



CITY OF ANTIGO

ECONOMIC DEVELOPMENT COMMITTEE MEETING

MULTI-PURPOSE ROOM

Monday, February 03, 2020

CITY HALL, 700 EDISON STREET

6:00 PM

Call to Order

Discussion and Action May Occur on Any of the Following Agenda Items:

1. Approval of the Minutes from the November 4, 2019 Meeting
2. Downtown Entrepreneur Grant and Facade Grant Balances
3. Flowers from the Heart 817 Fifth Avenue Downtown Entrepreneurs Grant Request
4. Consider the Extension of the 2019 Downtown Facade Grant Pilot Program for the Painting of Store-Fronts into the 2020 Season Including the Transfer of any Remaining Fund Balance from the Original Program

Any Other Matters Authorized by Law to be Considered

Adjournment

Upon reasonable notice, efforts will be made to accommodate disabled individuals through appropriate aids and services. For additional information, contact Jaime Horswill, 700 Edison Street, Antigo, Wisconsin 54409. (715) 623-3633 extension 100. Members of and possibly a quorum of members of other governmental bodies may be in attendance to gather information. Any governmental body other than that specifically referred to above will take no action.

DATE MAILED: January 30,2020

BILL BRANDT

DOWNTOWN BUSINESS ENTREPRENEURS GRANT PROGRAM

Date	BusinessName	Contact	Project Description	Project Cost	Grant	Status	Balance
7/1/2015	per Resolution:				\$75,000.00		\$75,000.00
1 8/11/2015	Belles Smokehouse	Anna Purdun	Business Eligible Start up costs	\$13,580.48	\$3,395.12	reimbursed	\$71,604.88
2 6/8/2016	Bremax Insurance	Lynne Hendricks	Renovation of Building	\$75,742.46	\$15,000.00	reimbursed	\$56,604.88
3 11/7/2017	Mortal and Pestle	Kelly Keyser-Millar	Business Eligible Start up costs	\$3,454.80	\$863.70	reimbursed	\$55,741.18
8/6/2018	Peacefull Valley General Store	Marie Sery	Renovation of Building	\$40,000.00	\$0.00	cancelled	\$55,741.18
4 8/6/2018	Nortec Sales	Dennis & Michell Pecha	Renovation of Building	\$9,164.17	\$2,291.04	reimbursed	\$53,450.14
5 8/6/2018	Stitch & Print Antigo	Alex Mak	Renovation of Building	\$63,794.10	\$15,948.53	approved	\$37,501.62
10/10/2018	per Resolution: 106-18	City of Antigo			\$25,000.00		\$25,000.00
							\$62,501.62
10/1/2018	The Bevy	Rebecca Stimac and Pam	Renovation of Building : 517/519 Fifthe Avenue	\$73,100.00	\$0.00	cancelled	\$62,501.62
6 10/10/2018	Missy's Inspiring Images	Missy Spray	Renovation of Building : 628 Dorr Street	\$20,563.31	\$5,140.82	reimbursed	\$57,360.80
7 10/10/2018	Wild Epitome, LLC	Robert & Pamela Frei	Renovation of Building : 816 Fifth Avenue	\$80,530.05	\$15,350.00	reimbursed	\$42,010.80
10/23/2018	per email: 10-23-2018	CoVantage Credit Union			\$25,000.00		\$67,010.80
11/13/2018	County Executive Meeting	Langlade County-CDF	2018 Funding Approved		\$25,000.00		\$92,010.80
8 11/5/2018	Super Monster LLC	Joe Draeger	New Business Renovation-Day Care-Edison Street (Old Rental Store Building)	\$134,000.00	\$25,000.00	reimbursed	\$67,010.80
9 4/1/2019	Farmers Insurance-805 5th ave	Kelly LaMarche	Startup costs and renovations	\$17,492.08	\$4,373.02	reimbursed	\$62,637.78
10 5/6/2019	Thrivent Financial-Downtown-711 5th	Nathan Musloff	Renovation of Building & Start Up Costs	\$60,039.89	\$15,009.97	reimbursed	\$47,627.80
11 5/6/2019	Antigo Times & Shoppers-725 5th Ave	Dave Wood	Renovation of Building & Start Up Costs	\$26,000.00	\$6,500.00	approved	\$41,127.80
12 5/6/2019	Savers Food Mart LLC-735 5th Ave	Kim & Tom Woyak	Renovation of Building & Start Up Costs	\$2,948.23	\$737.06	reimbursed	\$40,390.75
8/6/2019	Funding Approved by County/City/CoVantage			\$75,000.00			\$115,390.75
13 8/5/2019	Antigo Food Producers Commercial Ce	Rick Montgomery	Renovation of Building & Start Up Costs	\$100,000.00	\$25,000.00	approved	\$90,390.75
14 8/5/2019	KBV Enterprises LLC	William and Kandace Var	Roof Repair and Start up	\$54,500.00	\$13,625.00	approved	\$76,765.75
15 11/4/2019	CR Realty LLC-723 5th Avenue Antigo	Rob & Cami Cornelius	Renovation of outside building windows and doors/paint	\$15,500.00	\$3,875.00	approved	\$72,890.75
Total completed projects to date				\$734,909.57	\$152,109.26		
				Grants	\$225,000.00		
					\$72,890.75		

