in any building at the center;

**(21)** To bring into the main coliseum any bottle or other breakable, disposable container designed to hold food, beverage or other consumable commodity without the express prior consent of the commission;

**(22)** To promote, solicit, sell, barter or trade any commodity or item of monetary value including, but not limited to, any admission ticket, on any part of the Alliant Energy Center premises without the express prior written permission of the Alliant Energy Center executive director or designee, provided that the sale of an admission ticket for its face value or less than its face value shall not be a violation of this ordinance. For purposes of this ordinance, a complimentary ticket shall be deemed to have a face value of zero;

**(23)** To possess alcohol beverages other than those furnished by vendors operating under a lease with Dane County, except with the prior written consent of the Alliant Energy Center Commission;

**(24)** To use, operate, explode, set-off, discharge or otherwise release or cause to be released any smoke bomb, fireworks, stink bomb, laser pointer, or other substance or device which is physically harmful or otherwise irritating, offensive, repugnant or disgusting to the eyes or sense of smell;

**(25)** To enter any area of the coliseum, arena or exhibition hall not open to the general public including, but not limited to, the grounds, playing field, stage, ice rink, or any other area set apart for the participants, performers, officials, attendants or service personnel;

**(26)** To gain or attempt to gain admittance to any building except through an access gate open for public access and then only by presenting a

valid event ticket or otherwise paying the posted charge required for admission;

**(27)** To enter or attempt to enter any building during non-event days or hours without permission of the executive director;

**(28)** To enter the clearly marked and designated restroom facilities of the opposite sex;

**(29)** To behave in so noisy, boisterous or rowdy a manner as to disturb spectators or participants at any event;

**(30)** To fail or refuse to obey an ejection order made pursuant to s. 54.06(4) or to re-enter the center during that event after such ejection, whether by purchase of another admission ticket or by any other means;

**(31)** To bring into or possess within the center any laser-pointing or noise-making device including, but not limited to, air horns, powered megaphones, cowbells, bugles, drums, tambourines or other musical instruments, unless expressly authorized under lease or by the executive director;

**(32)** To remain within any building more than an hour after the conclusion of the event for which admitted or to refuse or fail to obey the lawful order of security personnel, ushers or law enforcement officers made in enforcement of this subsection;

**(33)** To participate in any activity including, but not limited to, vehicle driver training, running, jogging, volleyball, baseball, soccer, football, roller skating, bicycle riding, skate boarding or boomerang or disc tossing within areas or 300 feet of a building unless expressly authorized by the executive director;

**(34)** To engage in smoking, as defined in s. 34.07(3)(y), in center buildings or any outdoor area of the center grounds so designated and posted in conformance with s. 34.07(9)(a).

**(35)** To bring any animal onto the grounds unless:

**(a)** The animal is part of an event taking place at the center;

**(b)** Permission is obtained from the executive director; or

**(c)** The animal is a trained guide engaged in assisting a disabled person.

**[History:** (22) am., OA 32, 1987-88, pub. 01/29/88; (14) rep., Sub. 3 to OA 28, 1990-91, pub. 03/11/91, eff. 06/01/91; (8), (17) and (23) am., and sub. (17a) cr., Sub. 1 to OA 23, 1991-92, pub. 04/08/92; (22) am. and (24)-(35) cr., Sub. 3 to OA 31, 1998-99, pub. 05/18/99; (34) am., 2019 OA-33, pub. 02/28/20.]

**54.05 VEHICLE AND PARKING REGULATIONS.** It shall be a violation of this ordinance for any person, while on the center property:

- (1) To operate a motor vehicle at a speed in excess of 15 miles per hour;
- (2) To operate a vehicle in such a manner as would, if done on a public street, constitute a violation of the motor vehicle code as specified in chapter 69 of the Dane County Ordinances;
- (3) To park any vehicle at any location except such locations as are specifically designated as parking stalls, except with the express prior approval of the commission;
- (4) Where lines or marks are drawn to indicate parking stalls, to park a vehicle in such a manner that the vehicle is not completely within a stall bordered by such lines or markers;
- (4m) To interfere in any manner with the use of an adjacent parking space;
- (5) To park in any area posted as a fire lane;
- (5m) To park a motor vehicle in the traveled part of any roadway;
- (6) To park on the center grounds between the hours of 1:00 a.m. and 10:00 a.m., except in areas designated for parking during those times and then only upon obtaining a special permit and paying the designated fee therefor;
- (7) To park in the vicinity of a loading or dock area except for vehicles which are actually in the process of loading or unloading supplies, equipment or other merchandise;
- (8) Except for a motor vehicle used by a physically disabled person as defined under s. 346.503(1), Wis. Stats., no person may park, stop or leave standing any vehicle, whether attended or unattended and whether temporarily or otherwise, upon any portion of the Alliant Energy Center grounds reserved, by official traffic signs indicating the restriction, for vehicles displaying special registration plates under sec. 341.14(1), (1a), (1e), (1m), (1q), or (1r), Wis. Stats., or a special identification card issued under sec. 343.51, Wis. Stats., or vehicles registered in another jurisdiction and displaying a registration plate, card or emblem issued by the other jurisdiction which designates the vehicle as a vehicle used by a physically disabled person.

