

**2015
ANNUAL
REPORT**



**2015 Suick Family Foundation
Grant Presentation to LCEDC**



2015 Graduating Entrepreneur Class



Downtown Entrepreneur Grant



**Sweet Thyme Business Plan
Grant Award Presentation**



**Great Northern Campground Business Plan
Award Presentation**



Discover Wisconsin Premier Party

MOVING LANGLADE COUNTY FORWARD!

THANK YOU!

LCEDC BOARD OF DIRECTORS 2015



President: Thomas Bauknecht- City of Antigo Alderman
Vice President: Brady Koss
Secretary: Carol Gottard-Feller-County Board Supervisor
Member: Bill Brandt-City of Antigo Mayor
Member: Warren Wagner
Member: Dave Solin- County Board Chair
Member: Tom Gallenberg
Member: Andy Merry (not pictured)
Member: Angi Schreiber
Member: Fred Westphal
Member: Steve Wilder

The Langlade County Economic Development Corporation's staff would like to recognize and thank our board members for all they do to keep Langlade County and the City of Antigo moving forward.

THANK YOU!

The Langlade County Economic Development Corporation would like to thank our 2015 contributors for believing in our mission to keep moving Langlade County and the City of Antigo forward.

LANGLADE COUNTY



CITY OF ANTIGO



The Suick Family Foundation

DATA INFORMATION

- SALES TAX CONTINUES TO RISE WITH A \$79,643.38 INCREASE FROM 2014 (Total \$1,561,144.09)

			2015 vs 2014	Sales Tax 2014		
MONTH	AMOUNT			MONTH	AMOUNT	
Jan	\$ 126,416.68		-\$17,679.82	Jan	\$ 144,096.50	
Feb	\$ 84,083.47		-\$17,760.21	Feb	\$ 101,843.68	
March	\$ 100,579.25		\$11,258.09	March	\$ 89,321.16	
April	\$ 127,461.84		\$20,626.41	April	\$ 106,835.43	
May	\$ 127,912.28		\$10,163.14	May	\$ 117,749.14	
June	\$ 125,003.89		\$28,754.58	June	\$ 96,249.31	
July	\$ 158,675.82		\$13,331.05	July	\$ 145,344.77	
August	\$ 144,808.90		-\$11,587.35	August	\$ 156,396.25	
September	\$ 140,808.19		\$31,944.45	September	\$ 108,863.74	
October	\$ 162,013.99		-\$3,229.67	October	\$ 165,243.66	
November	\$ 99,177.45		-\$16,008.67	November	\$ 115,186.12	
December	\$ 164,202.33		\$29,831.38	December	\$ 134,370.95	
Total	\$ 1,561,144.09		\$79,643.38	Total	\$ 1,481,500.71	

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF) 2015

Total Balance Available to Loan **\$182,689**

COMMUNITY DEVELOPMENT FUND 2015

- Total Balance Available to Loan **\$76,496**

Revolving Loan Fund Portfolio as of 12/31/2015

18 business loan portfolio= 2,860,500 borrowed

1,987,231 owed

7,260,500 leveraged

110 jobs created

Community Development Fund as of 12/31/2015

1 business loan portfolio- 100,019 borrowed

100,077 owed

120,000 leveraged

1 job created to date

EDC Activities Report

–Economic Development Corporation Business Website: 4,765 Visits; with 78.78% new visitors in 2015.

**Top referral sites: langladecounty.org
economic development**

Main Keyword Searched: Langlade county

–Facebook: 150 “Likes” The top post reached 357 people and 49 post clicks. The post was “Congratulations to all of the graduates of the Start Smart: The Essential Business Plan Entrepreneurial Training Course. A special thank you to The Suick Family Foundation for making the entrepreneur’s course possible.”