Re leased store to Son;
will not submit for grant:
\$10,000 credited back to
balance

extended to 12/31/19

Partnership deceased; will
not submit for grant:
\$18,275 credited back to
balance

\$ 4,333.26 reimbursed for 1st draw \$ 17,333.03 spent
\$ 4,782.51 reimbursed for 1st draw \$ 19,130.05 spent

First reimbursement was \$4,332.27/second was \$807.57 for total \$5,139.84 so \$.98 difference

First reimbursement was \$4,781.15/so second should be \$10,568.85

this was paid on 10-17-19

	Date	BusinessName	Contact	Project Description	Project Cost	Grant	Status	Balance	
	5/14/2011	per Resolution: 055-11				\$20,000.00		\$20,000.00	
1	5/25/2011	Hair Shack	Denis DeBroux	Paint building exterior	\$1,406.57	\$468.86	reimbursed	\$19,531.14	
2	6/1/2011	Lakeside	Pat Frey	Painting, gutters, metal siding, signage	\$128,527.00	\$3,000.00	reimbursed	\$16,531.14	
3	6/8/2011	McKormick Klessig	Mike Theisen	Refurbish Stucco	\$12,500.00	\$3,000.00	reimbursed	\$13,531.14	
4	6/23/2011	B&M Properties	Bob Curran	Windows & reface bldg	\$10,329.88	\$3,000.00	reimbursed	\$10,531.14	
5	7/14/2011	Ameriprise bldg	Tom Koss	Back façade, windows	\$13,673.51	\$3,000.00	reimbursed	\$7,531.14	
	7/29/2011	Thirsty Soul	Diane Konrath	windows, sign, replace boards	\$0.00	\$0.00	cancelled	\$7,531.14	
6	10/3/2011	Blue Awning	Mary Ann Kamps	back door, painting, signage	\$1,640.96	\$546.99	reimbursed	\$6,984.15	
7	10/4/2011	Downtown Apts	Angie Schreiber	masonry	\$3,343.64	\$1,114.55	reimbursed	\$5,869.61	
8	11/3/2011	Mode Beauty Shop	Bob Arlen	front windows, rear doors	\$6,670.00	\$2,223.33	reimbursed	\$3,646.27	
	12/14/2011	per Resolution: 133-11				\$20,000.00		\$23,646.27	
9	12/19/2011	City Gas	George Bornemann	awning, windows, signage	\$19,993.55	\$3,000.00	reimbursed	\$20,646.27	
10	1/10/2012	Computer Frontier	Brice Widner	windows	\$7,648.75	\$2,549.58	reimbursed	\$18,096.69	
11	6/4/2012	T.I.C	Ken Ducke	Stucco, Siding, windows-rear	\$9,100.00	\$3,000.00	reimbursed	\$15,096.69	
12	8/6/2012	Animals	Randy Coates	Windows, etc	\$13,665.44	\$3,000.00	reimbursed	\$12,096.69	
	8/30/2012	Fromstein	Helen Wanka	front awning		\$0.00	cancelled	\$12,096.69	
		Fromstein	Helen Wanka	front awning		\$0.00	cancelled	\$12,096.69	
13	8/30/2012	Draeger bldg-524 Edison Street	Joe Draeger	façade overhaul	\$17,800.00	\$3,000.00	reimbursed	\$9,096.69	
