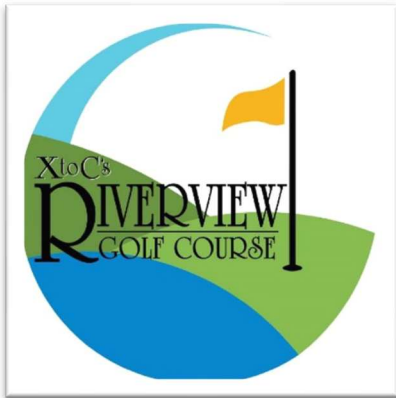


2022 ANNUAL REPORT



X to C Riverview Golf Course



111 Alliance



GB Acquisition



Johnson Coil



Mosaic Massage



Queen's Landing

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

THANK YOU!

LCEDC BOARD OF DIRECTORS 2022

President: Thomas Bauknecht - City of Antigo Alderman
Vice President: Sarah Koszarek
Secretary: Warren Wagner - County Board Supervisor
Member: Bill Brandt - City of Antigo Mayor
Member: Ron Nye - County Board Supervisor
Member: Dillon Gretzinger
Member: Dave Krochalk - County Board Supervisor
Member: Sally Mulhollon - County Board Supervisor
Member: Lynn D'Amato
Member: Tammy Walrath
Member: Michael Hunter
Member: Fred Westphal
Member: Joel Zalewski

LCEDC EXECUTIVE COMMITTEE 2022

President: Thomas Bauknecht - City of Antigo Alderman
Vice President: Sarah Koszarek
Secretary: Warren Wagner - County Board Supervisor
Member: Tammy Walrath
Member: Dillon Gretzinger

LOAN REVIEW BOARD 2022

Chair: Ben Zelazoski
Member: Dave Visser
Member: Gary Smits
Member: Leah Antoniewicz
Member: Rhonda Norrbom
Member: Tammy Walrath
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 2022 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 \$100,933.69 INCREASE FROM 2021

(Total \$2,262,882.12)

2022 vs 2021							
MONTH	AMOUNT			MONTH	AMOUNT		
January	\$ 153,311.30			January	\$ 165,818.82		
February	\$ 195,096.76			February	\$ 168,889.88		
March	\$ 148,400.78			March	\$ 136,207.11		
April	\$ 152,098.47			April	\$ 157,147.77		
May	\$ 163,956.75			May	\$ 184,251.90		
June	\$ 224,600.50			June	\$ 201,046.46		
July	\$ 172,010.96			July	\$ 199,693.32		
August	\$ 213,348.68			August	\$ 175,016.71		
September	\$ 232,106.93			September	\$ 214,500.68		
October	\$ 193,419.98			October	\$ 182,073.42		
November	\$ 197,751.32			November	\$ 153,832.60		
December	\$ 216,779.69			December	\$ 223,469.76		
Total	\$ 2,262,882.12	\$100,933.69		Total	\$ 2,161,948.43		

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF) 2022

- Total Balance Available to Loan **\$87,216**

Revolving Loan Fund Portfolio as of 12/31/2022

16 business loan portfolios = \$1,214,500 borrowed

\$479,938.97 owed

\$4,141,552 leveraged

24 jobs created and 68 jobs retained; total of 92 employed

Five (5) loans paid in full

Five (5) new Revolving Loans total amount \$269,000

Community Development Fund as of 12/31/2022

1 business loan portfolios = \$120,000 borrowed

\$29,000 owed

10 jobs retained; 5 job created

EDC Activities Report

– Economic Development Corporation Business Website: **15,288 Visits**; with 82.9% new visitors in 2022.

Top referral sites: Facebook

- Facebook: 1,122 “Likes” up 421 from 2021 with 1,219 “Followers” - The top post was Lisa’s Haefs’ story on Suick Lure Company. This post reached 3,867 people with 272 post clicks, and 253 reactions, comments, and shares.
- alcinfo.com: We received 102 referral visits to Langlade County EDC website in 2022.

2022 Measurements

Economic Development Activities

Objective: Revenue Stream Diversification:

- Contracted with City of Antigo and Langlade County for Economic Development Services at \$75,000 each for a total of \$150,000.
- Awarded \$1,000 from Wisconsin Public Service for 2022 ED Efforts
- Awarded \$15,000 Grant from Suick Family Foundation for 2022 ETP Program
- Awarded \$43,468.77 Grant from Hotel/Motel Room Tax Commission for Langlade County Tourism Destination Marketing
- Awarded \$58,147.00 Destination Marketing Grant for Langlade County Tourism Destination Marketing
- Awarded \$50,000 (total for 2-year project) as a Spoke for the SBA Navigator Program with Nicolet College
- Awarded \$25,000 from Suick Family Foundation (2021 expended in 2022) for the Downtown SEARCH Grant Program
- Continued logging in hours for the Economic Development Authority Industrial Park Project; total admin awarded was \$10,000
- Contracted with Forward Services for additional Office Space Rental Income for a total of \$3,000 for 2022
- 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