2015 Measurements

- New funding avenue; awarded \$10,000 Grant from Suick Family Foundation
- Collaborative Effort on City of Antigo, Langlade County, CoVantage Credit Union and LCEDC on creating the new Entrepreneur’s Grant Program for our Downtown Corridor
- Implemented an Entrepreneurs Business Plan Training Course
- Reformed a Wood Products Ad Hoc Committee to study our Logging/Forestry Industry
- Interviewed 17 area businesses to assess industry trends and needs
- Continue to play a role on 13 different organizations in the community;
- Business Startups, Retention interviews; 17 businesses
- Locate in Wisconsin; inventory of vacant or turn-key commercial properties; 38
- Continue to Educate the community on Economic Development Corporation roles and activities by speaking and attending 9 different events so far and a continued guest on the breakfast club and channel 12
- Facilitating workshops and presentations to area businesses on opportunities like obtaining government contracts and Workforce Attraction and Retention presentations.
- Continue to administer and monitor Langlade County Revolving Loan Fund, Langlade County Community Development Fund, City of Antigo Public Improvement Fund, City of Antigo CDBG and PFED, TEA Grant Programs
- Collaborate with Langlade County Forestry Department and City of Antigo Park and Recreation Department to market Langlade County Recreational Opportunities for tourism by participating in 5 outdoor shows, Discover Wisconsin Episode to air in 2016 highlighting the Wolf River, manage Langlade County Veterans Memorial Park and Jack Lake Campground website, produce Langlade County Recreation Map, and market on several websites, radio and print avenues.
- Broadband Initiative; In support of expanding broadband in Langlade County
- Workforce Development; Collaboration on bringing best practices in talent attraction and development to our businesses and future workers in Langlade County;

TOURISM DEVELOPMENT-

TOURISM DIRECT SPENDING IN LANGLADE COUNTY IS UP 6.2% FROM 2014 FOR A TOTAL OF 47.4 MILLION DOLLARS

– Tourism Website: 22,681 visits, with 70.55% new visitors in 2015:

Top referral site: co.langlade.wi.us

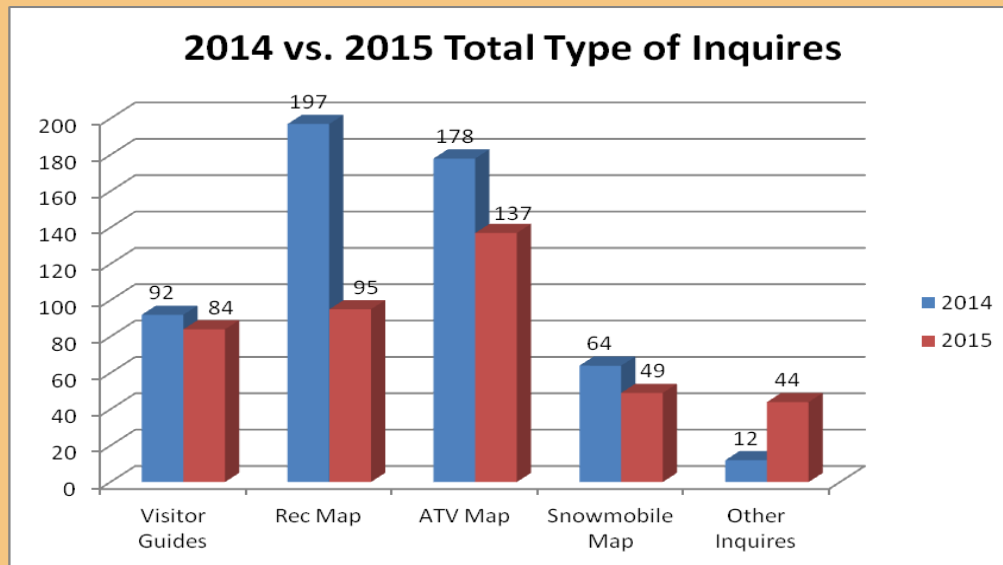
Main Keyword Searched: Langlade County

– App Downloads: 320 downloaded in 2015

total downloads since launch: 2,808

– Recreation Information Requests: 409 Recreation Requests in 2015;

Top Request: ATV Map



– Distributed: 4,400 2015 Recreation Maps from the Economic Development Corporation Office since January, 2015

– Facebook: 10,522 “Likes.” The top post was “It is official. Langlade County ATV trails will be opening Friday, May 1st. Go to <http://bit.ly/1J3BzH1> to read about the trails in Langlade County, the rules and regulations, and to request an ATV map.” This post reached 5,708 people and 420 post clicks.

– Travelwisconsin.com: We received 1,160 visits to Langlade County Page in 2015.

– Northcentralwisconsin.com: This is the portal website through ITBEC and we received 347 visits to Langlade County Page in 2015.

– Langladecountyedc.org: We received 234 visits to Langlade County Page in 2015.

– Discoverwisconsin.com: We received 153 visits to Langlade County Page in 2015.

– Lake-link.com: We received 139 visits to Langlade County Page in 2015.

– Atvtracks.com: We received 117 visits to Langlade County Page in 2015.

– Snowtracks.com: We received 108 visits to Langlade County Page in 2015.