14	8/30/2012	Little Caesars	Sheri Lanser	signage	\$8,900.00	\$3,000.00	reimbursed	\$6,096.69	
15	8/30/2012	Downtown Fitness	patti Weber	window, paint sign	\$0.00	\$0.00	cancelled	\$6,096.69	
	10/12/2012	per Resolution 113-12				\$20,000.00		\$26,096.69	
16	9/4/2012	Antigo Auto Parts	Brian Cigel	Sealing and painting cinder block	\$5,316.59	\$1,772.19	reimbursed	\$24,324.50	
17	1/2/2013	Roseann Hoffman CPA	Roseann Hoffman	replace windows and patchwork	\$10,640.00	\$3,000.00	reimbursed	\$21,324.50	
18	5/6/2013	Creative Hairlines	Bob Beneshek	Awning	\$2,375.00	\$858.33	reimbursed	\$20,466.17	
19	6/3/2013	Professional Building	Sheri Lanser	Windows/Soffet/entrances	\$14,672.00	\$3,000.00	reimbursed	\$17,466.17	
20	6/17/2013	Remington's Gas	JP Remington	(waiting on Estimates)	\$45,000.00	\$3,000.00	reimbursed	\$14,466.17	
21	9/9/2013	Marty's Shell	Marty VerHagen	Windows/Soffet/entrances	\$9,000.00	\$3,000.00	reimbursed	\$11,466.17	
22	9/9/2013	Thirsty Soul	Diane Konrath	Windows	\$2,960.00	\$986.66	reimbursed	\$10,479.51	
23		Antigo Family Chiro	Gerald Rindal	Siding/ handicap ramp	\$4,798.42	\$1,599.47	reimbursed	\$8,880.04	
24	10/7/2013	Hoffman House	Tom Koss	Upper façade restoration	\$4,230.88	\$1,410.29	reimbursed	\$7,469.74	
25	10/7/2013	Lil Angels Daycare	Mary Pavek	Awning	\$7,480.00	\$2,493.33	reimbursed	\$4,976.41	
26	10/7/2013	Galarowicz Electric	Jim Galarowicz	Windows, soffits	\$13,787.00	\$3,000.00	reimbursed	\$1,976.41	
27	10/7/2013	Johnson Chiro	Curt/Maggie John	repair front of office	\$3,155.00	\$1,051.67	reimbursed	\$924.74	
	11/13/2013	Resolution 122-13				\$20,000.00		\$20,924.74	
28	6/2/2014	Unique Professions	Steph Tatro	windows, painting	\$4,613.60	\$1,537.87	reimbursed	\$19,386.88	
29	6/2/2014	Keglers	Karl Kegler	painting, mason work	\$4,911.82	\$1,637.27	reimbursed	\$17,749.60	
30	8/4/2014	Stern Rental LLC	Korey Stern	Doors, painting exterior		\$0.00	cancelled	\$17,749.60	year date expired
31	8/4/2014	Dr. Becker	Bill Becker	Windows	\$766.69	\$321.56	reimbursed	\$17,428.04	
32	8/4/2014	Neve's Furniture	Gordon/Lisa Neve	Awning, sign	\$8,859.40	\$2,947.47	reimbursed	\$14,480.57	
33	12/1/2014	The Rental Center Bldg	Joe Draeger	soffit, windows, aluminum wraps	\$11,050.07	\$3,000.00	reimbursed	\$11,480.57	
34	4/6/2015	Travis Rose Properties	Travis Rose	Windows, siding-south side	\$72,320.27	\$3,000.00	reimbursed	\$8,480.57	
