

**2020
ANNUAL
REPORT**



Antigo Floral



Northwoods Bloom



One 10 Graphics



Funtime Antigo



Robertson Hot Shots, LLC

**MISSION: TO ADVANCE AND MAXIMIZE ECONOMIC OPPORTUNITIES IN
LANGLADE COUNTY FOR BUSINESSES, COMMUNITIES, AND PEOPLE!**

THANK YOU!

LCEDC BOARD OF DIRECTORS 2020

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

LCEDC EXECUTIVE COMMITTEE 2020

President: Dillon Gretzinger
Vice President: Thomas Bauknecht - City of Antigo Alderman
Secretary: Sarah Koszarek
Member: Angel Zimmerman
Member: Lynn D'Amato
Member: Ron Nye

LOAN REVIEW BOARD 2020

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 2020 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

DATA INFORMATION

- **SALES TAX CONTINUES TO RISE WITH A \$155,863.96 INCREASE FROM 2019 (Total \$1,957,326.43)**

SALES TAX 2020			2020 vs 2019	SALES TAX 2019		
MONTH	AMOUNT			MONTH	AMOUNT	
January	\$ 179,961.28		\$26,279.12	January	\$ 153,682.16	
February	\$ 142,310.72		\$8,949.72	February	\$ 133,361.00	
March	\$ 121,941.02		\$1,796.72	March	\$ 120,144.14	
April	\$ 140,866.96		\$53,510.63	April	\$ 87,356.33	
May	\$ 119,227.92		-\$31,736.37	May	\$ 150,964.29	
June	\$ 155,266.71		\$22,714.97	June	\$ 132,551.74	
July	\$ 215,212.51		\$37,173.78	July	\$ 178,038.73	
August	\$ 188,960.21		-\$18,715.09	August	\$ 207,675.30	
September	\$ 171,427.09		\$48,832.19	September	\$ 122,594.90	
October	\$ 198,875.28		-\$3,259.22	October	\$ 202,134.50	
November	\$ 148,763.22		-\$44,308.52	November	\$ 193,143.74	
December	\$ 174,513.51		\$54,697.87	December	\$ 119,815.64	
Total	\$ 1,957,326.43		\$155,863.96	Total	\$ 1,695,177.48	

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF) 2020

- Total Balance Available to Loan **\$126,094**

COMMUNITY DEVELOPMENT FUND 2020

- Total Balance **\$71,949**

Revolving Loan Fund Portfolio as of 12/31/2020

14 business loan portfolios = \$1,205,000 borrowed

\$408,756.41 owed

\$2,748,715 leveraged

39.9 jobs created

117.9 employed

Two (2) loans paid in full

Three (3) new Emergency Response Loan total amount \$15,000

Community Development Fund as of 12/31/2020

2 business loan portfolios = \$160,500 borrowed

\$94,689 owed: 33.5 jobs retained; 2 job created

One (1) new Community Development Fund Loan total amount \$40,500

EDC Activities Report

– Economic Development Corporation Business Website: **19,654 Visits**; with 86.4% new visitors in 2020.

Top referral sites: alcinfo.com

– Facebook: 444 “Likes” The top post was about the Amron holding a Drive Thru, On-Site Job Fair on July 14, 2020. This post reached 3,324 people with 216 post clicks, and 91 reactions, comments, and shares.

– Resources for Business: We received 19 visits to Langlade County EDC Page in 2020.

– alcinfo.com: We received 903 referral visits to Langlade County EDC website in 2020.

2020 Measurements

Economic Development Activities

Objective: Revenue Stream Diversification:

- Awarded \$1,000 from Wisconsin Public Service for 2020 ED Efforts
- Awarded \$15,000 Grant from Suick Family Foundation for 2020 ETP Program
- Awarded \$12,000 for administration of CDBG Public Facilities 2021 Project for the City of Antigo Extension of Downton Reconstruction Project from Lincoln to Western
- Awarded \$42,823.37 Grant from Hotel/Motel Room Tax Commission for Langlade County Tourism Destination Marketing
- Awarded \$20,000 Grant from the Remington Foundation for Antigo/Langlade County Attraction Marketing Campaign
- Awarded \$34,500 for designing and implementing the new Welcome Center
- Contracted with City of Antigo and Langlade County for Economic Development Services at \$75,000 each for a total of \$150,000.