- Mainstreet Bounce Back Program Grant in 2022: = **\$280,000: Total for program was \$480,000.00 (48 businesses that were awarded)**
- Langlade County Microbusiness Assistant Grant: 17 businesses awarded totaling **\$170,000 for 2022**
- City of Antigo SEARCH (Suick Economic Assistance Reward Creating Hope) Grant: 5 businesses awarded totaling **\$25,000**
- Continue to be a resource for businesses and Government for navigation of programs and Grants

Activities: Business

- Administration of the Revolving Loan Fund, Community Development Fund, Public Improvement Fund, and SEARCH Grant
- Revolving Loan portfolio as of 12/31/22: 15 business loan portfolios; \$1,195,500 borrowed; \$490,594.82 balance: 82 jobs created and retained
- New Business Inquiry: 164 business inquiries (new and existing); up 62 more contacts then 2021; **69 Business Retention Visits; up 83 more contacts then 2021**
- Central Wisconsin Economic Development Fund: Assisted and closed on 5 Loans in Langlade County totaling \$663,611.73/partnering with local credit unions and banks.
- Total Loans Secured in 2022: \$2,0789,325.00
- Two (2) Emergency Loans continue to employ 5.5 jobs.
- Five (5) new RLF loans totally \$269,000 retaining 38.5 jobs and creating 6 jobs
- Five (5) RLF loans paid in full: retaining 33.5 jobs
- Administered and monitored two Community Development Block Grant projects: City of Antigo Downtown 5th Avenue Project from Lincoln St to Western Ave and the Langlade County Microbusiness Loan Project
- Implemented the PACE (Property Assessed Clean Energy Program in Langlade County

Entrepreneurship

- Expanded the Entrepreneurial Program to all virtual business education series
- Graduated 5 students in Spring of 2022 and 14 students in Fall of 2022. Bringing the total number of graduates to 108 since the program was implemented in 2015. Totally 39 new businesses started.
- In 2022, (3) new businesses started from the ETP Course in Langlade County
- Four Potential New Businesses Entrepreneur Graduates were awarded a total of \$11,000 in business start- up grants; These grants are only disbursed as reimbursement and the business must be open.
- Continue to work with key partners like SBA, 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 Antigo High School Work Co-Op Program and hired Kayleigh Parilek as an intern for the Summer of 2022
- Working with Regional Talent Cultivation Specialist on building our Pathways in Wisconsin for students looking to enter the workforce. This is done through Inspire Grow North. It 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. Successful program example: Karl's Transport
- 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: Langlade County HR Group/Manufactures Alliance
- Continue to monitor the labor pool and unemployment rates and report out
- Brought Job Services like Forward Services to NTC Antigo Campus

Community & Economic Opportunity

Objective: Improve the quality of life in Langlade County.

Image Enhancement Project for 5th Avenue

- Continue to work with businesses to fill empty buildings in our downtown corridor. The Mainstreet Bounceback Program was a huge success in filling the spaces
- Distributed \$25,000 in façade and building/business improvement in downtown Antigo corridor

Broadband

- Officially formed a Langlade County Broadband Commission with representatives from Towns, Elected Officials, Residents and Industry.
- Continue to collect data to determine the unserved and underserved areas in Langlade County to seek opportunities to expand broadband utilizing Speed Test Data and GIS Mapping
- Supported and help implemented grant paperwork necessary to the PSC for Wittenberg Wireless LLC and Langlade County to bring 65 miles of fiber to three (3) Townships that included Rolling, Norwood, and Polar for 528 homes and businesses. This grant was awarded at \$1,657,500 with towns and Cirrinity matching \$1,105,000.00
- Continue to work with the Public Service Commission, The National Telecommunication and Information Administration 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.

