



For Immediate Release

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Contact: Brian Doudna, WEDA Executive Director
608-215-2562; or bdoudna@weda.org

Western Technical College Wins Prominent Economic Development Award

Madison, WI – Western Technical College of La Crosse, WI won the Talent Development award for their replacement housing program, created jointly with the City of La Crosse and La Crosse Central High School, 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 Talent Development award honors initiatives or programs that have driven successful talent development efforts to strengthen the Wisconsin workforce.

With a lack of affordable housing contributing to the area’s workforce shortage, the City of La Crosse entered into a unique partnership to build new housing in the community. Funded with Community Development Block Grant and HOME Investment Partnership funds, the city partnered with Western Technical College and La Crosse Central High School to build new single-family homes and revitalize neighborhoods throughout the city. The program has provided over 440 students with hands-on instruction in the construction trades, helping to build the area’s workforce. Since its inception, the unique partnership has resulted in 35 new homes and an additional \$2.4 million in assessed value to the city.

“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 organizations and programs, such as Western Technical College’s housing replacement program, 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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