35	2/1/2016	Banquet on a Bun	Michael Cafferro	Windows, door, stucco, front steps, rebar, mesh, loading dock,	\$0.00	\$0.00	cancelled	\$8,480.57	year date expired
36	5/2/2016	Nature's Heat Source	Don Fischer	canopy	\$4,211.90	\$1,237.30	reimbursed	\$7,243.27	
37	6/7/2016	BreMax Insurance	Lynn Henricks	doors, windows, walls	\$9,607.35	\$3,000.00	reimbursed	\$4,243.27	
	6/8/2016	Resolution 056-16				\$20,000.00		\$24,243.27	
38	9/6/2017	Antigo Auto Parts	Brian Cigel	awning, sealing and painting	\$0.00	\$0.00	cancelled	\$24,243.27	year date expired
39	5/16/2018	Two Angels Restaurant	Enser Veljoski	glass for windows	\$7,110.70	\$2,346.53	reimbursed	\$21,896.74	
40	8/6/2018	Stitch and Print Antigo	Alex Mak	glass, doors, paint	\$9,000.00	\$0.00	cancelled	\$21,896.74	
41	8/6/2018	Nortec USA	Dennis Pecha	paint, lighting, awning, door	\$5,721.25	\$1,888.01	reimbursed	\$20,008.73	
42	10/1/2018	The Bevy	Rebecca Stimac	paint, awning, doors, lights	\$0.00	\$0.00	cancelled	\$20,008.73	
				windows lighting hardscape doors					
43	10/1/2019	Missy's Inspiring Images	Missy Spray		\$2,509.70	\$828.20	reimbursed	\$19,180.53	
44	11/1/2018	Super Nicks LLC-403 Superior Street	Joe Draeger	new outside façade with brick windows paint and door	\$16,335.00	\$2,875.95	reimbursed	\$16,304.58	
45	4/1/2019	Farmers Insurance	Kelly LaMarche	front and back doors	\$2,154.00	\$710.82	reimbursed	\$15,593.76	
46	5/6/2019	Thrive Financial-711 5th Ave	Nathon Musloff	Front, Side and Back Façade	\$5,000.00	\$2,160.00	approved	\$13,433.76	
47	5/6/2019	Antigo Times & Shopper-725 5th Street	Dave Wood	Awning, Back Door and Building Repair	\$9,800.00	\$3,000.00	approved	\$10,433.76	
48	5/6/2019	Savers Food Mart LLC-735 5th Ave	Kim and Tom Woy	Awning, front and back repairs				\$10,433.76	put all under DEGrant
48	8/5/2019	Antigo Housing Authority-Lil Angels-Pilot20	Mary Pavek	Paint and stucco repair	\$9,050.00	\$1,500.00	reimbursed	\$8,933.76	2019 Pilot Program
48	8/5/2019	Antigo Party AKA The Rental Store	Bob & Becky McPh	windows/front	\$5,191.39	\$0.00	cancelled	\$8,933.76	(based on restitution)
48	8/5/2019	Antigo Food Producers Commercial Center	Rick Montgomery	façade overhaul	\$14,000.00	\$3,000.00	approved	\$5,933.76	
48	11/4/2019	Diane Kondrath-817 5th Ave-	Diane Kondrath	Back Paint Façade 2019 Program	\$582.56	\$291.28	reimbursed	\$5,642.48	
	Total completed projects to date				\$581,409.89	\$94,066.24			