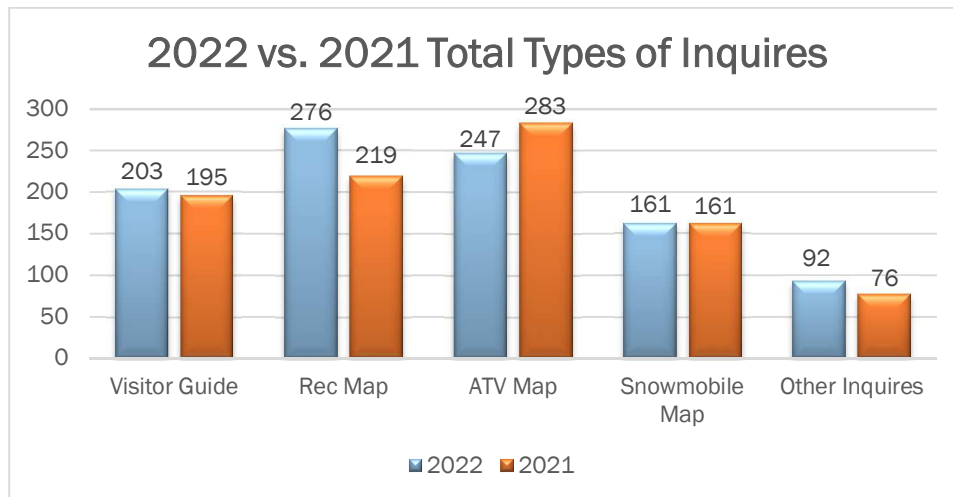
- Awarded City of Antigo Hotel/Motel Tax Marketing Grant \$43,468.77 to implement Destination Marketing Strategy for Langlade County
- Expended \$58,147.00 of the Destination Marketing Grant for Langlade County Tourism Destination Marketing
- Antigo - Langlade County Welcome Center had 2,676 Visitors come through the Welcome Center. They took 2,004 informational brochures.
 - Rebecca Kubacki was hired as a summer intern for the Welcome Center. She is attending UW-Madison for Journalism.
 - Michael Clay was hired in September 2022 as the Welcome Center Assistant.
- Working with Antigo/Langlade County Chamber of Commerce for implementation of the 2023 Langlade County Visitors Guide with Recreation Map.
- 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, 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
- Partnered with Social Siren Marketing on social media campaigns and Google Ads.
- During October, 170 people checked in Antigo as an Ice Age Trail Community 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: 52,586 visits, with 85.2% new visitors in 2022: up 15,444 visits from 2021
Top referral site: Facebook
- App Downloads: 202 downloaded in 2021; up 104 downloads from 2021
total downloads since launch: 3,816

- Recreation Information Requests Mailed Out: 979 Recreation Requests in 2022; up 45 requests from 2021.

Top Request: Recreation Map



- Worked with Antigo/Langlade County Chamber of Commerce and Visitor Center to create the 2023 Langlade County Visitor Guide with pullout Recreation Map. The guide was in print on January 23, 2023.
 - Distributed: 3,576 2022 Langlade County Visitor Guides with Recreation Maps from the Economic Development Corporation Office along with 468 separate Recreation Maps
- Facebook: 13,122 “Likes” up 735 from 2021 with 13,406 “Followers” up 1,015 from 2021
 - Top post: The City of Antigo's Peaceful Valley Heinzen Pavilion Rink, Hockey Rink, and warming house are now open. Go to <http://bit.ly/3YOVhAo> for ice conditions, when lights are on, and when the warming house doors are open.
 - This post reached 20,775 people with 614 reactions, comments, & shares, and 1,006 post clicks.
- Facebook: We received 6,784 visits to Langlade County Page in 2022
- Travelwisconsin.com: We received 2,432 visits to Langlade County Page in 2022; up from 1,497 visits in 2021.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 64 visits to Langlade County Page in 2022.
- Discoverwisconsin.com: We received 16 visits to Langlade County Page in 2022.
- WATVA.org: We received 96 visits to Langlade County Page in 2022
- Atvtracks.com: We received 32 visits to Langlade County Page in 2022
- Snowtracks.com: We received 32 visits to Langlade County Page in 2022
- NicoletWolfRiverByway.com: We received 39 visits to Langlade County Page in 2022.
- Alcinfo.com: We received 0 visits to Langlade County Page in 2022
- Attended the Green Bay RV & Camping Show and one day of the Wisconsin State Fair in 2022.

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: Inspire Grow North
- 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 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

2022
ANGIE CLOSE: Executive Director of LCEDC
BOARDS, COMMISSIONS, & COMMITTEES

APPOINTED BY GOVERNOR

1. Northcentral Regional Planning Commission (January, 2028) (NCWRPC)

APPOINTED BY LANGLADE COUNTY

2. Langlade County Housing Authority Board

REGIONAL ECONOMIC DEVELOPMENT BOARDS/COMMITTEES

3. Grow North Regional Economic Development Board
4. Wisconsin Economic Development Authority Board (WEDA)
5. Central Wisconsin Economic Development Fund Board (CWED)
6. Wisconsin Women Business Initiative Corporation Northern Wisconsin Advisory Committee
7. NorthLakes Community Clinic Advisory Committee
8. Wisconsin Women Business Initiative Corporation Northern Wisconsin Advisory Committee

ADVISORY COMMITTEES/TASKFORCES

9. Langlade County Manufacturing Council
10. Langlade County Broadband Taskforce
11. Langlade County HR Group Taskforce
12. Wisconsin Women Business Initiative Corporation Northern Wisconsin Advisory Committee
13. Advisory Committee for NTC Day North Central Technical College
14. Langlade County Transit System

COMMUNITY BOARDS

15. Antigo Optimist Club

2022

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 Committee
4. Building a Healthier Langlade County
5. ITBEC Marketing Committee

COMMUNITY BOARDS

6. Antigo Youth Bowling Board of Directors Vice President
7. Antigo High School Band Boosters Member

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 2022 fulfilling our mission to enhance economic opportunities for all.

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 2023!

Thank you!

EDC STAFF



ANGIE CLOSE - EXECUTIVE DIRECTOR



KERI BECK – ASSISTANT DIRECTOR



MICHAEL CLAY – WELCOME CENTER ASSISTANT

