

Homesteading for Economic Development



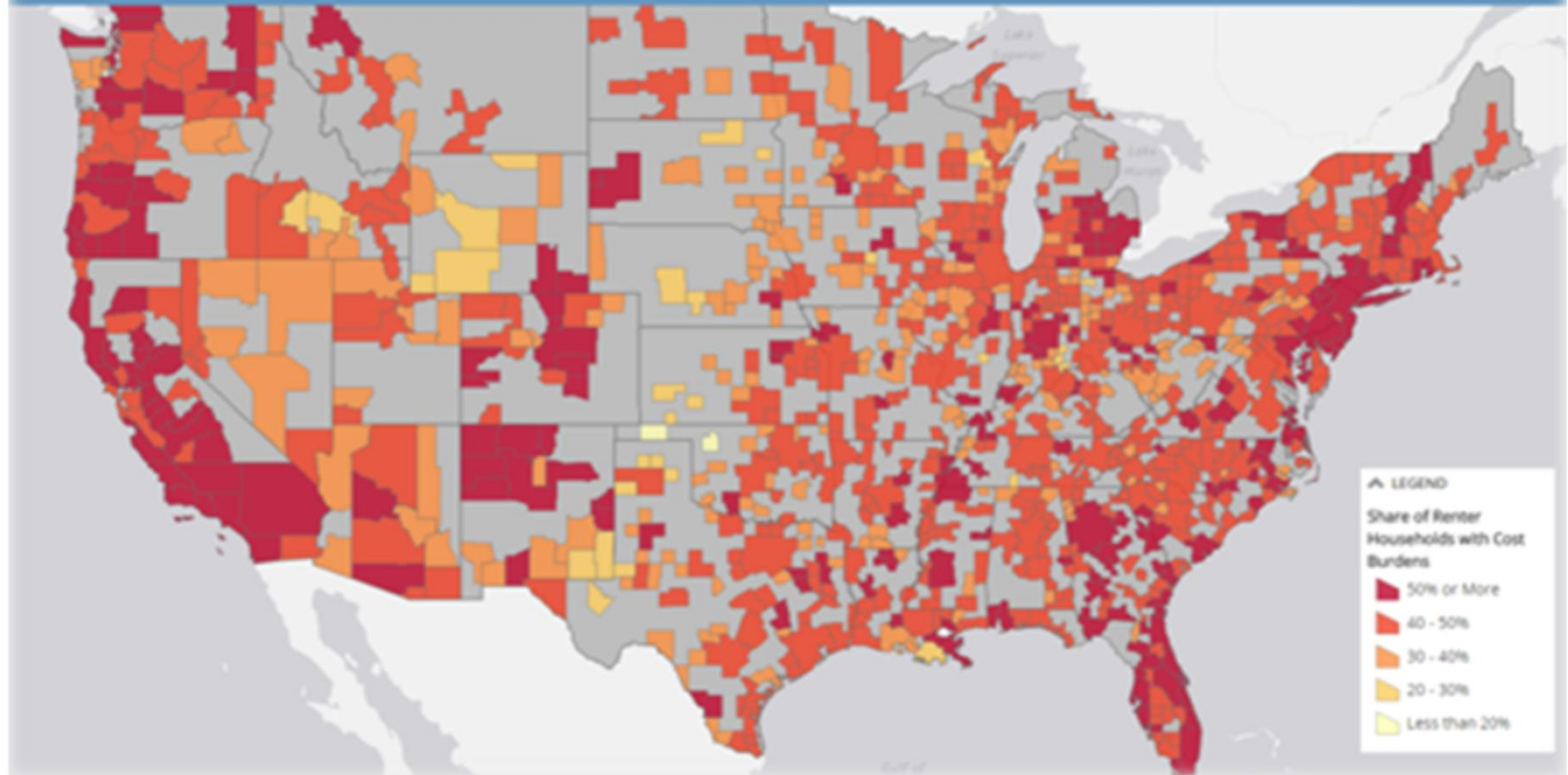


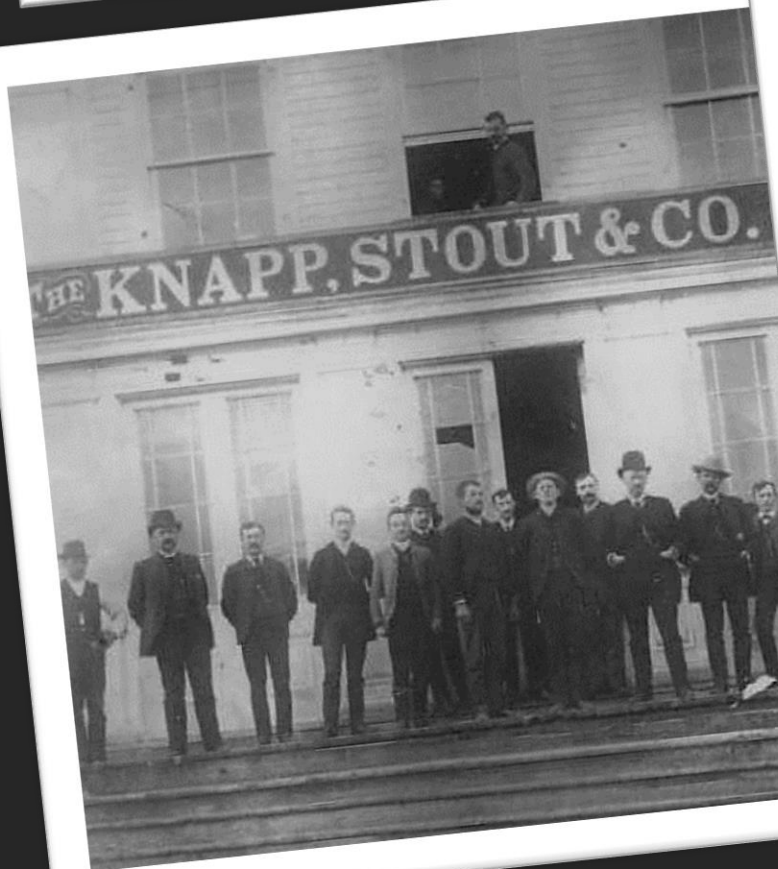


- **‘Community Attachment Drivers’**
(survey of 40,000 people- 2010)
 - Welcoming/Openness
 - Social Offerings
 - Aesthetics

- **Economic Development is attracting and retaining a competitive workforce**
- **Workforce retention and placemaking are interconnected**
- **Employers and municipalities have a stake in *how* and *where* employees live**

RECORD NUMBER OF AMERICAN RENTERS FEEL THE STRAIN OF HOUSING COST BURDENS





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 forgivable 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),
0% downpayment assistance loan,
final year forgiven for improvements**

**\$749,000 in lending to date,
\$150,000 in donations**

**Employers make a non-profit donation to
the Community Foundation fund pool**



58 loans, 51 business partners



HOME SWEET MENOMONIE



Who are the Winners?

HOME SWEET MENOMONIE

The Two Biggest Winners



Retention + Psychological Wellness

Satisfaction at work and at Home

Loyalty + Feeling Rooted

Attracting talent and putting Home Ownership within Reach



Home Sweet Menomonie

**\$10,000 downpayment assistance 0% loan,
final year forgiven for improvements**

**\$160,000 in lending to date,
\$410,000 in donations!**

**Employers make a non-profit donation to
the Community Foundation fund pool**



Home Sweet Menomonie



Engineers | Architects | Planners | Environmental Specialists
Landscape Architects | Land Surveyors





**16 loans closed,
11 more in process, 22 business partners**





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