



CITY OF ANTIGO

ECONOMIC DEVELOPMENT COMMITTEE MEETING

MULTI-PURPOSE ROOM

Monday, March 02, 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 February 3, 2020 Meeting
2. Request from Clermont Printing for a Pilot Facade Grant to Paint Storage Building
3. Review of Chapter 6 on Economic Development from the City's 2018 Comprehensive Plan Including any Updates Regarding the Goals, Objectives & Policies Section

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: February 27,2020

BILL BRANDT



To: Mayor and City Council
From: Mark Desotell, Director of Administrative Services
Date: March 02, 2020
Re: Request from Clermont Printing for a Pilot Facade Grant to Paint Storage Building

Clermont Printing has requested the utilization of the 2020 Pilot Façade Grant for painting allowing for a 50/50 match from the grant fund for a total amount of \$1,500 from the fund. The requested project is for the painting of their large storage garage located adjacent to the municipal parking lot as shown on the attached aerial view. This garage is in a highly visible location and it is my recommendation that the request be granted as a viable project for the Pilot program.

CITY OF ANTIGO

FAÇADE IMPROVEMENT GRANT PROGRAM APPLICATION

Applicant: Joe Servi Phone: 715-623-7606
 Business Name: Clermont Printing Inc Email: j.servi@clermont1st.com
 Business Address: Rear 515 Clermont St.
 Property Owner: Clermont Printing Inc.
 Address: 515 Clermont St.
 Definition of Project Scope: Paint Steel Building adjacent
Public Parking Lot

PROJECT BUDGET

List Individual Project Elements (Awning, painting of trim, etc.)

<u>Paint & Prep</u>	<u>6,000⁰⁰</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
Total:	_____

Approve up to
 \$1,500.00
 for Pilot Program

REQUIRED ATTACHMENTS

Photographs of façade to be improved
 Copy of lease, land contract, deed, or current tax bill
 Written authorization from landowner if tenant is the applicant
 Bids, estimates, contracts, design drawings, if appropriate

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 Façade Grant Program and is true and complete to the best of the applicant's knowledge and belief.

Signature: [Signature] Date: 2/19/20
 Signature: _____ Date: _____

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 langladecounty.org

ANTIGO
MATUCHESKI
EDISON STREET
ANTIGO, WI 54409

STATE OF WISCONSIN - LANGLADE COUNTY
PROPERTY TAX BILL FOR 2019
REAL ESTATE

2.2.b

CLERMONT PRINTING INC
515 CLERMONT ST
ANTIGO WI

54409

COPY

CLERMONT PRINTING INC

Parcel No. 201-0570.001

Bill No. 201-00474

Important: Be sure this description covers your property. Note that this description is for tax bill only and may not be a full legal description. See reverse side for important information.

Legal Description /Location of Property

370791 306514 .075
ORIGINAL PLAT
E19' OF S88' OF LOT 27 &
W17'9.5' OF S88' OF LOT 28
BLOCK 44

Please inform the treasurer of any address change

723 5TH AVE REAR

ASSESSED VALUE LAND	ASSESSED VALUE IMPROVEMENTS	TOTAL ASSESSED VALUE	AVERAGE ASSMT. RATIO	NET ASSESSED VALUE RATE (Does NOT reflect Lottery Credit)	NET PROPERTY TAX
5,400	2,900	8,300	.933496	24.440654	\$ 151.28
ESTIMATED FAIR MARKET VALUE LAND	ESTIMATED FAIR MARKET VALUE IMPROVEMENTS	TOTAL ESTIMATED FAIR MARKET VALUE	☐ A star in this means unpaid Prior year tax. Please contact the County Treasurer	School taxes also reduced by school levy tax credit	
5,800	3,100	8,900		\$11.82	
TAXING JURISDICTION	2018 ESTIMATED STATE AIDS ALLOCATED TO TAX DISTRICT	2019 ESTIMATED STATE AIDS ALLOCATED TO TAX DISTRICT	2018 NET TAX	2019 NET TAX	% TAX CHANGE
STATE OF WISCONSIN			.00	.00	.0%
LANGLADE COUNTY	285,334	303,253	48.78	51.56	5.7%
ANTIGO LAKE REHAB			1.45	1.30	-10.3%
CITY OF ANTIGO	3,386,920	3,406,232	82.76	85.96	3.9%
ANTIGO	6,020,902	6,271,156	51.87	52.74	1.7%
NORTH CENTRAL	480,997	502,339	10.87	11.29	3.9%
Total	10,174,153	10,482,980	195.73	202.85	3.6%
First Dollar Credit			52.40	51.57	-1.6%
Lottery & Gaming Credit			.00	.00	.0%
Net Property Tax			143.33	151.28	5.5%