Business Development/Retention and Expansion Activities

Objective: To support startups, business growth, and attract new and expanding business to our County.

Activities: COVID 19

- Facilitated Local and Government Loans and Grants to Langlade County Businesses
 - Paycheck Protection Loan: 265 Loans totally **\$25,840,631 retained 2,896 jobs**
 - WEDC Were All In Grant: 86 Grants @ \$2,500=**\$215,000**
 - WEDC Were All In Grant Phase 2: 101 Grants @ \$5,000=**\$510,000**
 - WEDC Small Business Grant 2020: 6 Grants @ \$20,000= **\$120,000**
 - LCEDC: Emergency Response Loan Created: \$15,000 Loaned Retained 18 FTE
- Created and Implemented Community Wide COVID-19 Resource Webpage

- Worked with WEDC and Health Department regarding “Essential Businesses” navigation along with opening procedures
- Worked with WEDC/UW Oshkosh to help distribute State Wide Business Survey
- Continue to be a resource for businesses for navigation of programs

Activities: Business

- New Business Inquiry: 73 business inquiries 68 Business Retention Visits
- One (1) Community Development Loan Closed totaling \$40,500 and created 2 FTE jobs and 6 PTE Jobs
- Three (3) Emergency Loans totally \$15,000 and retained 28 jobs
- One (1) approved Downtown Entrepreneur Grants: Total \$26,574.83 in investment and \$6,643 granted. Creating one new business start- up/expansion from Crandon to Antigo.
- One (1) approved Façade Grants; Total \$6,000 business investment with \$1,500 grant awarded
- Implemented Façade Pilot Program for 2020 Painting to upgrade second stories of buildings in downtown Antigo
- Administered and monitored Community Development Block Grant for City of Antigo Downtown 5th Avenue Project
- Administration of the Revolving Loan Fund, Community Development Fund, Public Improvement Fund, Façade Grant Program and Downtown Entrepreneur Grant

Entrepreneurship

- Expanded the Entrepreneurial Program to all virtual business education series
- Graduated 4 new students in Spring of 2020 and of 6 students in Fall of 2020. Bringing the total number of graduates to 67 since the program was implemented in 2015
- In 2020 (5) new businesses started from the ETP Course in Langlade County
- In 2020 (4) Potential New Businesses Entrepreneur Graduates were awarded a total of \$10,000 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

Workforce Development & Education

Objective: Partner in developing the next generation of skilled workers and engaging and building relationships with our youth.

Labor Pool Improvement Project/Education: Youth Retention program

- Working with Regional Talent Cultivation Specialist on building our Pathways in Wisconsin for students looking to enter the workforce. This includes matching students in demand, high paying careers starting in high school by pairing them up with local companies and doing apprenticeships, dual credits and job shadows.
- Implemented a Youth Project Team with school districts Antigo, White Lake, Elcho, NTC and Industry on several key components on connecting industry with students
- Participated with AHS School District Academic and White Lake School District on new Teachers day
- 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
- Continue to monitor the labor pool and unemployment rates and report out
- 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 of 2019 however due to COVID they are now only accepting virtual appointments.
- Implemented Marketing Strategies for awareness of the Job Center to both residents and employers
- A Young Professional project team created to develop a marketing campaign to attract young families/30 something professionals to Langlade County

Community & Economic Opportunity

Objective: Improve the quality of life in Langlade County.

