

2024 ANNUAL REPORT



Sola Eclipse LLC ETP 2024 Grant Recipient



Creative Phoenix ETP 2024 Grant Recipient



Charlies Bike Shop ETP 2024 Grant Recipient



Home Assurance ETP 2024 Grant Recipient



2024 RLF Loan Recipients

THANK YOU!

LCEDC BOARD OF DIRECTORS 2024

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

LCEDC EXECUTIVE COMMITTEE 2024

President: Tammy Walrath Thomas Bauknecht - City of Antigo Alderman
Vice President: Sarah Koszarek
Secretary: Warren Wagner - County Board Supervisor
Member: Thomas Bauknecht - City of Antigo Mayor
Member: Steve Maier – County Board Supervisor

LOAN REVIEW BOARD 2024

Chair: Ben Zelazoski
Member: Dave Visser
Member: Gary Smits
Member: Leah Antoniewicz
Member: Rhonda Norrbom
Member: Tammy Walrath
Member: Glenn Bugni - City of Antigo Councilman

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 2024 investors 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**



**The Suick Family
Foundation**

2024 AT A GLANCE

Total Income: \$429,413 (Up 8.8%)

Entrepreneurship Investment: \$77,000 in direct grants

Jobs Created/Retained: 90 through RLF portfolio

Broadband Infrastructure Grants Secured: \$1.3 million

Childcare Slots Saved/Grown: 215 Retained; 42 saved; strategic growth underway

Tourism Website Visits: 87,676 (Up 16.3%)

DATA INFORMATION

- **SALES TAX CONTINUES TO RISE WITH A \$23,622 INCREASE FROM 2023
(Total \$2,350,632.68)**

SALES TAX 2024				SALES TAX 2023			
		2024 vs 2023					
MONTH	AMOUNT			MONTH	AMOUNT		
January	\$ 129,981.78		-\$18,915.96	January	\$ 148,897.74		
February	\$ 252,471.02		\$38,528.98	February	\$ 213,942.04		
March	\$ 158,164.31		\$4,075.55	March	\$ 154,088.76		
April	\$ 113,296.71		-\$22,608.39	April	\$ 135,905.10		
May	\$ 208,775.28		\$22,416.00	May	\$ 186,359.28		
June	\$ 179,617.47		-\$39,632.64	June	\$ 219,250.11		
July	\$ 215,668.15		\$29,048.06	July	\$ 186,620.09		
August	\$ 253,022.01		\$17,090.62	August	\$ 235,931.39		
September	\$ 182,523.29		-\$50,148.34	September	\$ 232,671.63		
October	\$ 224,280.73		\$39,137.31	October	\$ 185,143.42		
November	\$ 241,637.46		\$12,619.29	November	\$ 229,018.17		
December	\$ 191,194.47		-\$7,988.32	December	\$ 199,182.79		
Total	\$ 2,350,632.68		\$23,622.16	Total	\$ 2,327,010.52		



2024 Measurements

Summary of Economic Development Activities for Revenue Stream Diversification:

REVENUE STREAM DIVERSIFICATION

Objective: Secure a variety of income sources to support LCEDC programs and operations.

Total Income: \$429,413

- \$150,000 – Langlade County & City of Antigo (Core Services)
- \$79,016.90 – Hotel/Motel Room Tax (Tourism Marketing)
- \$62,000 – WEDC Entrepreneurial Hub Grant
- \$48,369 – Dream Up Childcare Planning Grant
- \$41,040 – Grant Administration (SBA Navigator, Dream Up, others)
- \$27,685 – Interest Income
- \$15,000 – Suick Family Foundation (ETP)
- \$5,300 – Miscellaneous
- \$1,000 – WE Energies (Business Development)

BUSINESS & ENTREPRENEURSHIP DEVELOPMENT

Objective: Drive business growth, retention, and entrepreneurship throughout the County.