[History: (8) am., OA 31, 1993-94, pub. 01/18/94; (4m) and (5m) cr., Sub. 3 to OA 31, 1998-99, pub. 05/18/99.]

**54.06 ENFORCEMENT.** (1) The Alliant Energy Center executive director shall have the authority to request the corporation counsel to initiate legal action to enforce any of the provisions specified in section 54.04.

(2) Sections 54.05(3) through (8) of this ordinance shall be enforced by methods set forth in chapter 2 of the Dane County Ordinances.

(3) The enforcement of sections 54.05(1) and (2) of this ordinance shall be by *bona fide* law enforcement personnel only and shall be in compliance with chapter 69 of the Dane County Ordinances.

(4) Any security personnel, at the direction of the executive director, and any law enforcement officer may eject from the center any person violating any provision of county ordinances or state law.

(5) Vehicles parked in violation of s. 54.05 may be towed at the owner's expense to a place designated by a law enforcement officer or the executive director.

(6) Subsections (24) through (35), inclusive, of s. 54.04 and subsections (3), (4), (4m), (6) and (7) of s. 54.05 shall not apply to any duly authorized employee, agent or officer of the center while acting in the course and scope of employment, nor shall it apply to any duly authorized participant, performer, official, security or service personnel specifically authorized by the executive director to perform such an act while acting in the scope of employment or participation.

[History: (2) am., OA 20, 1994-95, pub. 11/15/94; (1) am. and (4), (5) and (6) cr., Sub. 3 to OA 31, 1998-99, pub. 05/18/99.]

**54.07 PENALTIES.** (1) Any person who violates section 54.04, other than sub. (17a) or (18) thereof, or sub. (5), (6) or (7) of section 54.05 of this ordinance shall be required to forfeit not less than \$25.00 nor more than \$100.00, plus costs. Each occurrence shall constitute a separate violation.

(1m) Any person who violates subsection (17a) or (18) of section 54.04 of this ordinance shall be required to forfeit not less than \$50.00 nor more than \$500.00, plus costs. Each occurrence shall constitute a separate violation.

(2) Any person who violates sections 54.05(3) or (4) shall be required to forfeit not less than \$2.00 nor more than \$25.00, plus costs. Each occurrence shall constitute a separate violation.

(3) Any person who violates sections 54.05(1) or (2) shall be required to forfeit such amount as is specified in chapter 69 of the Dane County Ordinances.

(4) Any person who has the ability to pay a forfeiture and costs adjudged against him or her but refuses to do so shall be confined in the county jail until such forfeiture and costs have been paid, but in no event longer than 30 days. In determining whether a person has the ability to pay a forfeiture, all items of income and all assets may be considered regardless of whether such income or assets are subject to garnishment, lien or attachment by creditors.

(5) Any person violating sec. 54.05(8) of this ordinance shall forfeit not less than \$50 nor more than \$300.

[History: (1) am. and (1m) cr., OA 22, 1988-89, pub. 11/22/88; (1) and (1m) am., Sub. 1 to OA 23, 1991-92, pub. 04/08/92; (5) am., OA 20, 1994-95, pub. 11/15/94.]

#### **54.08 AUTHORITY TO CORRECT DEFICIENCIES.**

In addition to the penalties specified in section 54.07, *bona fide* law enforcement personnel may take such reasonable action to reduce the inconvenience or danger caused by a violation of this ordinance including, but not limited to:

(1) The removal of vehicles which are in violation of this ordinance;

(2) The removal of persons who are engaging in conduct that is in violation of this ordinance.

**54.09 CIVIL ACTIONS.** (1) The penalties specified in section 54.07 do not preclude a civil action by the county or other owner of property against any violator of this ordinance to recover for any damages to property resulting from a violation of this ordinance.

(2) The penalties specified in section 54.07 do not preclude a civil action by any person against any violator of this ordinance to recover for personal injuries resulting from a violation of this ordinance.

[54.10 - 54.19 reserved.]

**54.20 PARKING REGULATIONS; DEFINITIONS.** (1) As used in sections 54.21 through 54.23, *motor vehicle* has the definition in sec. 340.01(35), Wis. Stats., but does not include a motor bus as defined in sec. 340.01(31), Wis. Stats., a double bottom as defined in sec.

