



PRESS RELEASE

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Contact: Mayor Rosenberg, 715-261-6800
Chris Schock, 715-261-6683



City of Wausau expands its business and economic development presence

The City of Wausau has a new go-to resource to help businesses connect with City Hall. Sean Fitzgerald was hired by the City's Planning, Community and Economic Development department in May to serve as its Business Development Specialist. In this role, Fitzgerald assists with various economic development projects in Wausau, helps manage the city's tax incremental finance application and review process, serves as a point of contact between business leaders and City of Wausau staff, and represents the community development department within Wausau's business community, among other responsibilities.

Fitzgerald most recently owned and served as publisher and president of *New North B2B* magazine, a nationally award-winning monthly business news periodical serving northeast Wisconsin. He founded the Oshkosh-based media and publishing company in 2002 after stints as business editor for daily newspapers in Oshkosh, Fond du Lac and Rhineland.

"We are excited to welcome Sean back home to Wausau; his unique experience as both a business owner and a journalist focused on business and economic development will be an asset in the City's continued strategic efforts," said Christian Schock, Director of Development for the City.

In addition to his work with B2B magazine, Fitzgerald held leadership and oversight roles for a variety of business, educational, economic development, civic, cultural and human service organizations in communities across northeast Wisconsin. He served nine years on the board for Oshkosh Chamber of Commerce, was a co-founder of the young professional organizations in Oshkosh and Fond du Lac, helped successfully establish Greater Oshkosh Economic Development Corp. and chaired the Oshkosh Area United Way annual fund raising campaign. He also served as an elected official on the City of Oshkosh Common Council.

Mayor Rosenberg said, "Sean's background in economic development, good policymaking, and communication bring an added depth to our community development program at this critical time for our city. I am so pleased to welcome him home and I know he's ready to hit the ground running for Wausau."

Fitzgerald holds a bachelor's degree in philosophy from Carthage College in Kenosha. He's a native of Rothschild and a graduate of D.C. Everest High School.

For more information, contact Sean Fitzgerald at Wausau City Hall at sean.fitzgerald@ci.wausau.wi.us or 715.261.6684.