- **RLF Loan Portfolio:**
 - 12 active loans, \$470,582 balance, \$3.4M in leveraged private investment
 - **90 jobs created or retained**
 - 2 new loans in 2024: \$86,000
- **CWED Finance:** 1 new start-up loan for \$35,000
- **SBA Support:** 67 clients assisted
- **Business Summit:** Hosted with SCORE; 23 attendees

Entrepreneurial Training Program (ETP)

- 11 new graduates in 2024
- 134 total graduates since 2015
- 47 businesses started
- 39 jobs created





Spring 2024 ETP Class



Fall 2024 ETP Class

Entrepreneurial Hub Impact

- \$62,000 grant secured
- 47 clients assisted
- \$9,700 in startup grants awarded
- Networking and educational events held with SBDC, NTC, and SCORE



First Business Network of Langlade County Event

December 12, 2024

WORKFORCE DEVELOPMENT

Objective: Connect youth and adults with in-demand career paths and local employers.

- **Youth Retention Initiatives:** Partnered with Regional Talent Cultivation Specialist
- **Employer Engagement:** Quarterly HR/Manufacturers meetings for workforce strategy
- **Labor Market Insights:** Shared with businesses to support hiring and retention

COMMUNITY DEVELOPMENT & BROADBAND

Objective: Enhance quality of life through essential infrastructure and placemaking efforts.

Broadband

- **Countywide Broadband Plan** completed
- Hosted **BEAD Training Event**
- Supported and endorsed BEAD project via County Board resolution
- **Projects in Progress:**
 - **Town of Neva:** \$1.5M project, 161 homes, 9 businesses; \$750,000 grant
 - **Town of Peck, Vilas, Summit:** \$1.1M project, 85 premises; \$550,000 grant



Childcare

- \$46,119 planning grant awarded
- \$31,839 in outreach and talent attraction
- Reopened a closed childcare center, saving **42 slots**
- Retained 257 spots total
- Business start-up loan awarded to new center owner

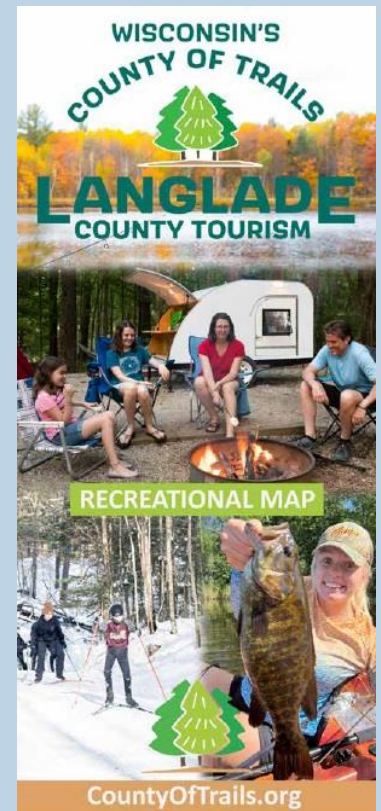
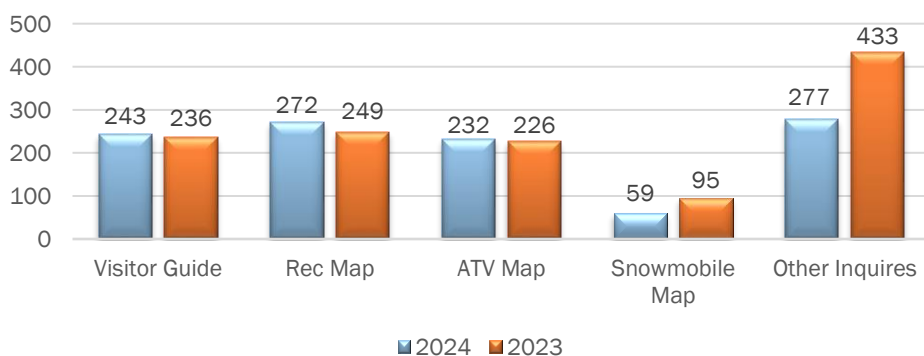


TOURISM DEVELOPMENT

Objective: Market Langlade County as a premier recreation destination to stimulate economic activity.