340.01(15f), Wis. Stats., a dual purpose motor home as defined in sec. 340.01(15p), Wis. Stats., a fifth-wheel mobile home as defined in sec. 340.01(18m), Wis. Stats., a mass transit vehicle as defined in sec. 340.01(28m), Wis. Stats., a mobile home as defined in sec. 340.01(29), Wis. Stats., a motor home as defined in sec. 340.01(33m), Wis. Stats., a school bus as defined in sec. 340.01(56), Wis. Stats., a semitrailer as defined in sec. 340.01(57), Wis. Stats., or a tractor-semitrailer combination as defined in sec. 340.01(67r), Wis. Stats.

(2) As used in sections 54.21 through 54.23, inclusive, the term *bus* includes all of the following: a motor bus as defined in sec. 340.01(31), Wis. Stats., a double bottom as defined in sec. 340.01(15f), Wis. Stats., a dual purpose motor home as defined in sec. 340.01(15p), Wis. Stats., a fifth-wheel mobile home as defined in sec. 340.01(18m), Wis. Stats., a mobile home as defined in sec. 340.01(29), Wis. Stats., a motor home as defined in sec. 340.01(33m), Wis. Stats., a school bus as defined in sec. 340.01(56), Wis. Stats., a semitrailer as defined in sec. 340.01(57), Wis. Stats., a tractor-semitrailer combination as defined in sec. 340.01(67r), Wis. Stats., and a mass transit vehicle as defined in sec. 340.01(28m), Wis. Stats.

[History: cr., Sub. 3 to OA 41, 1986-87, pub. 07/01/87.]

#### **54.21 PARKING REGULATIONS CONTINUED; IMPOSITION OF FEES.**

(1) There is hereby imposed a fee of \$7.00 for the entry of a motor vehicle onto Alliant Energy Center grounds.

(2) There is hereby imposed a fee of \$21.00 for the entry of a bus onto Alliant Energy Center grounds. This fee shall not apply to a bus which does not remain on Alliant Energy Center grounds after discharge of passengers or which enters Alliant Energy Center grounds for the sole purpose of picking up passengers; such buses are fee exempt.

(3) There is hereby imposed a fee of \$6.50 per day for an exhibitor's pass. An exhibitor's pass is a pass issued to a person who is presenting an exhibit at the Alliant Energy Center and shall entitle the holder thereof to bring his or her motor vehicle onto the grounds of the Alliant Energy Center. When authorized by the Alliant Energy Center executive director, an exhibitor's

pass may also be issued to a non-exhibitor for the purpose of allowing the holder admission on the dates specified on the pass.

**[Section 54.21 is amended as follows, effective July 1, 2020:**

**54.21 PARKING REGULATIONS CONTINUED; IMPOSITION OF FEES.**

(1) *There is hereby imposed a fee of \$8.00 for the entry of a motor vehicle onto Alliant Energy Center grounds.*

(2) *There is hereby imposed a fee of \$24.00 for the entry of a bus onto Alliant Energy Center grounds. This fee shall not apply to a bus which does not remain on Alliant Energy Center grounds after discharge of passengers or which enters Alliant Energy Center grounds for the sole purpose of picking up passengers; such buses are fee exempt.*

(3) *There is hereby imposed a fee of \$7.00 per day for an exhibitor's pass. An exhibitor's pass is a pass issued to a person who is presenting an exhibit at the Alliant Energy Center and shall entitle the holder thereof to bring his or her motor vehicle onto the grounds of the Alliant Energy Center. When authorized by the Alliant Energy Center executive director, an exhibitor's pass may also be issued to a non-exhibitor for the purpose of allowing the holder admission on the dates specified on the pass.]*

**[History:** cr., Sub. 3 to OA 41, 1986-87, pub. 07/01/87; am., OA 40, 1988-89, pub. 05/11/89; (1) and (2) am., OA 22, 1990-91, pub. 11/15/90, eff. 07/01/91; (3) am., Sub. 1 to OA 23, 1991-92, pub. 04/08/92; am., OA 28, 1994-95, pub. 02/13/95, eff. 07/01/95; (1), (2) and (3) am., OA 54, 1996-97, pub. 04/15/97; (1), (2) and (3) am., OA 30, 1998-99, pub. 05/18/99, eff. 08/01/99; am., OA 27, 2002-03, pub. 01/21/03, eff. 07/01/03; am., OA 35, 2004-05, pub. 04/21/05, eff. 07/01/05; am., OA 14, 2006-07, pub. 11/15/06, eff. 07/01/07; am., OA 4, 2009-10, pub. 6/30/09, eff. 07/01/09; am., OA 32, 2009-10, pub. 11/25/09, eff. 07/01/10; am., OA 27, 2012-13, pub. 11/21/12, eff. 07/01/13; am., Sub. 1 to OA 29, 2013-14, pub. 03/31/14, eff. 06/01/14; am., 2019 OA-25, pub. 11/20/19.]

