Economic Development Homesteading
‘Community Attachment Drivers’
(survey of 40,000 people - 2010)
– Welcoming/Openness
– Social Offerings
– Aesthetics
  – Talent is more mobile
  – Place is more important
  – ‘Home’ is different
• Economic Development is attracting and retaining a competitive workforce
• Workforce Retention and ‘pride of place’ are connected
• Employers (and ED Professionals) have a stake in how and where employees live
WORK PLAY LIVE!

LIVE IT UP WAUSAU

LET US HELP YOU “GET DOWN” TO CALLING WAUSAU HOME

Introducing Live it Up Wausau—A down payment assistance program designed to provide home buyers with a $10,000 interest free and partly forgiveable loan to local employees who choose to “live it up” within the city limits of Wausau. Select a historic home 50 years old or more and you could qualify for even more.

VISIT US ONLINE OR CALL FOR DETAILS

liveitupwausau.com  715.261.6680

LIVE IT UP WAUSAU IS A PARTNERSHIP OF:
City of Wausau, Community Foundation of North Central Wisconsin, Wausau Region Chamber of Commerce, Wisconsin Housing and Economic Development Authority, and participating businesses
Live It Up

$10,000 ($15,000 for historic properties)
downpayment assistance 0% loan

Employer makes a donation to the program pool

8 loans so far, 20 businesses partnering
Live It Up
‘Disappointed’ young professionals leave

Attracting and Retaining Clinton County’s Young People
Prepared by:
Dr. Anna Wiederhold- University of Nevada, Reno, Dr. Laura Black- Ohio University, Dr. Ted Welser- Ohio University (September 2013)

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www.liveitupwausau.com