

2021 ANNUAL REPORT



LANGLADE COUNTY
EDC
Economic Development Corporation



Woodland View Dairy Farm
Owners Matthew & Tish Kessling



Volks Auto LLC
Owners Dustin & Julia Volkman



Fullers Sales & Service
Owners Chris & Beth Fuller



Antigo • Langlade County Welcome Center

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

THANK YOU!

LCEDC BOARD OF DIRECTORS 2021

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: Joel Zalewski

LCEDC EXECUTIVE COMMITTEE 2021

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 2021

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 2021 contributors for believing in our mission to keep moving Langlade County and the City of Antigo forward.

LANGLADE COUNTY



CITY OF ANTIGO



**City of Antigo
Room Tax Commission**



Wisconsin Public Service

**The Suick Family
Foundation**

DATA INFORMATION

- SALES TAX CONTINUES TO RISE WITH A \$204,622.00 INCREASE FROM 2020
(Total \$2,161,948.43)

SALES TAX 2021			2021 vs 2020	SALES TAX 2020		
MONTH	AMOUNT			MONTH	AMOUNT	
January	\$ 165,818.82		-\$14,142.46	January	\$ 179,961.28	
February	\$ 168,889.88		\$26,579.16	February	\$ 142,310.72	
March	\$ 136,207.11		\$14,266.09	March	\$ 121,941.02	
April	\$ 157,147.77		\$16,280.81	April	\$ 140,866.96	
May	\$ 184,251.90		\$65,023.98	May	\$ 119,227.92	
June	\$ 201,046.46		\$45,779.75	June	\$ 155,266.71	
July	\$ 199,693.32		-\$15,519.19	July	\$ 215,212.51	
August	\$ 175,016.71		-\$13,943.50	August	\$ 188,960.21	
September	\$ 214,500.68		\$43,073.59	September	\$ 171,427.09	
October	\$ 182,073.42		-\$16,801.86	October	\$ 198,875.28	
November	\$ 153,832.60		\$5,069.38	November	\$ 148,763.22	
December	\$ 223,469.76		\$48,956.25	December	\$ 174,513.51	
Total	\$ 2,161,948.43		\$204,622.00	Total	\$ 1,957,326.43	

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF) 2021

- Total Balance Available to Loan **\$50,136**

Revolving Loan Fund Portfolio as of 12/31/2021

15 business loan portfolios = \$1,195,500 borrowed

\$490,594.82 owed

\$3,690,715 leveraged

26.5 jobs created

Created 26.5 jobs with 82 currently employed

Four (4) loans paid in full

One (1) new Emergency Response Loan total amount \$5,000

Community Development Fund as of 12/31/2021

2 business loan portfolios = \$160,500 borrowed

\$42,271 owed: 45.5 jobs retained; 6 job created

One (1) Community Development Fund Loan paid in full

EDC Activities Report

– Economic Development Corporation Business Website: **15,172 Visits**; with 88.5% new visitors in 2021.

Top referral sites: Facebook

- Facebook: 701 “Likes” up 257 from 2020 with 713 “Followers” - The top post was Antigo Floral’s Success Video. This post reached 1,129 people with 278 post clicks, and 200 reactions, comments, and shares.
- alcinfo.com: We received 172 referral visits to Langlade County EDC website in 2021.

2021 Measurements

Economic Development Activities

Objective: Revenue Stream Diversification:

- Awarded \$1,000 from Wisconsin Public Service for 2021 ED Efforts
- Awarded \$10,000 Grant from Suick Family Foundation for 2021 ETP Program
- Awarded \$25,000 Grant from Suick Family Foundation for Downtown Business District Support Grant Program
- Awarded \$12,000 for administration of CDBG Public Facilities 2021 Project for the City of Antigo Extension of Downton Reconstruction Project from Lincoln Street to Western Avenue
- Awarded \$16,250 for administration of CDBG CV 2021 Project for Langlade County on Microbusiness Grant Program
- Awarded \$10,000 for administration of Economic Development Administration Grant to City of Antigo for Infrastructure Project in Saratoga Industrial Park
- Awarded \$34,504.10 Grant from Hotel/Motel Room Tax Commission for Langlade County Tourism Destination Marketing
- Awarded additional \$7,500 for Welcome Center Buildout/Travel Aide
- Just recently awarded \$50,000 for EDA Regional Navigator Grant Program with Nicolet College
- Contracted with Forward Services for additional Office Space Rental Income for a total of \$1,250 for 2021 and \$3,000 for 2022
- Contracted with City of Antigo and Langlade County for Economic Development Services at \$75,000 each for a total of \$150,000.
- Local Revolving Loan Fund Administration \$6,000.

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 Small Business Grant CDFI (CoVantage Program): 6 Grants @ \$20,000 = **\$120,000**
 - WEDC Were All In Grant: 86 Grants @ \$2,500=**\$215,000**
 - WEDC Were All In Grant Phase 2: 102 Grants @ \$5,000= **\$510,000**
 - WEDC Small Business Recovery Grant 2021: 244 Grants @ \$5,000= **\$1,220,000**
 - Restaurant Recovery Grant 2021: 4 businesses= **\$409,796.00**
 - Timber Harvester Hauler Grant 2021: 2 businesses = **\$114,000**
 - Mainstreet Bounce Back Program Grant: 20 = **\$200,000**
 - Movie Theatre Assistant Grant: **\$30,000**
 - Langlade County Microbusiness Assistant Grant: 17 applications so far totaling **\$170,000**
 - LCEDC: Emergency Response Loan Created: **\$20,000** Loaned Retained 30 FTE
- Created and Implemented Community Wide COVID-19 Resource Webpage
- Working with Northcentral Regional Planning Commission on the implementation of EDA Coronavirus Grant for Regional Recovery Plan
- Continue to be a resource for businesses and Government for navigation of programs and Grants

Activities: Business

- Loan portfolio as of 12/31/21: 15 business loan portfolios; \$1,195,500 borrowed; \$490,594.82 balance: 82 jobs created and retained
- New Business Inquiry: 102 business inquiries 69 Business Retention Visits; up 83 more contacts then 2020
- One (1) Langlade County Community Development Loan paid in full totaling \$40,500 and created 2 FTE jobs and retained a total of 31.5 Jobs
- Loaned One (1) Emergency Loan totaling \$5,000 and retained 1 job: One (1) Emergency Fund Loan Paid in full
- Three (3) new RLF loans totally 240,000 creating 18 jobs
- Three (3) RLF loans paid in full: retaining 20.5 jobs
- Four (4) approved Downtown Entrepreneur Grants: Total \$303,068 in investment and \$75,473 granted. Creating four new businesses in our downtown district of City of Antigo.
- One (1) approved Façade Grants; Total \$5,000 to the Antigo Visual Arts Group for bringing art and murals to our downtown district

- Assisted 14 downtown businesses to obtain various grants.
- Administered and monitored three Community Development Block Grant projects two (2) for City of Antigo Downtown 5th Avenue Project going to Western Ave, and the Langlade County Microbusiness Loan Project
- Administration of the Revolving Loan Fund, Community Development Fund, Public Improvement Fund, and Downtown Entrepreneur Grant

Entrepreneurship

- Expanded the Entrepreneurial Program to all virtual business education series
- Graduated 9 students in Spring of 2021 and 6 students in Fall of 2021. Bringing the total number of graduates to 87 since the program was implemented in 2015. Totally 24 new businesses started.
- In 2021, (3) new businesses started from the ETP Course in Langlade County
- In 2021, (5) Potential New Businesses Entrepreneur Graduates were awarded a total of \$5,000 in business start- up grants
- 26 Entrepreneur Graduates were awarded a total of \$56,800 in business start- up grants and created 35 new jobs
- Continue to work with key partners like SBDC, WWBIC, NEWCAP, and GRID 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

Community & Economic Opportunity

Objective: Improve the quality of life in Langlade County.

