



For Immediate Release

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Hotel Indigo Selected as Finalist for Prominent Economic Development Award

Madison, WI – The Hotel Indigo project in Madison, WI has been selected as a finalist for the Wisconsin Economic Development Association’s (WEDA) Real Estate Redevelopment and Reuse award. The award is part of the Community and Economic Development Awards (CEDA) program established by WEDA to recognize businesses, projects and organizations that are making significant contributions to Wisconsin’s economy.

The Real Estate Redevelopment and Reuse award honors innovative real estate redevelopment or reuse projects that have had a positive impact on a community’s economy, including job growth and increased tax base.

The restoration and expansion of the historic Kleuter Wholesale Grocery warehouse building in Madison’s Capitol East District has revitalized the neighborhood, creating a new destination and additional amenities for residents and businesses. The redevelopment project has transformed the Kleuter into the 144-room boutique-style Hotel Indigo, complete with a ground floor restaurant with a menu that caters to both leisure and business travelers. The hotel will be an economic generator in the area and will continue the momentum of revitalization. The \$15.3 million building project, which qualified for federal and state historic tax credits, created 45 jobs and increased the local tax base by almost \$5 million.

The Hotel Indigo project is among 17 finalists selected for the 2019 CEDA Awards. There are two to three finalists in the following six award categories: Business Retention & Expansion; Economic Development Initiative; Economic Driver; Private-Public Partnership; Real Estate Redevelopment and Reuse; and Talent Development. The League of Wisconsin Municipalities, Wisconsin Counties Association and WEDC have partnered with WEDA to present the CEDA Awards program.

Finalists have been screened by an impartial panel of WEDA members and partners, and winners will be unveiled at a ceremony on September 11, 2019, at The Edgewater Hotel in Madison. The event is open to the public. For more information on the CEDA Awards, please visit weda.org/events/awards/.

About WEDA:

For over 40 years, WEDA has been dedicated to expanding Wisconsin’s economy through advocacy, education and providing resources to promote economic growth. WEDA is a statewide trade association comprised of economic development professionals, businesses and organizations who strive to make Wisconsin a better place to live, work and do business through economic development. For more information, visit our website at www.weda.org.

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