

PRESS RELEASE

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Contact: Mayor Robert Mielke - 715-261-6800

Christian Schock, Economic Development Manager 715-261-6680

The City of Wausau recently joined the new Live It Up homeowners Brett Wahoske, a registered nurse with the Benedictine Living Community and Blake Gartmann who purchased a historic home circa 1907 at their new home on 2nd Street in the City's fast redeveloping Near North neighborhood.



From left to right:

Interim Director of Planning, Community and Economic Development: Christian Schock, Homeowner Brett Wahoske, Alderman Patrick Peckham, Homeowner Blake Gartmann, Alderwoman Sherry Abitz, Alderman Tom Neal, Alderman Joe Gehin, Alderwoman Karen Kellbach, Alderman David Nutting, Mayor Robert Mielke, Council President Lisa Rasmussen, Alderwoman Becky McElhaney, Alderman Dennis Smith, Alderman Gary Gisselman. Local firm Adrenalign Marketing created the 'Live It Up' logo and branding for the partnership.



The City is pleased to note the following employer partners who have made nonprofit donations to support the Live It Up program (in order of contribution)

River Valley Bank
Wausau Window & Wall
Ruder Ware
Major Industries
Benedictine Health System
Dental Crafters
Ellison & David Law
Steve 3 Auto Body & Custom
Tammera Schumann, LMT
Finishing Touch
King Company
Azure Memory Care

Live It Up has received nearly \$14,000 in private contributions from our employer partners so far, and we are pleased to have a great mix of both large and small businesses participating, from a diverse set of industries- banks, manufacturers, legal, healthcare, transportation, and so on.

How it Works

Live It Up leverages the businesses support with City resources to provide down payment assistance funds for local employees to buy a home in the City. The City has a successful track record of assisting those in need to purchase a home- now Live It Up opens this effort to all employees of a local business who wish to purchase a home in the City. Live It Up is purposefully not a City program- it's a community partnership working towards a more locally connected and rooted workforce. Live It Up combines the goal of making homeownership more affordable and accessible with the goal of engaging local employees in our neighborhoods.

What it Means

Our employees are one of our greatest economic development assets and Live It Up complements other efforts locally- to help our City, region and- your business- proactively support workforce attraction and retention. Live It Up is new and unique, but based on the premise of various economic development efforts nationwide which acknowledge the ongoing need for skilled employees and talent. Live It Up Wausau has already gained local and national attention as model for economic development efforts; it will be highlighted as a keynote session at the International Economic Development Council's (IEDC) Annual Conference this year.

More information on Live It Up may be found at www.liveitupwausau.com or contact Christian Schock, Interim Director of Planning, Community & Economic Development at 715-261-6680 or christian.schock@ci.wausau.wi.us. Nonprofit and tax deductible donations to support these loans for local employees can be sent to the Community Foundation of North Central Wisconsin



Office of the Mayor
Robert B. Mielke

TEL: (715) 261-6800
FAX: (715) 261-6808

online at: www.cfoncw.org or by mail to: CFONCW Attn: Live It Up Fund 500 1st Street, Suite 2600, Wausau, WI 54403.