Image Enhancement Project for 5th Avenue

- Administered and closed out the RLF Program with an award of \$2,495,873 for downtown 5th Avenue Project including Lincoln to Western
- Administered both the Downtown Antigo Façade and Entrepreneur Grant Programs with total image enhancements of over 1.1 million invested by businesses in downtown
- Working with businesses throughout Langlade County that includes downtown 5th Avenue with the Mainstreet Bounceback Program

Broadband

- Supported and help implemented paperwork necessary to the PSC for Wittenberg Wireless LLC and Langlade County to bring 24.7 miles of fiber to two (2) communication towers and in return provide 13 businesses and 156 residents options too have fiber to their homes or businesses. Total project cost; 990,635 Wittenberg Wireless and Langlade County was successful in getting awarded a \$445,785 PSC Grant for this project that will begin in Spring of 2022
- Continue to support Cirrinity (Wittenberg Wireless) and other Internet Service Providers on efforts on expanding fiber and broadband opportunities in Langlade County by meeting one on one with them to plan broadband goals
- Continue to collect data to determine the unserved and underserved areas in Langlade County to seek opportunities to expand broadband
- Working with Langlade County Land Officer on mapping broadband through the GIS System
- 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 \$34,504.10 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
- Designed and Launched the new Welcome Center that opened in June of 2021: 1,794 Visitors came through the Welcome Center and took 1,739 informational brochures
- Worked with Discover Mediaworks for complete Destination Marketing Campaign utilizing Social Media placement with videos, blogs, and content. Release the Antigo episode in 2021.
- Working with Antigo/Langlade County Chamber of Commerce for implementation of the 2022 Langlade County Visitors Guide.
- Continuing to invest and upgrade the LangladeCounty.org Tourism Website and App
- Continue to 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 outdoor shows, manage Langlade County Veterans Memorial Park and Jack Lake Campground website, promote and manage alcinfo.com 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 for marketing effort of the byway.
- Partnered with Kim Swisher Advertising on Google Ads Marketing Campaign
- Collaborated with the City of Antigo Park & Recreation Department and Langlade County Ice Age Trail Chapter to get the City of Antigo designated as an Ice Age Trail Community.
 - 173 people visited Antigo in October for the Mammoth Hike Challenge
- Continued sending out Everbridge mass notification on trail updates and participating in joint marketing of Everbridge and Alcinfo.com.

Destination Marketing Results

– Tourism Website: 37,142 visits, with 85.4% new visitors in 2021:

