

2019 ANNUAL REPORT



2019 Spring Graduating
Entrepreneur Class



2019 Fall Graduating
Entrepreneur Class



Bernarde's Bees & Trees



Little Renegade Kitchen



One 10 Graphics, LLC



Mindful Journey Cycling

MOVING ANTIGO/LANGLADE COUNTY FORWARD!

THANK YOU!

LCEDC BOARD OF DIRECTORS 2019

President: Andy Merry
Vice President: Thomas Bauknecht - City of Antigo Alderman
Secretary: Warren Wagner
Member: Bill Brandt - City of Antigo Mayor
Member: Ron Nye - County Board Supervisor
Member: Bill Livingston - County Board Vice-Chair
Member: Lynn D'Amato
Member: Angel Zimmerman
Member: Michael Hunter
Member: Fred Westphal
Member: Dillon Gretzinger

LCEDC EXECUTIVE COMMITTEE 2019

President: Andy Merry
Vice President: Thomas Bauknecht - City of Antigo Alderman
Secretary: Warren Wagner
Member: Lynn D'Amato
Member: Ron Nye

LOAN REVIEW BOARD 2019

Chair: Ben Zelazoski
Member: Dave Visser
Member: Gary Smits
Member: Leah Antoniewicz
Member: Rhonda Norrbom
Member: Ron Nye
Member: Glenn Bugni

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 2019 contributors for believing in our mission to keep moving Langlade County and the City of Antigo forward.

LANGLADE COUNTY



CITY OF ANTIGO



Room Tax Commission



The Suick Family Foundation



EDC Activities Report

–Economic Development Corporation Business Website: 15,947 Visits; with 83.4% new visitors in 2019.

Top referral sites: co.langlade.wi.us

–Facebook: 304 “Likes” The top post was about the Karl’s Transport receiving a legislative citation for their dedication to community service by bringing awareness to causes on the sides of their trailers. This post reached 1,842 people with 489 post clicks, and 211 reactions, comments, and shares.

– Tools for Business: We received 31 visits to Langlade County EDC Page in 2019.

– alcinfo.com: We received 45 referral visits to Langlade County EDC website in 2019.

2019 Measurements

Economic Development Activities

Continue to explore new funding avenues for LCEDC:

- Awarded \$1,000 from Wisconsin Public Service for 2019 ED Efforts
- Awarded \$20,000 Grant from Suick Family Foundation for 2019 ETP Program
- Awarded \$5,000 from AT&T for 2019 ETP Program
- Wrote a grant in October 2019 to WEDC for \$10,000 towards Operational Costs for Implementation of ETP Program in 2019
- Awarded \$15,000 for administration of CDBG Public Facilities Grant for the City of Antigo Downton Reconstruction Project
- Awarded \$13,040.00 from Hotel/Motel Room Tax Commission for Langlade County Tourism Marketing

Business Development/Retention and Expansion Activities

- New Business Inquiry: 47 business inquiries 26 Business Visits
- One (1) Revolving Loan Closed totaling \$75,000 and created 3 FTE jobs
- Seven (7) approved Downtown Entrepreneur Grants: Total \$519,000 business investment with \$170,622 grant awarded
- Collaborative Effort on City of Antigo, Langlade County, CoVantage Credit Union and LCEDC on refunding the Entrepreneur’s Grant Program for our Downtown Corridor
- Seven (7) approved Façade Grants; Total \$591,000 business investment with \$100,000 grant awarded
- Implemented Façade Pilot Program for 2019 Painting to upgrade second stories of buildings in downtown Antigo
- Administered and monitored and closed out Community Development Block Grant for City of Antigo Gowan Road/Field Street Project

- **Attended weekly and quarterly meetings and presented at various organizations regarding the Close-Out program of the Revolving Loan Fund**
- **Final Close Out of Revolving Loan Fund and Awarded \$1,495,873.00 for Downtown 5th Avenue Project**
- **Administration of the Revolving Loan Fund, Community Development Fund, Public Improvement Fund, Façade Grant Program and Downtown Entrepreneur Grant**
- **Collaboration efforts with Peace Lutheran Church and The WellSpring Group for Daycare Center Support and Best Practices for a new license Daycare Facility**
- **Collaborative effort with City of Antigo and Waukesha Bearings Expansion Project**

Workforce Development: 2019 Focused Efforts from LCEDC Summit

Labor Pool Improvement Project

- **Continue to meet with key partners to be educated on the resources that are available in order to connect businesses with residents, students and out of area individuals to help with workforce needs in Langlade County**
- **Hosted a Future Workforce and Labor Market Overview Workshop**
- **Key focused labor pool retention effort was to located a satellite office of the Job Center here in Antigo. A Job Center Team was formed and The Job Center of Antigo open their office in April at the Library holding hours on every Tuesday.**
- **Implemented Marketing Strategies for awareness of the Job Center to both residents and employers.**
- **Implemented and lead the Community Response Team Effort regarding Merit Gear Closure.**
- **Collaborated with NTC Business and Industry Implementing a “Move to Manufacturing” Program here in Langlade County**
- **A Young Professional project team created to develop a marketing campaign to attract young families/30 something professionals to Langlade County.**