WORKS IN PROGRESS

- **WORKING WITH THE CITY, COUNTY AND THE WEDC TO ESTABLISH A PROGRAM TO ASSIST ON STRATEGIES ON REPURPOSING BUILDINGS THAT ARE OFF THE TAX ROLL**
- **CONTINUE TO PUT OUR WOOD PRODUCTS INDUSTRY IN THE FOREFRONT TO SHOW WHAT SIGNIFICANT ECONOMIC IMPACT IT IS FOR OUR REGION**
- **WORKING WITH GROW NORTH COUNTIES ON THE POSSIBLE RESURRECTION OF PAST PROGRAMS AS WELL AS OTHER RECOMMENDATIONS TO AIDE IN DEVELOPMENT IN OUR MORE RURAL COUNTIES**
- **CONTINUE TO ESTABLISH RELATIONSHIPS WITH LOCAL LEGISLATORS REGARDING RURAL COUNTIE'S CHALLENGES**
- **CONTINUING WORKING WITH WISCONSIN ECONOMIC DEVELOPMENT CORPORATION ALONG WITH DEPARTMENT OF ADMINISTRATION ON THE FUTURE OF THE ECONOMIC DEVELOPMENT REVOLVING LOAN FUND**
- **CONTINUING TO WORK WITH NTC REGARDING WORKFORCE EFFORTS AND MANUFACTURERS COUNCIL**
- **CONTINUE TO SURVEY LOCAL BUSINESSES TO HELP ACHIEVE THEIR NEEDS TO CONTINUE TO GROW AND PROSPER HERE IN LANGLADE COUNTY**
- **CONTINUE TO SEARCH FUNDING RESOURCES FROM OUR BUSINESS COMMUNITY, COMMUNITY ORGANIZATIONS, AND PRIVATE DONORS**
- **WORKING WITH FOREST COUNTY TO CREATE THE FIRST EVER FIGURE EIGHT SCENIC BYWAY.**
- **CONTINUE TO TAKE CONTINUE EDUCATION COURSES AND ATTEND CONFERENCES TO ENHANCE THE CORPORATION.**
- **CONTINUE TO INTERVIEW LANGLADE COUNTY BUSINESSES REGARDING THE LOCAL CLUSTER AND TARGETED INDUSTRY ANALYSIS THAT WAS COMPLETED IN 2014**
- **WORKING WITH THE CITY OF ANTIGO ON ADMINSTRING THE CDBG WATER MAIN PROJECT GRANT**

COMMITTEES/BOARDS/CLUBS

- **GROW NORTH**
- **ADVISORY COMMITTEE FOR NORTH CENTRAL TECHNICAL COLLEGE**
- **FACILITY STEERING COMMITTEE FOR WOOD TECHNOLOGY CENTER OF EXCELLENCE**
- **INTERNATIONAL TRADE BUSINESS ECONOMIC TOURISM COMMITTEE (ITBEC)**
- **LANGLADE COUNTY FAIRGROUNDS PROMOTIONAL COMMITTEE**
- **LANGLADE COUNTY MARKETING TASKFORCE**
- **LANGLADE COUNTY INTERGOVERNMENTAL TASKFORCE**
- **WOOD PRODUCTS AD HOC COMMITTEE**
- **LANGLADE COUNTY MANUFACTURING COUNCIL**
- **LANGLADE COUNTY LEADERSHIP COMMITTEE**
- **NORTHWOOD'S RAIL TRANSIT COMMISSION BOARD**
- **ANTIGO OPTIMIST CLUB**

SUMMARY

AS THE LANGLADE COUNTY ECONOMIC DEVELOPMENT CORPORATION CONTINUES TO GROW, WE RELY HEAVILY ON THE SUPPORT FROM OUR BUSINESS COMMUNITY, COMMUNITY ORGANIZATIONS AND MUNICIPALITIES.

WE ARE A VERY VITAL AND A MUCH NEEDED PART OF THIS COMMUNITY AND ACT AS A RESOURCE AND FACILITATOR FOR NUMEROUS ENTITIES, BUSINESSES AND INDIVIDUALS.

WE HAVE STARTED MANY COLLABORATIVE EFFORTS AND ARE PROUD OF OUR ACCOMPLISHMENTS. WE ARE EXCITED TO CONTINUE TO MOVE LANGLADE COUNTY AND THE CITY OF ANTIGO FORWARD!



EDC STAFF



ANGIE CLOSE - EXECUTIVE DIRECTOR



KERI BECK - ADMINISTRATIVE ASSISTANT