

**2016
ANNUAL
REPORT**



**2016 Suick Family Foundation
Grant Presentation to LCEDC**



2016 Graduating Entrepreneur Class



Downtown Entrepreneur Grant Project



2016 New Business utilizing RLF



2016 Expansion Project

MOVING LANGLADE COUNTY FORWARD!

THANK YOU!

LCEDC BOARD OF DIRECTORS 2016



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

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 2016 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 \$84,290.11 INCREASE FROM 2015**
(Total \$1,645,433.60)

SALES TAX 2016			2016 vs 2015	Sales Tax 2015		
MONTH	AMOUNT			MONTH	AMOUNT	
Jan	\$ 136,615.20		\$10,198.52	Jan	\$ 126,416.68	
Feb	\$ 93,817.87		\$9,734.40	Feb	\$ 84,083.47	
March	\$ 95,608.45		-\$4,970.80	March	\$ 100,579.25	
April	\$ 174,447.03		\$46,985.19	April	\$ 127,461.84	
May	\$ 94,045.86		-\$33,866.42	May	\$ 127,912.28	
June	\$ 170,647.36		\$45,644.07	June	\$ 125,003.29	
July	\$ 141,424.00		-\$17,251.82	July	\$ 158,675.82	
August	\$ 145,218.86		\$409.96	August	\$ 144,808.90	
September	\$ 164,392.36		\$23,584.17	September	\$ 140,808.19	
October	\$ 135,500.27		-\$26,513.72	October	\$ 162,013.99	
November	\$ 139,490.94		\$40,313.49	November	\$ 99,177.45	
December	\$ 154,225.40		-\$9,976.93	December	\$ 164,202.33	
Total	\$ 1,645,433.60		\$84,290.11	Total	\$ 1,561,143.49	

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF) 2016

- Total Balance Available to Loan **\$262,406**

COMMUNITY DEVELOPMENT FUND 2016

- Total Balance Available to Loan **\$70,490**

Revolving Loan Fund Portfolio as of 12/31/2016

19 business loan portfolio = \$2,462,500 borrowed

\$1,429,026 owed

\$7,457,500 leveraged

112 jobs created

413.68 employed

One (1) loan paid in full

Two (2) new loans total amount \$155,000

Community Development Fund as of 12/31/2016

1 business loan portfolio - \$120,000 borrowed

\$109,134 owed: 11 jobs retained 2 job created

EDC Activities Report

–Economic Development Corporation Business Website: 6,649 Visits; with 76.85% new visitors in 2016.

Top referral sites: langladecounty.org

Main Keyword Searched: Langlade county economic development corp

- Facebook: 181 “Likes” The top post reached 766 people, 106 post clicks, and 28 likes, comments, and shares. The post was about the broadband survey for residents and businesses.
- Tools for Business: We received 31 visits to Langlade County EDC Page in 2016. The link was made active in December 2016.
- alcinform.com: We received 109 visits to Langlade County EDC Page in 2016.

2016 Measurements

- Worked with Hydratight and their Expansion Project of a 15,000 ft addition and 12 new jobs created
- Worked with Schumitsch Seed Inc on their Expansion Project of a new grain bin and 3 new jobs created
- Provided a RFP for the Wisconsin Department of Natural Resources and to United States Department of Agriculture (USDA) to have offices located in Langlade County to Langlade County
- New RLF loan to Celebrations Food and Drink
- Awarded two (2) Downtown Entrepreneurs Grants/ Awarded two (2) Façade Grants
- Continue to focus on our Logging/Forestry Industry
- Locate in Wisconsin; inventory of vacant or turn-key commercial properties; 38
- Created Antigo/Langlade County Workforce Development Taskforce; Collaboration on bringing best practices in talent attraction and development to our businesses and future workers in Langlade County;
- Facilitated workshops for area businesses on talent attraction and retention strategies
- Allowed space in LCEDC Conference Room for State and Federal Agencies for Workforce Training and Development Purposes
- Allowed space in LCEDC Conference Room for Small Business Development Center and Wisconsin Women In Business Corporation
- Continue to educate the community on Economic Development Corporation roles and activities by speaking and attending different committee and organization meetings and events.
- 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

TOURISM DEVELOPMENT

TOURISM DIRECT SPENDING IN LANGLADE COUNTY IS UP 6.1% FROM 2014 FOR A TOTAL OF 47.4 MILLION DOLLARS

– Tourism Website: 27,496 visits, with 71.19% new visitors in 2016:

Top referral site: travelwisconsin.com

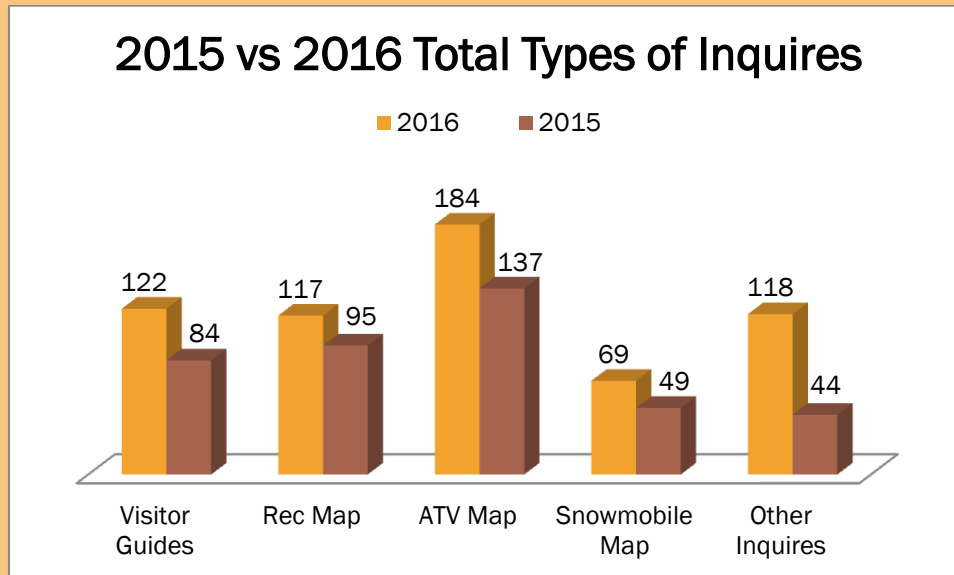
Main Keyword Searched: Langlade County
snowmobile trails

– App Downloads: 244 downloaded in 2016

total downloads since launch: 3,339

– Recreation Information Requests: 610 Recreation Requests in 2016;

Top Request: ATV Map



- Distributed: 3,768 2016 Recreation Maps from the Economic Development Corporation Office since January 2016.
- Facebook: 10,589 “Likes.” The top post was about stumbling upon Terry Creekmore and Josh Richards (famous world travelers) on the Ice Age Trail. This post reached 4,744 people, 327 post clicks and 59 reactions, comments and shares.
- Travelwisconsin.com: We received 1,775 visits to Langlade County Page in 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 467 visits to Langlade County Page in 2016.
- Langladecountyedc.org: We received 175 visits to Langlade County Page in 2016.
- Discoverwisconsin.com: We received 85 visits to Langlade County Page in 2016.
- Lake-link.com: We received 174 visits to Langlade County Page in 2016.
- Atvtracks.com: We received 126 visits to Langlade County Page in 2016.
- Snowtracks.com: We received 161 visits to Langlade County Page in 2016.
- Alcinfo.com: We received 184 visits to Langlade County Page in 2016.

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 LIKE 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, ENTREPRENURIAL PROGAMMING 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**
- **CONTINUE TO TAKE CONTINUE EDUCATION COURSES AND ATTEND CONFERENCES TO ENHANCE THE CORPORATION.**
- **WORKING WITH THE CITY OF ANTIGO ON ADMINISTRING THE CDBG WATER MAIN PROJECT GRANT**
- **CONTINUE TO WORK WITH PARTNERS ON ENHANCING COMMUNITY RESOURCES: COMMUNITY CALENDAR CREATION, ALCINFO.COM, EVERBRIDGE MASS NOTIFICATION AND DESTINATION ASSESSMENT**

LANGLADE COUNTY APPOINTED BOARDS/COMMITTEES

- INTERNATIONAL TRADE BUSINESS ECONOMIC TOURISM COMMITTEE (ITBEC)
- LANGLADE COUNTY FAIRGROUNDS PROMOTIONAL COMMITTEE
- NORTHWOOD'S RAIL TRANSIT COMMISSION BOARD
- LANGLADE COUNTY WOOD AD HOC COMMITTEE

GOVERNOR APPOINTED

- NORTHCENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

REGIONAL ECONOMIC DEVELOPMENT

- GROW NORTH REGIONAL ECONOMIC DEVELOPMENT BOARD
- NORTH CENTRAL WISCONSIN DEVELOPMENT CORPORATION
- LANGLADE COUNTY INTERGOVERNMENTAL TASKFORCE

ADVISORY COMMITTEES/TASKFORCES

- LANGLADE COUNTY MANUFACTURING COUNCIL
- ADVISORY COMMITTEE FOR NTC DAY NORTH CENTRAL TECHNICAL COLLEGE
- ANTIGO FIRST
- ANTIGO/LANGLADE COUNTY COLLABORATIVE COMMITTEE
- FORWARD SERVICES STEERING COMMITTEE
- WOMENS BUSINESS INITIATIVES CORPORATION NORTHERN WISCONSIN ADVISORY COMMITTEE
- ANTIGO FAB LAB STEERING COMMITTEE
- ANTIGO PRIDE
- ANTIGO/LANGLADE COUNTY WORKFORCE DEVELOPMENT TASKFORCE

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