DOWNTOWN ENTREPRENEUR'S GRANT PROGRAM

THINK

DOWNTOWN ANTIGO

PROGRAM OBJECTIVE

The Downtown Entrepreneur's Grant Program is designed to assist with the following:

- Enhancement of the overall economic vitality and character of downtown Antigo by attracting tenants to fill vacant commercial spaces.
- Be a catalyst for larger scale building improvements and developments.
- Promoting the continued success of downtown Antigo through the improvement and repair of historic and older downtown buildings that require maintenance and building/fire code updates.

APPLICATION PROCESS

1. Applications must be submitted and approved prior to the start of the project. Applications must be submitted to the Langlade County Economic Development Director.
2. Applications are available at the Langlade County Economic Development Office or online at www.langladecountyedc.org.
3. The applications will be reviewed by the City of Antigo Finance, Personnel & Legislative Committee for approval to be forward to the City Council and Langlade County Economic Development board for final approval.
4. Once approved, the applicant may begin the project.
5. Qualified costs will be reimbursed after the business is open to the public and project is completed.

The purpose of the program is to encourage entrepreneurs to open their business in the City of Antigo Downtown Business District with the goal of assuring that the properties are filled with sustainable and profitable year-round businesses.

PROJECT GUIDELINES

- Business must be located within the Downtown Business District (defined as along Fifth Avenue from Field Street to Lincoln Street to include the side streets in the area from Fourth Avenue to Sixth Avenue).
- Type of business must be compatible with what the City Council deems appropriate for the downtown area.
- The program is based on a reimbursement system at a rate of 25% of eligible expenses up to a grant max of \$25,000.00 if the building is being purchased or up to \$10,000 if the building is being rented/leased.
- Reimbursements will not be made until the business is open to the public. Business must show paid receipts for eligible expenses.

ELIGIBLE EXPENSES

Eligible expenses to the business owner are expenses incurred while making the property fit for the business to open such as start-up costs including improvements to the property.

INELIGIBLE EXPENSES

Businesses relocating from within the district are not eligible!

Ineligible expenses included, but are not limited to:

- Rent payments
- Security Deposits
- Inventory Costs
- Property Financing Costs
- Labor costs will only be reimbursed if performed by a qualified third party contractor. Labor hours by the property owner are not eligible for reimbursement.

Buy Local

Whenever possible, Applicants are strongly encouraged to use local contractors to complete all tasks associated with their renovation. This will not only help garner support to continue this program, but more importantly help boost our local economy.

ENTREPRENEUR'S GRANT PROGRAM APPLICATION

Applicant: Bruce Walentowski
 Phone: (715) 627-0777
 Business Name: Flowers from the Heart on Fifth
 Email: flowerson5thave@gmail.com
 Business Address: 817 5th Ave.
 Property Owner: Diane Kondrath
 Property Owner Address: Diane Kondrath

PROVIDE THE FOLLOWING DOCUMENTATION

- **BUSINESS PLAN:** See Attached Business Plan Outline
- **PROJECT BUDGET:** See Attached Example

THE FOLLOWING EXHIBITS MUST BE COMPLETED WHERE APPLICABLE. ALL QUESTIONS ANSWERED ARE MADE A PART OF THE APPLICATION.

1. Do you or your spouse or any member of your household work for the Community or hold an official position within the Community?

Yes ☐ No ☒

if so, please provide that person's name and address of and what department employed.

Employee Name & Address:

Date: _____

2. Does your business, its owners or majority stockholders own or have a controlled interest in other businesses? Yes ☒ No ☐ if yes, please provide their names and relationship with your company.

Name of

Business: Flowers from the Heart - Crandon

Relationship to Applicant: _____

ACKNOWLEDGEMENT

1. I/We acknowledge that the following supporting documents must accompany this application for consideration and that I/We must supply the following:

REQUIRED ATTACHMENTS

- i. Photographs of project to be improved
- ii. Project Budget
- iii. Copy of lease, land contract, deed, or current tax bill or proof of entering into an agreement
- iv. Written authorization from landowner if tenant is the applicant

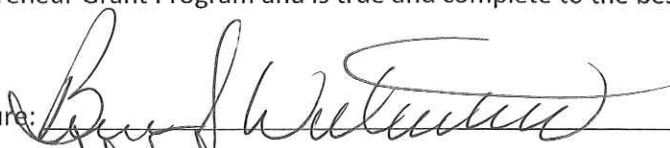
Photographs required once project is completed.

