

## **Madwire to expand to Rialto Theater Center**

Business Report Staff

Loveland-based Madwire Media has opted to stay in Loveland and expand into space at the Rialto Theater Center, the company said Tuesday.

The fast-growing internet services company had also been looking at space in the Rocky Mountain Center for Innovation and Technology, but MadWire opted to go with the theater site instead.

"We love the idea of being in downtown Loveland, and having the ability to put a good number of employees there gives us the ability to have a larger economic impact," said Madwire spokeswoman Farra Lanzer.

Last month, Madwire announced that the state of Colorado had offered it \$2.9 million in incentives to remain in-state. The incentives are tied to Madwire's ability to create 300 jobs during the next five years. Madwire spokeswoman Farra Lanzer said Tuesday the company had not decided whether to accept the state's offer.

Madwire said in a statement that the theater center was not a long-term solution for its growth needs, but that it would allow the company to house an additional 135 positions by 2015.

The company has also been offered incentives from the City of Loveland. Madwire said Tuesday it would seek to a new incentive package from the city reflecting its new plans.