



**For Immediate Release**

September 12, 2019

**Contact:** Brian Doudna, WEDA Executive Director  
608-215-2562; or [bdoudna@weda.org](mailto:bdoudna@weda.org)

## **The Rail Yard Innovation District Wins Prominent Economic Development Award**

**Madison, WI** – The Rail Yard Innovation District of Green Bay, WI won the Real Estate Redevelopment and Reuse award 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 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.

“We are honored to be the recipient of the redevelopment award as presented by WEDA,” said Paul Belschner, President and CEO of Base Companies, LLC, which was instrumental in the development of the Rail Yard Innovation District. “It is exciting to see the continued development progress within Downtown Green Bay’s urban core. We are just getting started!”

The restoration of the historic Larsen Canning Co. warehouse in Green Bay has revitalized the city’s downtown Broadway District, attracting employers, investors and consumers. The redevelopment project transformed the Larsen warehouse property into the exciting Rail Yard Innovation District. The District includes multiple tech-forward, mixed-use buildings, which are home to 26 thriving businesses, including a popular brewery. The \$31 million project, which retained 190 jobs and created 100 new jobs, was financed with private investment secured by tax increment financing and state and federal tax credits.

“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 business and organizations, such as those behind the exciting Rail Yard project, 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.

###