FOR INFORMATIONAL PURPOSES ONLY - Voter Approved Temporary Tax Increases

Taxing Jurisdiction	Total Additional Taxes	Total Additional Taxes Applied to Property	Year Increase Ends
---------------------	---------------------------	---	-----------------------

Total Due: FOR FULL PAYMENT

151.28

FOR FULL PAYMENT, PAY TO LOCAL TREASURER BY

JANUARY 31, 2020

Warning: If not paid by due dates, installments
option is lost and total tax delinquent subject to
interest (see reverse).

*Include This Stub With Full Payment or 1st Installment

Pay Full Payment of: \$ 151.28
Or First Installment of: \$ 75.64
Due on or Before: January 31, 2020
Amount Enclosed: 75.64

* Please include
self-addressed
stamped
envelope for
receipt

Make Check Payable to:

CITY OF ANTIGO
KAYE M. MATUCHESKI
700 EDISON STREET
ANTIGO, WI 54409

Bill No. 201-00474 CLERMONT PRINTING INC
Parcel No. 201-0570.001 515 CLERMONT ST

*Include This Stub With 2nd Installment

2nd Installment: \$ 75.64
(if not paid in full)
Due on or Before: July 31, 2020
Amount Enclosed:

* Please include
self-addressed
stamped
envelope for
receipt

Make Check Payable to:

LANGLADE COUNTY TREASURER
800 CLERMONT STREET
ANTIGO WI 54409-1947

Bill No. 201-00474 CLERMONT PRINTING INC
Parcel No. 201-0570.001 515 CLERMONT ST

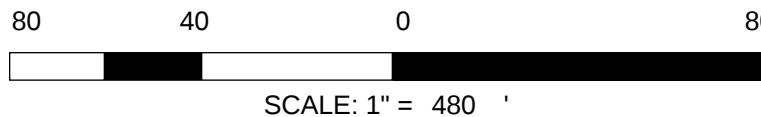
Packet Pg. 4

Attachment: Clermont Tax Bill (3272 : Request from Clermont Printing for a Pilot Facade Grant to Paint Storage Building)



DISCLAIMER: This data is provided by the City of Antigo for informational purposes only. The City does not warrant or guarantee the accuracy or reliability of this data. The recipient of this data assumes any risk of its use for any purpose.

City of Antigo GIS



Print Date: 2/26/2020



Attachment: picture 1 (3272 : Request from Clermont Printing for a Pilot Facade Grant to Paint Storage Building)



Attachment: Pic 2 (3272 : Request from Clermont Printing for a Pilot Facade Grant to Paint Storage Building)



To: Mayor and City Council
From: Mark Desotell, Director of Administrative Services
Date: March 02, 2020
Re: Review of Chapter 6 on Economic Development from the City's 2018 Comprehensive Plan Including any Updates Regarding the Goals, Objectives & Policies Section

We will take some time during our March meeting to review Chapter 6 (Economic Development) from the City's 2018 Comprehensive Plan as completed by North Central Wisconsin Regional Planning Commission. We will try to touch upon any completed efforts, ongoing projects and short-term goals.

Please contact me in advance if you have any questions,

CHAPTER SIX

Economic Development

The economic development chapter provides an overview of the local economy and identifies goals, objectives and policies to improve the local economy. Enhancing economic competitiveness is one of the principles of livability. A community can improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services and other basic needs by workers, as well as expanded business access to markets.

Antigo is home to several large national and regional companies, which provide employment opportunities for residents as well as people living throughout the region. The City contains a variety of industrial, commercial and retail businesses that serve local and regional customers and serves as a regional commercial center.

