

# 2023 ANNUAL REPORT



Wes Klemann, LLC dba Randy's Septic



Chapman Chi LLC, Rhonda Drexler



May May's Café: WWBIC/SBA Loan

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

**THANK YOU!**

**LCEDC BOARD OF DIRECTORS 2023**

- President: Thomas Bauknecht - City of Antigo Alderman
- Vice President: Sarah Koszarek
- Secretary: Warren Wagner - County Board Supervisor
- Member: Dillon Gretzinger
- Member: Lynn D'Amato
- Member: Tammy Walrath
- Member: Andrew Hessedal
- Member: Fred Westphal
- Member: Joel Zalewski
- Member started in May: Terence V. Brand - City of Antigo Mayor
- Member started in November: Steve Maier – County Board Supervisor

**LCEDC EXECUTIVE COMMITTEE 2023**

- 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 2023**

- 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 2023 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 \$64,128.40 INCREASE FROM 2022 (Total \$2,327,010.52)**

SALES TAX 2023			2023 vs 2022	SALES TAX 2022		
MONTH	AMOUNT			MONTH	AMOUNT	
January	\$ 148,897.74		<b>-\$4,413.56</b>	January	\$ 153,311.30	
February	\$ 213,942.04		<b>\$18,845.28</b>	February	\$ 195,096.76	
March	\$ 154,088.76		<b>\$5,687.98</b>	March	\$ 148,400.78	
April	\$ 135,905.10		<b>-\$16,193.37</b>	April	\$ 152,098.47	
May	\$ 186,359.28		<b>\$22,402.53</b>	May	\$ 163,956.75	
June	\$ 219,250.11		<b>-\$5,350.39</b>	June	\$ 224,600.50	
July	\$ 186,620.09		<b>\$14,609.13</b>	July	\$ 172,010.96	
August	\$ 235,931.39		<b>\$22,582.71</b>	August	\$ 213,348.68	
September	\$ 232,671.63		<b>\$564.70</b>	September	\$ 232,106.93	
October	\$ 185,143.42		<b>-\$8,276.56</b>	October	\$ 193,419.98	
November	\$ 229,018.17		<b>\$31,266.85</b>	November	\$ 197,751.32	
December	\$ 199,182.79		<b>-\$17,596.90</b>	December	\$ 216,779.69	
<b>Total</b>	<b>\$ 2,327,010.52</b>		<b>\$64,128.40</b>	<b>Total</b>	<b>\$ 2,262,882.12</b>	

## **ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF) 2023**

- **Total Balance Available to Loan \$95,960**

### **Revolving Loan Fund Portfolio as of 12/31/2023**

**13 business loan portfolios = \$836,375 borrowed**

**\$492,311.08 owed**

**\$3,356,462 leveraged**

**57.5 employed**

**Two (2) loans paid in full – both Emergency Response Loans**

**Two (2) new Revolving Loans total amount \$66,875**

### **Community Development Fund as of 12/31/2023**

**1 business loan portfolios = \$120,000 borrowed**

**Paid in Full the beginning of October**

# 2023 Measurements

## Summary of Economic Development Activities for Revenue Stream Diversification:

### 1. Economic Development Service Contracts

- City of Antigo: \$75,000
- Langlade County: \$75,000
- **Total: \$150,000**

### 2. Grants and Awards

- Wisconsin Public Service: \$1,000 for 2023 ED Efforts
- Suick Family Foundation: \$15,000 for 2023 ETP Program
- Hotel/Motel Room Tax Commission: \$70,800.43 for Langlade County Tourism Destination Marketing
- Dream Up Grant: \$75,000 for Childcare Planning in Langlade County
- SBA Navigator Program (with Nicolet College)
- **Total: \$211,800.43**

### 3. Grant Administration

- SBA Navigator Program: \$29,640
- EDA Industrial Park Project: \$3,000
- CDBG CV Program: \$20,774.68
- ETP Program Instruction: \$3,990.64

### 4. Contracted Services for 2024

- Antigo Library Solar Project Labor Standards Officer: up to \$1,200
- Waste Water Treatment Plan Solar Project Grant Administration and Labor Standards Office: up to \$3,500
- City of Antigo's CDBG PF 23-01 Edison Street Project: \$15,000 (2024 and 2025)
- Safe Water Drinking/Water Tower Project Labor Standards Office and draw request: up to \$7,000

