



For Immediate Release

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ROC Ventures Wins Prominent Economic Development Award

Madison, WI – ROC Ventures of Franklin, WI won the Public Private Partnership award for, their Ballpark Commons project, at the annual Community and Economic Development Awards (CEDA) ceremony, held September 11, 2019, at The Edgewater Hotel in Madison. The CEDA Awards program was established by the Wisconsin Economic Development Association (WEDA) to recognize businesses, projects and organizations that are making significant contributions to Wisconsin's economy.

The Public Private Partnership award honors projects, programs or initiatives that have been successful due to exceptional collaboration between the public and private sectors.

"The 'ROC' in ROC Ventures is 'Return On Community,' so it's great to work with a municipality that recognizes the value derived from offering opportunities for people to mix, mingle, and share experiences," said Mike Zimmerman, CEO of ROC Ventures. "The City of Franklin knows the economic benefits of community, which makes them an especially effective partner in envisioning and building Ballpark Commons. We're extremely grateful for CEDA's recognition of our efforts."

The \$255 million, 168-acre Ballpark Commons project is a sports-anchored, mixed-use development that includes a 4,000-seat baseball stadium, over 75,000 sq. ft of commercial and retail space, and a 5-building, 265-unit luxury apartment complex. The development, which will also include a golf entertainment complex and several restaurants, will spark further economic growth in the City of Franklin and attract tourism business to the city. Ballpark Commons was made possible through a creative partnership between the city, ROC Ventures and other development stakeholders. The project, financed with private investment secured by tax increment financing, will create up to 200 full-time jobs, 450 seasonal jobs and 650 construction jobs, as well as increase the local tax base by over \$170 million.

"WEDA is excited to partner with the Wisconsin League of Municipalities, the Wisconsin Counties Association, and the Wisconsin Economic Development Corporation to present the CEDA Awards and celebrate the dedicated efforts of business and organizations, such as ROC Ventures, across the state that are advancing Wisconsin's economy," said WEDA Executive Director Brian Doudna.

Winners were unveiled at yesterday's awards ceremony in the following six categories: Business Retention and Expansion; Economic Development Initiative; Economic Driver; Public-Private Partnership; Real Estate Redevelopment and Reuse; and Talent Attraction.

CEDA Award sponsors include Alliant Energy; Delta Dental; Green Bay Packers; Insight Publications; J.H. Findorff & Son; Madison Gas & Electric; Wisconsin Public Service; and Xcel Energy.

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