

Press Release

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***WEDI Chosen as a Partner in Development of North Aud Block
The Ongoing Renewal of Canalside Will Further Connect the Waterfront & Public***

Buffalo's Westminster Economic Development Initiative (WEDI) will partner with Pennrose NY Developer LLC and MSquared, a New York City based, woman-owned real estate impact company to execute a vision for a diverse mix of small businesses and restaurants at the North Aud Block.

The Erie Canal Harbor Development Corporation (ECHDC) selected Pennrose, which in turn chose WEDI to team with, to develop the \$160-million project for the empty 2-acre space of the North Aud Block on Monday, April 17.

In July 2022, WEDI was approached by Pennrose and Msquared to participate in their bid for the final spot for the North Aud Block at Canalside. They said they wanted to approach the project in a way that created an authentic and diverse neighborhood full of amenities.

"Pennrose came to WEDI as they recognized the work we are doing in the community as impactful," Executive DirectorCarolynn Welch said. "Their vision is one of a community where diversity and equity are embraced and lived. By working with WEDI, underserved and underrepresented businesses will receive the opportunity to operate on this prime real estate in their own storefronts.

Residents of the apartments in the mixed-use development would gain access to WEDI services – the education program for multilanguage learners in grades 1-12; and the Economic Development program that fosters and launches entrepreneurs to create generational wealth and end the cycle of generational poverty.

See a rendering of North Aud Block [here](#).

VISION

All residents of Western New York can succeed and thrive in a culturally inclusive community.

MISSION

WEDI strengthens communities through a continuum of educational and financial resources, removing systemic barriers to economic equity for all Western New Yorkers.