



WISCONSIN HOUSING AND  
ECONOMIC DEVELOPMENT AUTHORITY  
***MEDIA ADVISORY***

For Immediate Release: August 30, 2018  
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**For Planning Purposes Only, Not for Publication**  
**Photo & Video Opportunity**

**WHEDA to tour The Maxwell in Hudson**  
***New construction multifamily development near completion***

**Hudson** –Wisconsin Housing and Economic Development Authority (WHEDA) Deputy Executive Director and COO Brian Schimming to tour The Maxwell. Schimming will be joined by the Hudson Mayor Rich O’Conner and Mike Johnson, Community Development Director for the City of Hudson.

**Friday, August 31, 2018 at 11:30 AM**  
**The Maxwell**  
**2000 Maxwell Drive**  
**Hudson**

The Maxwell developer Gerrard Corporation was awarded federal housing tax credits in 2017 from WHEDA for the new construction of senior affordable housing.

WHEDA has been the sole administrator for federal affordable housing tax credits in Wisconsin since the federal program began in 1986. Since 1986 WHEDA has awarded more than \$363 million in federal housing tax credits resulting in the development and rehabilitation of more than 51,000 units of rental housing for low- to moderate-income families, seniors and persons with special needs.

For over 45 years, **WHEDA**, as an independent state authority, has provided low-cost financing for housing and small business development in Wisconsin. Since 1972, WHEDA has financed more than 73,000 affordable rental units, helped more than 125,800 families purchase a home and made more than 29,000 small business and agricultural loan guarantees. For more information on WHEDA programs, visit [wheda.com](http://wheda.com) or call 800-334-6873.

**Attending officials will be available for photos, video and interviews.**

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