La Crosse Replacement Housing Program Selected as Finalist for Prominent Economic Development Award

Madison, WI – A replacement housing program created jointly by the City of La Crosse, Western Technical College and La Crosse Central High School has been selected as a finalist for the Wisconsin Economic Development Association’s (WEDA) Talent Development 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 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.

The housing replacement program is among 17 finalists selected for the 2019 CEDA Awards. There are two to three finalists in each of 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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