Education: Youth retention program

- **Implemented a Youth Project Team with school districts Antigo, White Lake, Elcho, NTC and Industry on several key components on connecting industry with students**
- **First Youth Summit held in White Lake**
- **Participated with AHS School District Academic and Career Planning Day with tours of industry and panel discussion**
- **Participated in a Day for NTC Campaign for local scholarships for students**
- **Assisted in the Logging Education Day**
- **Assisting in Inspire Grow North Project, a platform used to connect industry with students**

Image Enhancement Project for 5th Avenue

- **Developed a cohesive plan to utilize the Revolving Loan Fund Close Out Program to apply for eligible downtown reconstruction project**
- **Administered and closed out the RLF Program with an award of \$1,495,873 for downtown 5th Avenue Project**
- **Administered both the Downtown Antigo Façade and Entrepreneur Grant Programs with total image enhancements of over 1.1 million invested by businesses in downtown.**

Entrepreneurship

- **Expanded the Entrepreneurial Program to host nine (9) business education series**
- **Graduated 6 new students in Spring of 2019 with 6 new students graduating in Fall of 2019. Bringing the total number of graduates to 58 since the program was implemented in 2015**
- **In 2019 four (2) new businesses started from the ETP Course in Langlade County and one (1) expanded**
- **In 2019 (to date) three (3) Entrepreneur Graduates were awarded a total of \$6,400 in business start- up grants**
- **Continue to focus on Local Food System with a new Entrepreneur that purchased building in downtown Antigo**
- **Continue to work with key partners like SBDC, WWBIC, and NEWCAP to assist entrepreneurial candidates**

Broadband

- **Continue to support Cirrinity and the efforts on expanding fiber and broadband opportunities in Langlade County by attending and presenting data at town hall meetings throughout the County**
- **Continue to collect data to determine the unserved and underserved areas in Langlade County to seek opportunities to expand broadband**
- **Continue to work with the Public Service Commission of Wisconsin for grant opportunities and new technology that can serve the needs of rural areas**

TOURISM DEVELOPMENT

TOURISM DIRECT SPENDING IN LANGLADE COUNTY WAS 48.8 MILLION DOLLARS IN 2019.

Increase 2.09% from 2018

– Tourism Website: 35,915 visits, with 83.7% new visitors in 2019:

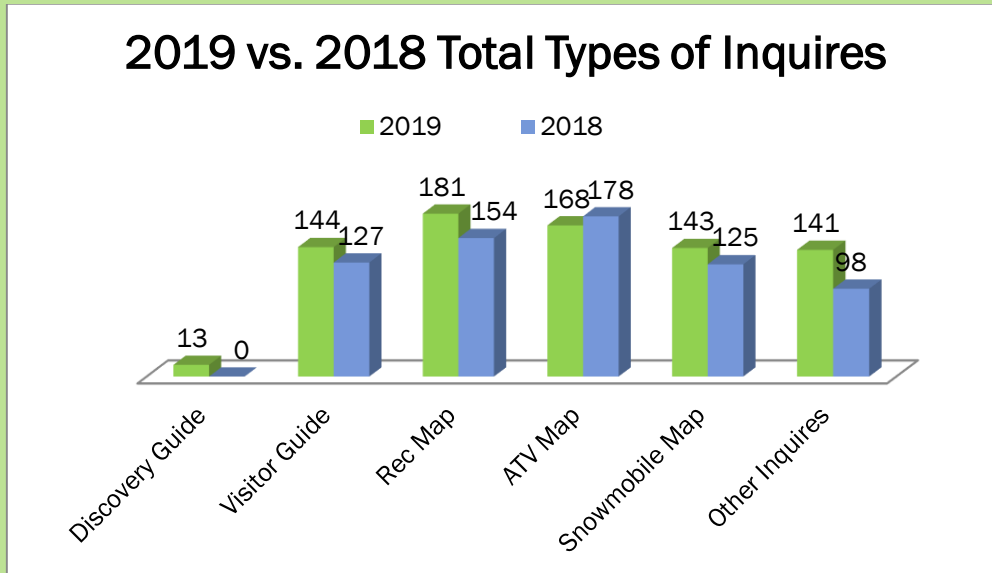
Top referral site: co.langlade.wi.us

– App Downloads: 119 downloaded in 2019

total downloads since launch: 3,341

– Recreation Information Requests: 823 Recreation Requests in 2019;