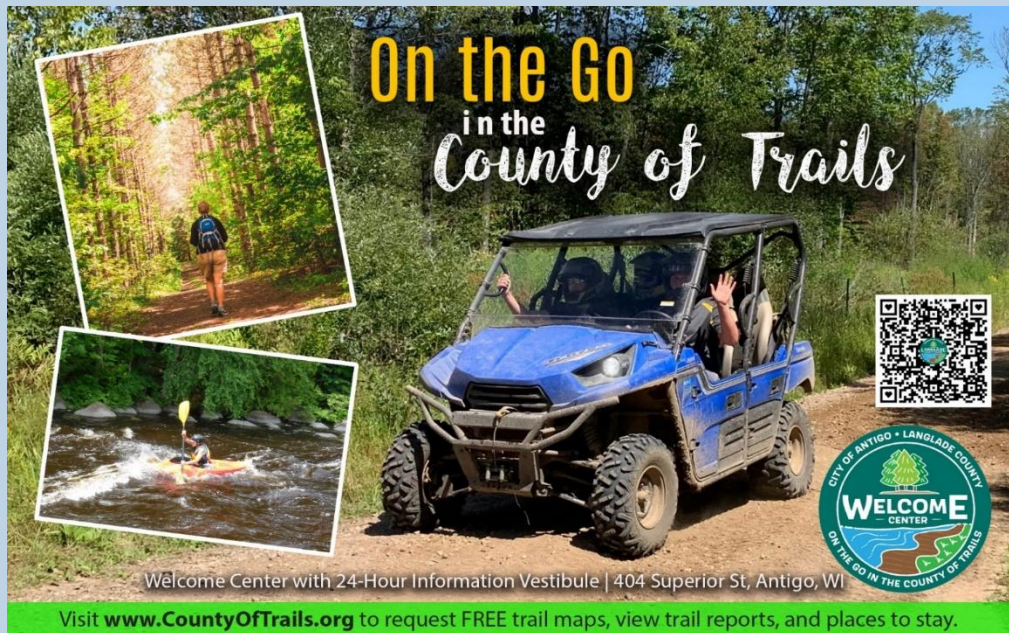
- **Marketing Grant:** \$79,016.90 for countywide destination strategy
- **Welcome Center Visitors:** 3,021 (incl. 682 Santa visitors)
- **Visitor Guide & Recreation Maps:**
 - 2,663 guides distributed
 - 2,805 rec maps distributed (2024 & early 2025 versions)

2024 vs. 2023 Total Types of Inquires



- **Digital Engagement:**

- Website: 87,676 visits (+12,314 from 2023)
- Facebook: 14,510 followers (+849)
- Instagram: 545 followers (+62)
- Top social media post: 80,829 reach (ATV/UTV connector)
- Top website referrals: Facebook, Travel Wisconsin



- **Collaborations & Highlights:**

- Partnered with Antigo/Langlade Chamber on 2025 Guide
- Participated in regional tourism campaigns (ITBEC, Scenic Byway, Everbridge)
- Attended Green Bay RV & Camping Show
- Created/updated "Go To Spot" icons across communities



STRATEGIC FOCUS MOVING FORWARD

- LCEDC Strategic Plan with more community engagement and collaboration
- Funding Opportunities for Sustainable Operations
- Business Retention & Expansion
- Workforce Development & Youth Engagement
- Entrepreneurship & Innovation
- Direct Industry Recruitment
- Community Development, with Emphasis on Childcare
- Broadband Access & Infrastructure Expansion Including Cellular Service
- Tourism Enhancement

2024

**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 (President)
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

2024

**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. North Central Wisconsin Tourism Partnership Marketing Committee
5. Seven County Land Managers & ATV Clubs
6. Ice Age Trail

COMMUNITY BOARDS

7. Antigo Youth Bowling Board of Directors Vice President
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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 2024 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 2024!

Thank you!

EDC STAFF