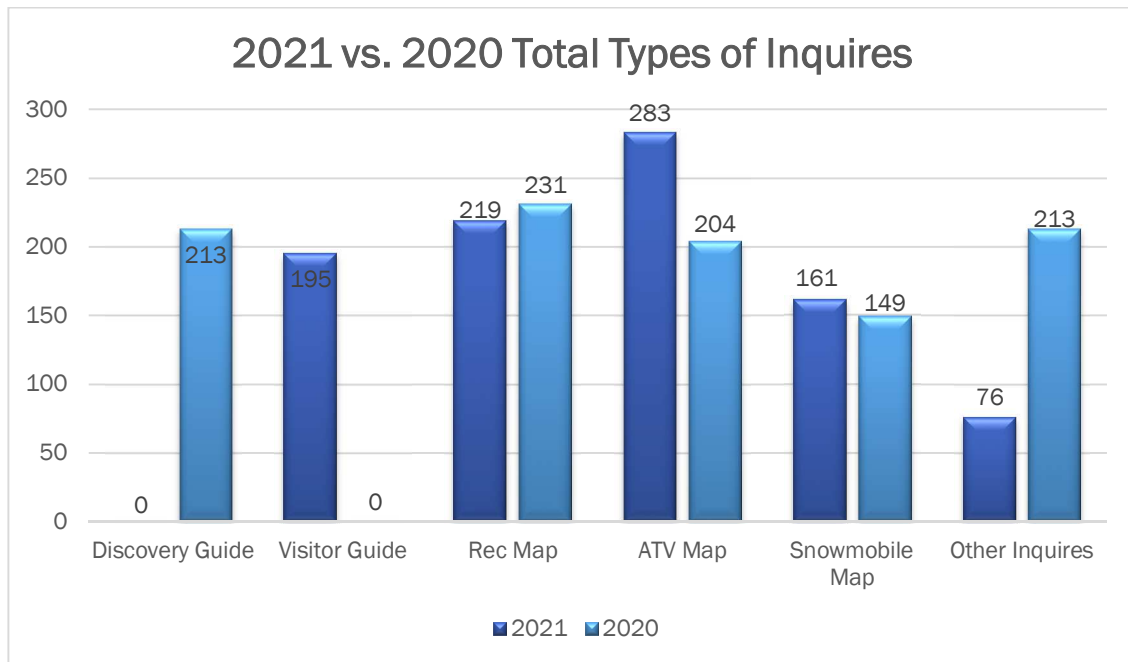
Top referral site: Facebook

– App Downloads: 98 downloaded in 2021

total downloads since launch: 3,614

– Recreation Information Requests Mailed Out: 934 Recreation Requests in 2021

Top Request: ATV/UTV Map



- Worked with Antigo/Langlade County Chamber of Commerce and Visitor Center to create the 2021 Langlade County Visitor Guide with pullout Recreation Map. The guide was in print on January 18, 2021.**
 - Distributed: 1,515 2021 Langlade County Visitor Guides with Recreation Maps from the Economic Development Corporation Office**
- Facebook: 12,387 “Likes” up 800 from 2020 with 12,391 “Followers” - The top post was about the Zone A of the Langlade County Snowmobile trails on January 1, 2022. This post reached 16,298 people with 530 likes, comments, & shares, and 542 post clicks.**
- Travelwisconsin.com: We received 935 visits to Langlade County Page in 2021; up from 160 visits in 2020.**
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 49 visits to Langlade County Page in 2021.**
- Discoverwisconsin.com: We received 27 visits to Langlade County Page in 2021 with an addition 14 visits from the Bobber Blog links.**
- Atvtracks.com: We received 51 visits to Langlade County Page in 2021**
- Snowtracks.com: We received 24 visits to Langlade County Page in 2021**
- NicoletWolfRiverByway.com: We received 25 visits to Langlade County Page in 2021.**
- Alcinfo.com: We received 0 visits to Langlade County Page in 2021**
- Due to the pandemic no travel shows were attended in 2021.**

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

2021

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

APPOINTED BY GOVERNOR

1. Northcentral Regional Planning Commission (January, 2028)

APPOINTED BY LANGLADE COUNTY

2. Langlade County Housing Authority Board

REGIONAL ECONOMIC DEVELOPMENT BOARDS/COMMITTEES

3. Grow North Regional Economic Development Board
4. Northcentral Wisconsin Development Corporation
5. Central Wisconsin Economic Development Fund Board

ADVISORY COMMITTEES/TASKFORCES

6. Langlade County Manufacturing Council
7. Langlade County Broadband Advisory Committee
8. City of Antigo Destination Taskforce
9. Wisconsin Women Business Initiative Corporation Northern Wisconsin Advisory Committee
10. Advisory Committee for NTC Day North Central Technical College
11. Langlade County Transit System
12. Aspirus Langlade Hospital Board of Directors
13. NorthLakes Community Clinic Advisory Committee

COMMUNITY BOARDS

14. Antigo Optimist Club

2021

Keri Beck: Assistant Director of LCEDC
BOARDS, COMMISSIONS, & COMMITTEES

APPOINTED BY LANGLADE COUNTY

1. Northcentral International Trade Business Economic Council (ITBEC) Board

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 2021 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 2022!

Thank you!

EDC STAFF



ANGIE CLOSE - EXECUTIVE DIRECTOR



KERI BECK – ASSISTANT DIRECTOR