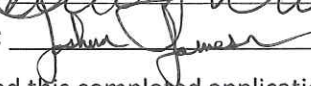
Further documentations such as bids, estimates, contracts and design drawings may be requested

2. I/We hereby acknowledge that the Langlade County Economic Development Corporation is hereby authorized to verify and discuss all matters pertaining to this application with all, including those providing assistance in the preparation of this application or supporting documents and exhibits accompanying the same. Including, but not limited to, applicant's legal, accounting or other consultants.
3. I/We shall not discriminate upon the basis of sex, race, creed, color, class, national origin or ancestry in any employment or construction activity.
4. At the completion of the project, we agree to cooperate with Economic Development Corporation in preparation of a press release detailing non-confidential information.

APPLICANT'S CERTIFICATION

The Applicant certifies that all information in this application and all information furnished in support of this application is given for the purpose of obtaining a grant under the City of Antigo Entrepreneur Grant Program and is true and complete to the best of the applicant's knowledge and belief.

Signature:  Date: 01/29/20

Signature:  Date: 01/29/20

Please send this completed application and accompanying materials to:

The Economic Development Corporation

Attn: Angie Close

312 Forrest Avenue, Antigo WI 54409

715-623-5123 (p)

aclose@co.langlade.wi.us www.langladecountyedc.org

Business Plan Outline

I. EXECUTIVE SUMMARY

1-3 page overview of the entire plan (typically written last)

II. PERSONAL BACKGROUND INFORMATION

Personal Profile of Skills and Experience

III. BUSINESS CONCEPT

General Description of the Business

Business Goals and Objectives

Industry Information: *Industry Background • Current and Future Trends • Business "Fit" in the Industry*

IV. BUSINESS ORGANIZATION

Ownership, Regulations and Taxes

Management Issues: *Managing People • Managing Risk • Technology*

Managing the Books and Records

V. THE MARKETING PLAN

Products/Services: *Description • Features/Benefits*

The Market Analysis: *Customer Analysis • Competitive Analysis • Market Potential*

Marketing Strategies: *Product or Service Lines • Positioning • Packaging • Pricing Structure • Distribution • Promotional Strategies • Customer Service and Sales*

VI. THE FINANCIAL PLAN:

Investment Required for Start-Up: *Start-up Costs/Needs • Investment Required—Bank Loan/Self*

Cash Flow Projections: *One year projections and explanations*

Additional Financial Information:

- *3 years profit & loss projections*
- *3 years balance sheet projections*
- *Explanations and assumptions Historical financial statements (for an existing business)*
- *Personal Financial Statement*
- *Who will be responsible for implementing financial plan?*

VII. ATTACHMENTS

Résumé

Credit references

Letters of intent to purchase *(or copies of contracts)*

Copies of legal documents

Photos, maps, floor plans, samples, promotional materials, etc.

Organization chart, job descriptions

Other...

[Business Name]

Business Startup Costs

FUNDING	Estimated	Actual	Under/(Over)
Investor Funding			
Owner 1	\$30,000.00		
Owner 2			
Other			
Total Investment	-	-	-
Loans			
Bank Loan 1	\$25,000.00		
Bank Loan 2			
Non Bank Loan 1			
Total Loans	-	-	-
Other Funding			
Grant 1			
Other			
Total Other Funding	\$56,220.00 -	-	-
Total FUNDING	-	-	-

COSTS	Estimated	Actual	Under/(Over)
Fixed Costs			
Advertising for Opening	\$800.00		
Basic Website	\$300.00		
Brand Development			
Building Down Payment			
Building Improvements/Remodeling	\$15,000.00		
Business Cards/Stationery	\$300.00		
Business Entity			
Business Licenses/Permits			
Computer Hardware/Software	\$480.00		
Decorating	\$500.00		
Franchise Start Up Fees			
Internet Setup Deposit	\$300.00		
Lease Security Deposit	\$700.00		
Legal/Professional Fees			
Machines & Equipment	\$15,000.00		
Office Furniture/Fixtures			
Operating Cash (Working Capital)			
Point of Sale Hardware/Software	\$800.00		
Prepaid Insurance	\$800.00		
Public Utilities Deposits			
Reserve for Contingencies			
Security System Installation			
Setup, installation and consulting fees			
Signage	\$3000.00		
Starting Inventory	\$10,000.00		
Telephone	\$240.00		