### 5. Other Income

- Office Space Rental (Forward Services): \$3,000 for 2023

- Local Revolving Loan Fund Administration: \$6,000

**Total Revenue Stream Diversification**

- **Economic Development Services:** \$150,000
- **Grants and Awards:** \$211,800.43
- **Grants Administration:** \$57,405.32
- **Contracted Services for 2024 and Beyond:** up to \$26,700
- **Other Income:** \$9,000

**Grand Total:**

**\$454,905.75 (including contracted services for future years)**

**Business Development/Retention and Expansion Activities**

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

The Langlade County Economic Development Corporation (LCEDC) effectively facilitated significant financial support for local businesses, securing a substantial portion of the requested funds, and providing vital resources for both new and existing businesses in the region

**\*LANGLADE COUNTY SPECIFIC DATA for SBA Navigator Program**

- 192 Client Contacts
- 17 Clients Requested Loans; 3 Existing; 14 New
- 58 Clients Requested Grants: 38 Existing; 20 New
- 14 Loans Secured: 3 Existing; 11 New
- 52 Grants Secured: 35 Existing; 17 Secured
- New Business Loans Requested: \$2,085,712 Secured: \$1,854,779
- Existing Business Loans Requested: \$322,700 Secured: \$322,700
- Total Loans Requested: \$2,408,412 Secured: \$2,177,479
- Existing Business Grants Requested: \$605,000 Secured: \$330,287
- New Business Grants Requested: \$187,500 Secured: \$162,500
- Total Grants Requested: \$792,500 Secured: \$492,787

**Financial Impact of LCEDC**

**Total Financing Requested:** \$3,200,912 **Total Financing Secured:** \$2,670,267

**Total New Business Financing Secured:** \$2,017,279 **Total New Business Grants Secured:** \$162,500

**Total Existing Business Financing Secured:** \$652,987 **Total Existing Business Grants Secured:** \$330,287

## **Entrepreneurship**

- Awarded a 2024 WEDC ETP Partner Grant for \$62,000 to enhance education and technical assistance to start up and existing businesses
- Graduated 7 students in Spring of 2023 and 2 students in Fall of 2023. Bringing the total number of graduates to 117 since the program was implemented in 2015. Total of 42 new businesses has started directly because of this program.
- Continue to work with key partners like SBA, SBDC, WWBIC, NEWCAP, SCORE 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 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 Llanglade County.**

#### Broadband

- Because of joint efforts and partnerships, Cirrinity was awarded \$520,000 from PSC to build 17 miles of Fiber To The Home (FTTH) 10 Gigabit capable low latency Broadband to 104 homes and businesses in the towns of Summit, Vilas, and Peck. The route will begin at our existing fiber in Deerbrook Near the County B and County C intersection and head West and North past MC Fest grounds while following County H to Summit Town Hall. This project will get fiber to a phase two EMS tower site at the Summit Town Hall location which is an area with no current coverage
- Through joint efforts and partnerships, assisted Cirrinity in applying for a \$900,000 PSC Grant for Town of Neva with FTTP service to reach 171 residents, 5 business locations
- Continued monthly Llanglade County Broadband Commission meetings with representatives from Towns, Elected Officials, Residents and Industry.
- Continue to collect data to determine the unserved and underserved areas in Llanglade County to seek opportunities to expand broadband utilizing Speed Test Data and GIS Mapping
- Monitoring NTIA's BEAD Program (Broadband Equity Access and Deployment Program)
- 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

#### Childcare

- Created a Llanglade County Childcare Taskforce Team
- Applied for and awarded a \$75,000 Dream Up Childcare Planning Grant
- Created an Advocacy Marketing Program working with Lincoln, Oneida, and Vilas County
- Created a Grant Program to support Existing and Potential New Child Care Facilities along with Education Grants to Support Childcare Teachers
- Working on Sustainable Solutions to Continue to Increase and Sustain Quality Licensed Childcare Facilities



# 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 \$70,800.43 to implement Destination Marketing Strategy for Langlade County
- Antigo · Langlade County Welcome Center had 3,230 people come through the Welcome Center (2,432 regular visitors, 232 school tours, and 566 Santa). This is 554 more people than 2022. They took 2,236 informational brochures, which is an increase of 232 items than 2022.
  - Michael Clay continued as the Welcome Center Assistant in 2023.
- Working with Antigo/Langlade County Chamber of Commerce for implementation of the 2024 Langlade County Visitors Guide.
- Continuing to invest and upgrade the LangladeCounty.org Tourism Website
- 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 Social Siren Marketing on social media campaigns and Google Ads.
- During October, 211 people checked in Antigo as an Ice Age Trail Community for the Mammoth Hike Challenge. This is 41 more check ins than in 2022.
- Continued sending out Everbridge mass notification on trail updates and participating in joint marketing of Everbridge and Alcinfo.com.