Top Request: Recreation Map



- Distributed: 2,267 2019 Recreation Maps from the Economic Development Corporation Office since December 13, 2018.
- Worked with 5 Star Marketing to develop the 2020 Langlade County Discovery Guide. The guide was in print on December 9, 2019.
- Facebook: 11,272 “Likes.” The top post was a shared post on the aerial footage of some of the July 19th storm aftermath in the Pickerel/Lily and that clean-up will take some time. This post reached 26,905 people with 1,774 post clicks, and 4,218 reactions, comments, and shares.
- Travelwisconsin.com: We received 279 visits to Langlade County Page in 2019
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 80 visits to Langlade County Page in 2019
- Langladedcountyedc.org: We received 32 visits to Langlade County Page in 2019
- Discoverwisconsin.com: We received 45 visits to Langlade County Page in 2019
- Lake-link.com: We received 27 visits to Langlade County Page in 2019
- Atvtracks.com: We received 76 visits to Langlade County Page in 2019
- Snowtracks.com: We received 113 visits to Langlade County Page in 2019
- NicoletWolfRiverByway.com: We received 9 visits to Langlade County Page in 2019

- Alcinfo.com: We received 43 visits to Langlade County Page in 2019
- Attended Green Bay RV & Camping Show, Tinley Park Fishing & Outdoor Show, Milwaukee Journal Sentinel Sports Show, and Wisconsin State Fair

WORKS IN PROGRESS

- Continue to build partnerships with key stakeholders to enhance services for the betterment of the community
- Working with the City, County and Wisconsin Economic Development Corporation to assist on strategies on repurposing buildings that are off the tax roll
- Working with a Regional Economic Group to continue to put our Wood Products Industry in the forefront to show what significant economic impact it is for this region
- Working with Regional Economic Group on implementation of Career Pathways Program that connects students to businesses
- Continue to establish relationships with local legislators regarding rural counties challenges
- Continue to work with our education partners regarding workforce efforts, entrepreneurial programming and manufacturers council along with a creation of a new Human Resource Council
- Continue to survey local businesses to help achieve their needs to continue to grow and prosper here in Langlade County
- Continue to search other funding resources for capacity building of the Corporation
- Continue to take continue education courses and attend conferences to enhance the corporation
- Continue to work with partners on enhancing community resources: community calendar creation, alcinfo.com, and Everbridge notifications
- Continue to focus efforts based on Economic Summit and efforts that have been in action:
 - Funding Opportunities for LCEDC
 - Workforce Development
 - Business Retention and Expansion
 - Entrepreneur Program
 - Young Professional Group/Leadership Langlade County

- Direct Marketing for face to face industry sectors/business to expand to Langlade County
- Community Development/Placemaking
- Broadband

2019

**ANGIE CLOSE: Executive Director of LCEDC
BOARDS, COMMISSIONS, & COMMITTEES**

APPOINTED BY GOVERNOR

1. Northcentral Regional Planning Commission (January, 2022)

APPOINTED BY LANGLADE COUNTY

2. Northcentral International Trade Business Economic Council (ITBEC)
3. Northwood's Rail Commission
4. Langlade County Housing Authority Board
5. Langlade County Fairgrounds Promotional Committee

REGIONAL ECONOMIC DEVELOPMENT BOARDS/COMMITTEES

6. Grow North Regional Economic Development Board
7. Northcentral Wisconsin Development Corporation
8. Wood Industry Collaborative Board

ADVISORY COMMITTEES/TASKFORCES

9. Langlade County Manufacturing Council
10. Langlade County Broadband Advisory Committee
11. City of Antigo Destination Taskforce
12. Antigo/Langlade County Workforce Development Taskforces
13. Women Business Initiatives Corporation Northern Wisconsin Advisory Committee
14. Advisory Committee for NTC Day North Central Technical College
15. Scenic By-Way Committee

NEWLY APPOINTED

16. City of Antigo Room Commission
17. Aspirus Langlade Hospital Board of Directors
18. NorthLakes Community Clinic Advisory Committee

COMMUNITY BOARDS

19. Antigo Optimist Club Board
20. Calvary Lutheran Church Council

SUMMARY

Through the leadership of our Board of Directors, diligent work of our staff and committee volunteers, as well as the collaboration among partner organizations, LCEDC was able to provide a comprehensive list of economic development services in 2019 and will look at ways to continue to grow those services by expanding our Corporation.

These resources would not be possible without the financial contributions of our long-term partnerships with Langlade County and The City of Antigo as well as our private-sector investors and foundations.

Thank you for helping us move Antigo/Langlade County forward!!!! WE look forward to a successful 2020!

Thank you!



EDC STAFF



ANGIE CLOSE - EXECUTIVE DIRECTOR



KERI BECK - OPERATIONS MANAGER