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

August 29, 2019

ROC Ventures Selected as Finalist for Prominent Economic Development Award

Madison, WI – ROC Venture of Franklin, WI has been selected as a finalist for the Wisconsin Economic Development Association’s (WEDA) Public Private Partnership economic development award for their Ballpark Commons project. 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 Public Private Partnership award honors projects, programs or initiatives that have been successful due to exceptional collaboration between the public and private sectors.

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.

ROC Ventures 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.

###