**54.22 PARKING REGULATIONS CONTINUED; PARKING REGULATIONS.**

(1) The payment of a fee under either subsection (1) or (2) of sec. 54.21 shall entitle the payor thereof to bring his or her motor vehicle onto Alliant Energy Center grounds. Payment of the parking fee shall entitle the payor to bring his or her motor vehicle onto Alliant Energy Center grounds an

unlimited number of times for the day on which the parking fee is paid.

(2) An exhibitor's pass under s. 54.21(3) shall entitle the holder thereof to bring his or her motor vehicle onto Alliant Energy Center grounds an unlimited number of times for each day for which the pass is issued.

**[History:** cr., Sub. 3 to OA 41, 1986-87, pub. 07/01/87.]

**54.23 PARKING REGULATIONS CONTINUED; SUBJECT TO WAIVER AND ASSIGNMENT.**

(1) The county board hereby reserves the right to waive, in whole or in part, any fees imposed by section 54.21 whenever it deems it in the best interests of the public to do so.

(2) The county board hereby reserves the right to assign, in whole or in part, any fees imposed by section 54.21 to civic organizations whenever the county board deems it in the best interests of the public to do so.

(3) The county board reserves the right to delegate its authority under subs. (1) and (2) to a committee of the county board. Delegation shall be exercised with due regard for the best interests of the public.

(4) In addition to waiver or assignment by the county board under subs. (1) or (2), parking fees may be waived or assigned, in whole or in part, as part of the negotiations leading to a lease with prospective tenants providing that adequate consideration is received by the Alliant Energy Center in exchange for any such waiver or assignment.

**[History:** cr., Sub. 3 to OA 41, 1986-87, pub. 07/01/87.]

*[54.24 - 54.40 reserved.]*

**54.41 ALLOWABLE MARKETING AND CUSTOMER RELATIONS PRACTICES.**

(1) As used in this section,

(a) *Complimentary tickets* means tickets provided free of charge to the Alliant Energy Center by promoters and lessees.

(b) *Promotional tickets* means tickets purchased by the Alliant Energy Center for staff or customer use to aid in marketing the center to prospective and existing customers.

(2) Recognizing the necessity of improving customer relations and marketing the Alliant Energy Center, the following are hereby declared to be allowable marketing practices at the center:

(a) The delivery of complimentary tickets or promotional tickets, or both, to prospective and existing customers.

(b) Subject to the consent of the lease holder, the use of box suites to entertain prospective and existing customers.

(c) The use of promotional tickets by center staff when authorized by the executive director, solely for marketing and customer relations purposes.

(3) Notwithstanding any provision of county ordinances to the contrary and in addition to complimentary tickets provided under sub. (2), the Alliant Energy Center's executive director may authorize the use of complimentary tickets by Alliant Energy Center staff solely for the purpose of accompanying prospective customers to events at the center.

(4) When otherwise allowed under this section and when the executive director finds it to be in the best interests of the county, the executive director may authorize the use of complimentary or promotional tickets by family members or guests of staff solely for the purpose of accompanying center staff to an event.

(5) The use of complimentary and promotional tickets shall be recorded in a log to be kept at the center's administrative office, open to public inspection at any time during normal business hours. The log shall identify the event, its date, the number of complimentary and promotional tickets distributed, the name of the organization, business enterprise or other entity or, if given to individuals, the names of all persons receiving complimentary and promotional tickets as well as the names of county employees, if any,

receiving either complimentary or promotional tickets.

(6) Failure to record the use of complimentary and promotional tickets by county employees in advance of such use shall constitute a violation of s. 9.27.

(7) The use of complimentary and promotional tickets by county employees or their families other than as provided for in this section shall constitute a violation of s. 9.27.

[History: 54.41 cr., OA 6, 1999-2000, pub. 08/03/99.]

#### **54.42 EXHIBITION OF ELEPHANTS PROHIBITED.**

(1) The exhibition of elephants for circus performances or other acts where the elephant participates in performances for the amusement or entertainment of the audience is prohibited on center property.

(2) Subsection (1) shall apply to any circus performance or other act that executes a new lease or extends or renews a current lease with the center after the effective date of this ordinance.

[History: 54.42 cr., Sub. 1 to OA 15, 2011-12, pub. 06/28/12.]

*[54.43 - 54.99 reserved.]*

[History: entire chapter am. to reflect the name change of the Exposition Center to the Alliant Energy Center, OA 27, 2002-03, pub. 01/21/03.]

**END OF CHAPTER**