Tools & Supplies	\$ 3000.00		
Travel			
Truck & Vehicle	\$ 5000.00		
Other 1 (specify)			
Other 2 (specify)			
Total Fixed Costs	\$ 56,220.00	-	-

Average Monthly Costs

Advertising (print, broadcast and Internet)	\$ 600.00		
Business Insurance	\$ 200.00		
Business Vehicle Insurance	\$ 100.00		
Employee Salaries and Commissions	\$ 8000.00		
Equipment Lease Payments	\$ 300.00		
Inventory, raw materials, parts	\$ 10,000.00		
Franchise Fee			
Health Insurance			
Internet Connection	\$ 200.00		
Loan and Credit Card Interest & Principal	\$ 200.00		
Legal/Accounting Fees			
Merchant Account Fees	\$ 500.00		
Miscellaneous Expenses	\$ 2500.00		
Mortgage Payments			
Lease Payment	\$ 800.00		
Owner Salary	\$ 2000.00		
Payroll taxes or Self-employment tax	\$ 1500.00		
Postage/Shipping Costs	\$ 100.00		
Security System Monthly Payment			
Supplies	\$ 4,000.00		
Telephone	\$ 200.00		
Travel			
Public Utilities	\$		
Website Hosting/Maintenance	\$ 200.00		
Other 1 (specify)			
Other 2 (specify)			
Total Average Monthly Costs	\$ 31,100.00	-	-
x Number of Months	\$ 186,600	6	
Total Monthly Costs	\$ 186,600.00	-	-

Total COSTS	-	-	-
SURPLUS/(DEFICIT)	-	-	-

FLOWERS *from the Heart* ON FIFTH

817 5th Avenue
Antigo, WI 54409
flowerson5thave@gmail.com
(715) 627-0777

Executive Summary

While a picture is worth a thousand words, flowers convey a million emotions. The use of flowers to convey feelings cut across geographies, race, income and age. All across the world if there is one common feature that binds people together, it is in expressing emotions. Over the past decade, the demand for high quality flowers has seen substantial growth on a yearly basis. The USA remains the largest consumer of flowers with around 67% of global flower production being sold in that country. The floriculture industry in USA has grown by nearly 29% over the past decade, demonstrating a huge jump in consumption levels. In keeping with market trends and to leverage this opportunity, Flowers from the Heart is launching a new flower retail outlet in Antigo, Wisconsin. The company will provide end to end services in the form of individual product retailing, designing of bouquets and floral decoration for large events.

Technology will be used by Flowers from the Heart on Fifth to market its products. Updated information on the availability of products, prices and sample designs will be made available on the website, Facebook and other social media platforms. Customers will have the option of selecting a product or floral design and ordering them online. The company will also provide a number for customers to engage with a florist or to place an order. Flowers from the Heart on Fifth will work closely with the local community and participate in local events. The company is keen to build a loyal customer base and hopes that word of mouth will be its biggest referral avenue. While the company has a well-defined marketing strategy, it is aware that for a perishable product like flowers, having a strong local market is critical. Catering for special dates and events is always a challenge, as customer's look for value and convenience. The company will also retail chocolates, plush items, balloons, sympathy line, cards, and tuxedo rentals.

Flowers from the Heart on Fifth will initially engage through its standalone retail shop, offer online services and phoned orders. Flowers from the Heart on Fifth is confident that through a strong product range, innovative designs and well defined customer service, it will create a sustainable business and strong community anchor in downtown Antigo.

Objectives

- To provide a professional arrangements of flowers for any occasions ordered by the clients.
- To establish good relationships between our clients.
- To ensure the quality of our products.

Mission

We commit ourselves to:

- Serve others equally
- Exercise proper communication skills
- Respect the dignity of all clients
- Work and promote honesty and integrity at all times
- Promote our business and in return the community

Keys to Success

- Introduce the product to the clients through multiple marketing techniques.
- Hire local residents to fill company positions. Currently seven positions available.
- Developing good relationships between our business and the community at large.

