



For Immediate Release
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Greater Madison Chamber Endorses Edgewater Hotel Redevelopment

MADISON, WIS. - Citing the significant economic impact on the region, the Greater Madison Chamber of Commerce (GMCC) announced today its conceptual endorsement for the redevelopment of the historic Edgewater Hotel on Lake Mendota. The endorsement marks the first time the GMCC has supported a development project.

GMCC President Jennifer Alexander said it was important for the Chamber to support the project because of its impact on the downtown and regional economy.

“The Chamber’s mission is to support enlightened economic growth,” Alexander said. “This project is consistent with our mission because it will grow the tax base, promote area revitalization, support our academic institutions and provide greater public access to Lake Mendota.”

The Edgewater project will promote integrated public and private use through a proposal that includes a premier hotel, residential condominiums, meeting and banquet space, multiple restaurants and direct public access to Lake Mendota. Alexander believes this mix of public and private use will provide optimal value for both the city and residents throughout the region.

“This is a truly unique project that will provide substantial public and private benefits,” Alexander said. “Residents will enjoy year-round access to our largest lake and benefit from the creation of hundreds of new construction and permanent jobs, which will in turn benefit the city and our regional economy.”

The Chamber’s endorsement is for the project concept only and does not include positions on building design or whether the city should invest Tax Incremental Financing dollars for the project.

Alexander is optimistic that the project will be a catalyst for future economic activity.

“This is an exciting opportunity to promote development at a location that will complement ongoing efforts to strengthen Monona Terrace and promote Madison as a convention and destination city.”

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