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

Broadband

- Supported and help implemented paperwork necessary for Brown County C-LEC, LLC d/b/a Nsight Telservices to submit 2020 PSC Grant for Lincoln & Langlade Counties fixed wireless project - \$358,205. This project will install fixed wireless equipment on five towers located in the communities of Tomahawk, Irma, Merrill, Gleason, and Parrish. There are 1,258 business and 13,056 residents within the footprint of the antennas
- Continue to support Cirrinity (Wittenberg Wireless) and the efforts on expanding fiber and broadband opportunities in Langlade County by attending and presenting data at town hall meetings throughout the County
- Partnered with HeART Project, Department of Health and Social Services along with Aspirus Langlade Hospital and UW Nursing to develop a Langlade County Technology Survey to better understand internet needs and demands. 4,400 Surveys sent 1675 returned. Report submitted on September 28, 2020
- Applied for WEDC Broadband Connectors Pilot Program to help detail the community's broadband goals and outline steps to expand broadband
- 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

Objective: Deliver exceptional customer service, provides reliable travel information that in return generates and economic impact to businesses and Langlade County.

Tourism plays a direct role in Economic Development. Keri has been an excellent facilitator to marketing all of the tourism activities and opportunities in our county.

- Awarded City of Antigo Hotel/Motel Tax Marketing Grant \$42,843.00 to implement Destination Marketing Strategy for Langlade County
- Awarded City of Antigo Hotel/Motel Welcome Center Grant \$34,500 to help design and stock the new Welcome Center at Langlade Historical Museum
- Awarded \$20,000 Attraction Grant from Remington Foundation to implement Attraction Campaign that includes Tourism and why we love working and living in Langlade County
- Created a county Wide Tourism Council
- Working with Discover Media Works for complete Destination Marketing Campaign utilizing Social Media placement with videos, blogs, and content. One of 3 videos were released.

- Working with Antigo/Langlade County Chamber of Commerce in selling advertising for the 2021 Langlade County Visitors Guide.
- 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 3 outdoor shows, manage Langlade County Veterans Memorial Park and Jack Lake Campground website, and market on several websites, radio and print avenues.
- Continue to participate in a regional tourism effort through Northcentral Wisconsin ITBEC Group by marketing Langlade County as part of a region approach.
- Participated in Nicolet-Wolf River Scenic Byway meetings and was awarded a third year JEM Grant for marketing effort.
- Participated in the Department of Tourism’s SEM (Search Engine Marketing) Co-Op from July through December 2020.
- Collaborate with City of Antigo Park and Recreation Department to continue promoting Langlade County to City of Antigo residents and youth.
- Continued sending out Everbridge mass notification on trail updates and participating in joint marketing of Everbridge and Alcinfo.com.

Destination Marketing Results

– Tourism Website: 32,713 visits, with 85.7% new visitors in 2020:

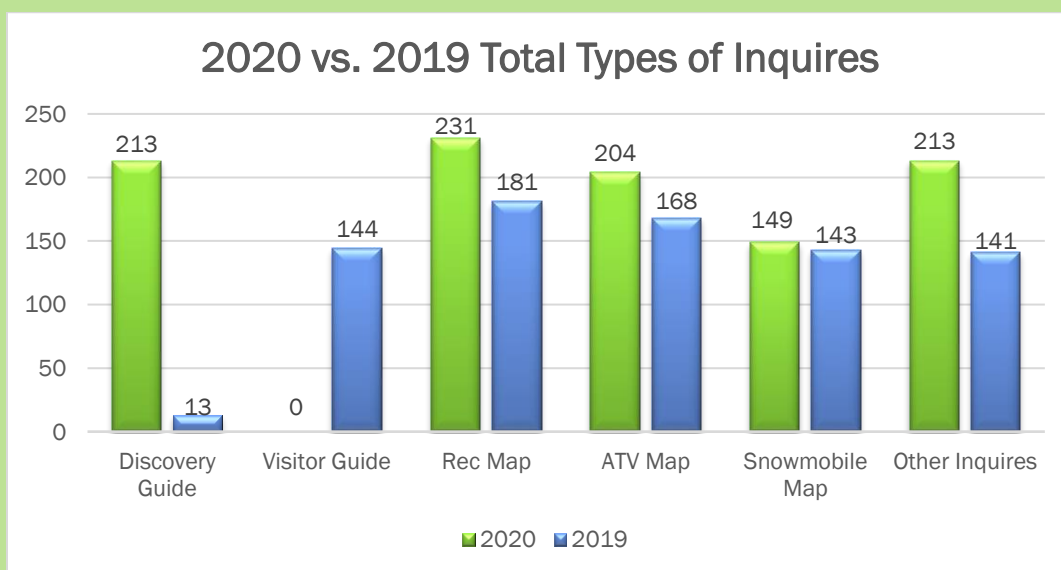
Top referral site: co.langlade.wi.us

– App Downloads: 175 downloaded in 2020; up from 119 downloads in 2019

total downloads since launch: 3,516

– Recreation Information Requests: 1,010 Recreation Requests in 2020; up from 790 in 2019

Top Request: Recreation Map



- Worked with 5 Star Marketing to create the 2020 Langlade County Discovery Guide with pullout Recreation Map. The guide was in print on December 9, 2019.
 - Distributed: 5,189 1st Edition 2020 Langlade County Discovery Guides with Recreation Maps from the Economic Development Corporation Office since December 9, 2019.
- Facebook: 11,587 “Likes.” The top post was about the Langlade County ATV/UTV trails opening at noon on May 8, 2020. This post reached 35,049 people with 1,294 post clicks, and 1,558 reactions, comments, and shares.
- Travelwisconsin.com: We received 775 visits to Langlade County Page in 2020; up from 279 visits in 2019.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 143 visits to Langlade County Page in 2020; up from 80 visits in 2019.
- Discoverwisconsin.com: We received 16 visits to Langlade County Page in 2020 with an addition 18 visits from the Bobber Blog links.
- Atvtracks.com: We received 82 visits to Langlade County Page in 2020; up from 79 visits
- Snowtracks.com: We received 23 visits to Langlade County Page in 2020
- NicoletWolfRiverByway.com: We received 52 visits to Langlade County Page in 2020; up from 9 in 2019.
- Alcinfo.com: We received 16 visits to Langlade County Page in 2020
- Attended Green Bay RV & Camping Show, Tinley Park Fishing & Outdoor Show, and Rockford Boat, Vacation, and Fishing Show.

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

2020

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

APPOINTED BY GOVERNOR

1. Northcentral Regional Planning Commission (January, 2022)

APPOINTED BY LANGLADE COUNTY

2. Langlade County Housing Authority Board
3. Langlade County Fairgrounds Promotional Committee

REGIONAL ECONOMIC DEVELOPMENT BOARDS/COMMITTEES

4. Grow North Regional Economic Development Board
5. Northcentral Wisconsin Development Corporation
6. Wood Industry Collaborative Board

ADVISORY COMMITTEES/TASKFORCES

7. Langlade County Manufacturing Council
8. Langlade County Broadband Advisory Committee

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

NEWLY APPOINTED

15. Aspirus Langlade Hospital Board of Directors
16. NorthLakes Community Clinic Advisory Committee

COMMUNITY BOARDS

17. Antigo Optimist Club

2020

**Keri Beck- Assistant Director of LCEDC
BOARDS, COMMISSIONS, & COMMITTEES**

APPOINTED BY LANGLADE COUNTY

1. Northcentral International Trade Business Economic Council (ITBEC)- Keri Beck

ADVISORY COMMITTEES/TASKFORCES

2. Nicolet-Wolf River Scenic By-Way Committee
3. Heart Project Committee
4. ITBEC Marketing Committee

COMMUNITY BOARDS

5. Antigo Youth Bowling Board of Directors
6. Antigo Fillies Softball Board of Directors

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 2020 even through the Pandemic 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 - ASSISTANT DIRECTOR