



For Immediate Release

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Altoona's River Prairie Project Selected as Finalist for Prominent Economic Development Award

Madison, WI – The River Prairie project in Altoona, WI has been selected as a finalist for the Wisconsin Economic Development Association's (WEDA) Economic Development Initiative 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 Economic Development Initiative award honors innovative community and economic development efforts that successfully promote growth and prosperity in Wisconsin communities.

The \$227 million mixed-use River Prairie Development in Altoona, WI situated along the Eau Claire River has provided the community with a tremendous economic spark, quickly becoming the city's "new downtown" and gathering place. Once undeveloped green space, the site is now a thriving commerce district home to numerous businesses and restaurants, as well as a revolutionary public park that includes three amphitheaters, event space and a cutting-edge playground with its own stream. The park hosts numerous festivals and community events and is the pride of area residents and businesses. The project was financed with private investment secured by local tax increment financing.

The River Prairie 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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