## Destination Marketing Results

-- Tourism Website: 75,362 visits: up 22,776 visits from 2022

Top referral site: Facebook

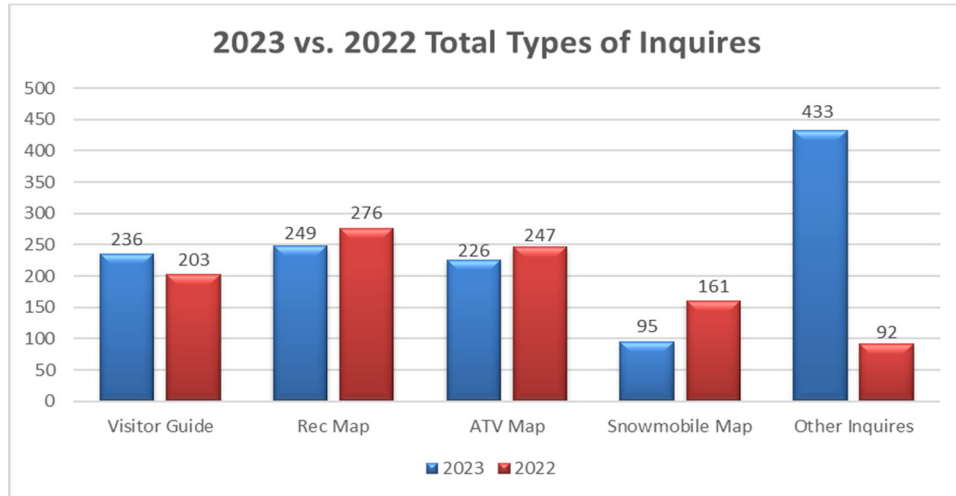
2<sup>nd</sup> referral site: JackLakeCampground.com

-- App Downloads: 134 downloaded in 2023

**total downloads since launch: 3,950**

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

Top Request: Other Inquires from the February & March ITBEC inquires received.



-- Worked with Antigo/Langlade County Chamber of Commerce and Visitor Center to create the 2024 Langlade County Visitor Guide. The guide was in print on February 1, 2024.

-- Distributed: 3,529 2023 Langlade County Visitor Guides with Recreation Maps from the Economic Development Corporation Office along with 714 separate Recreation Maps

-- Facebook: 14,510 "Followers" up 1,104 from 2022

-- Top post was about the 1941 DC-3 plane that was converted into a Deerbrook vacation rental.

-- This post reached 564,043 people with 897 reactions, comments, & shares, and 2,098 post clicks.

-- Facebook: We received 11,124 visits to Langlade County Page in 2023; up 4,340 visits from 2022

-- Travelwisconsin.com: We received 494 visits to Langlade County Page in 2023.

-- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 296 visits to Langlade County Page in 2023.

-- Discoverwisconsin.com: We received 67 visits to Langlade County Page in 2023.

-- WATVA.org: We received 80 visits to Langlade County Page in 2023

-- Atvtracks.com: We received 12 visits to Langlade County Page in 2023

- Snowtracks.com: We received 14 visits to Langlade County Page in 2023
- NicoletWolfRiverByway.com: We received 40 visits to Langlade County Page in 2023
- Alcinfo.com: We received 40 visits to Langlade County Page in 2023
- Attended the Green Bay RV & Camping Show and one day of the Wisconsin State Fair in 2023.

## 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 redevelopment projects
- 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, manufacturers council, and 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/Child Care/Broadband

**2023**

**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)

**ADVISORY COMMITTEES/TASKFORCES**

6. Langlade County Dream UP! Taskforce on Childcare
7. Langlade County Manufacturing Council
8. Langlade County Broadband Taskforce
9. Langlade County HR Group Taskforce
10. Langlade County Transit System
11. Langlade County Strategic Planning

**COMMUNITY BOARDS**

12. Antigo Optimist Club
13. CoVantage Credit Union

**2023**

**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. Building a Healthier Langlade County
4. ITBEC Marketing Committee
5. Seven County Land Managers & ATV Clubs
6. Ice Age Trail

**COMMUNITY BOARDS**

7. Antigo Youth Bowling Board of Directors Vice President

## **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 2023 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**