Company Summary

Flowers from the Heart was founded by Bruce Walentowski 33 years ago in Crandon, Wisconsin. The company's track record of great business practices, customer service and community engagement have made this business a success. This branch of Flowers from the Heart on Fifth will be retailing fresh flowers from the shop for walk in customers, the company will offer floral arrangements for weddings, funerals, parties and corporate events. There is a growing need for a high quality florist in the locality and Bruce Walentowski sensing this business opportunity, is keen to create a flower boutique, to serve the local community and Langlade County as a whole.

Flowers have the potential to express emotions, with the market span to cut across all demographic boundaries. Flowers from the Heart on Fifth will therefore, build strong links with event management companies, corporations, hotels and most importantly local residents. Flowers from the Heart on Fifth will have a dedicated phone number for customers to place orders and believes that there is an opportunity for it to leverage the power of technology and make the process of buying and its delivery more simplistic. The company will set up its own dedicated website for customers to view designs, get updates and also place orders for specific products and services. The company hopes to make its presence felt by engaging with its target market through both online and offline mediums, i.e. by selling through the retail outlet, marketing products through social media platforms and local print media.

Company History

1987 – Started as a small shop located on Main Street in Crandon, Wisconsin

1997- Customers grew larger and additional space is needed. Purchased the former Ben Franklin Building in downtown Crandon

2020 – Addition of the Antigo, Wisconsin Branch

Company Locations and Facilities

Crandon Location

Flowers from the Heart is located at 117 N. Lake Ave., Crandon, Wisconsin.

Antigo Location

Flowers from the Heart on Fifth is located at 817 5th Ave., Antigo, Wisconsin.

Products and Services

Flowers from the Heart on Fifth provides flower arrangements for every occasion. Our broad focus and expertise in every aspect of flower design will insure our corsages, boutonnieres, bouquets, arrangements big and small will exceed expectations. We also are a Tuxedo Rental Business. We measure and handle every aspect of the tux rental. We carry a line of tuxes for every occasion from prom to weddings.

Management Summary

Flowers from the Heart on 5th will be managed daily by Josh Jameson. Josh is a former economic development director and business leader from Northern Wisconsin. He will have a local staff for support roles in design, customer service and delivery. Bruce will be at the location several days a week.

Diane C. Kondrath



305 Elm Street, Antigo, WI 54409
715-219-3677
dianeckondrath@yahoo.com

01-24-2020

To Whom it may concern,

I have given authorization for Bruce Walentowski, dba Flowers from the Heart LLC to apply for the Downtown Entrepreneur's Grant Program. I own the building located at 817 5th Ave. Antigo, WI 54409

Kind regards,

Diane C. Kondrath



Attachment: Flowers from the Heart on Fifth Landlord Permission Letter (3237 : Flowers from the Heart Entrepreneur Grant)



To: Mayor and City Council

From: Mark Desotell, Director of Administrative Services

Date: February 03, 2020

Re: Consider the Extension of the 2019 Downtown Façade Grant Pilot Program for the Painting of Store-Fronts into the 2020 Season Including the Transfer of any Remaining Fund Balance from the Original Program

With approximately \$6,000 remaining in the Façade Grant Program I am recommending the transfer of these funds into the 2019 Pilot Program designed to encourage Downtown business owners to target areas of their building's façade facing the 5th Avenue corridor. The hope of the Pilot program was to provide an opportunity to freshen-up the building facades prior to and during the roadway construction. An emphasis on second story needs is anticipated but not solely limited to such use.

The Pilot was originally approved for matching funds of 50% up to a \$1,500 maximum reimbursement on a \$3,000 project. The funds would remain available on a first come/first served basis. However, rather than providing the traditional 1 year duration to complete the project, it is my recommendation to require a 30-day completion from the time that any particular project is authorized by the City Council. This will help assure that funds are not held beyond the fall of 2020. If any Façade Grant funds remain after the 2020 construction season a recommendation for their final dispensation will be provided to the Economic Development Committee.