Previous Plans & Studies Related to Economic Development

Comprehensive Economic Development Strategy (CEDS)

Langlade County is one of ten counties included in the North Central Wisconsin Economic Development District as designated by the U.S. Department of Commerce, Economic Development Administration (EDA). The North Central Wisconsin Regional Planning Commission is the agency that is responsible for maintaining that federal designation. As part of maintaining that designation, the NCWRPC annually prepares a CEDS report. The report serves to summarize and assess economic development activities of the past year and present new and modified program strategies for the upcoming year.

Key components from this regional level plan include an inventory of the physical geography of

the region and its resident population. Labor, income, and employment data are reviewed as well as an in-depth analysis of the economic status of the region.

Regional Livability Plan

The 2015 Regional Livability Plan (RLP), written by the North Central Wisconsin Regional Planning Commission, addresses issues of livability in the areas of housing, transportation, economic development, and land use. The RLP identifies three economic development issues:

- ***Available Labor Force and Employment:*** Businesses need a workforce with the proper education to meet the demands of the changing job market. High labor needs combined with an older workforce preparing for retirement will result in a labor force shortage and inability to meet the workforce needs of area businesses. The future availability of a quality labor force is a major concern for the business community.
- ***Living Wage:*** Over the past 10 years, the region's cost of living (i.e. home prices and rent) have increased faster than per capita and household incomes. Consequently, many working adults must seek public assistance and/or hold multiple jobs in order to meet the basic needs of their families. Occupations paying a living wage provide families resources for savings, investments, education, and the purchasing of goods which improves the local economy and increases the quality of life of the region's population.
- ***Broadband:*** High-speed broadband connections are crucial for government services, healthcare, education, library systems, private businesses, and residents. Improving the region's telecommunication network can

assist existing businesses, attract new businesses, and allow residents to access education opportunities.

Inventory & Trends

The community of Antigo has a vibrant, diversified economy and the City works in partnership with the Langlade County Economic Development Corporation (LCEDC) as well as the Antigo/Langlade County Chamber of Commerce and Visitors Center to create and pursue economic development opportunities. The City has a progressive lease-to-purchase program, a façade improvement grant program for downtown businesses, an entrepreneur grant program, industrial revenue bonds, a public improvement fund, the Economic Development Revolving Loan Fund (EDRLF) and an industrial park.

The historical economy was based on lumber, like many other Wisconsin communities. As an example, Kretz Lumber started from a small sawmill in 1929 and grew to be a global supplier of wood, mainly kiln-dried hardwood and rip-to-width solutions for lumber. The area also boasted rich soils helping to generate a prosperous farming community. Dairy farming and row crops, especially corn and potatoes continue to be important crops.

There are a number of major businesses in the area. Wagner Oil Company is a three-generation business that over seven and one-half decades has become the largest Shell fuel distributor in Wisconsin.

Volm Companies, an agribusiness, was founded in 1954, and has expanded from an Antigo-based grocery store to one of the largest manufacturers of computerized weighing equipment in North America.



Volm Industries is a prominent packaging industry in Antigo

CoVantage Credit Union was established in 1953 in Antigo. This member-owned and operated financial institution, had 1.2 billion dollars in assets with over 86,000 members in 2015. Community-minded, the credit union made the conscious choice to invest in Antigo's downtown by building a new main office on Sixth Avenue, this despite numerous other locations in Wisconsin, including Wausau and Stevens Point. The Antigo branch was very recently expanded to increase the building's footprint by 50 percent. It is projected that the expansion will result in 100 new jobs over the next decade, bringing the total employment of CoVantage in Antigo to 300 positions.



CoVantage Credit Union

Source: CoVantage Credit Union, 2018

Antigo is home to Sartori Foods, Wisconsin's leading producer of Italian cheese. The Antigo Cheese Company was purchased by Sartori Foods in 2006 and the Sartori Reserve line is produced here today.



Sartori in Antigo, 2017

The City's industrial park was created through a tax increment finance district in 1999. The 620 acre industrial park has water and sewer utilities, as well as natural gas and electricity installed, and access to highways 45, 52 and 64. Business and industry locating in the Antigo industrial park have enjoyed wireless broadband along with close proximity to markets and raw materials, affordable land and buildings, access to diverse lot sizes from ¼ to zero acres, as well as suppliers and services.



Antigo's Industrial Park, 2017

A new "green design" Aspirus Langlade Hospital opened in 2012. The old hospital was built in 1933 and founded by the Religious Hospitallers of St. Joseph who work in partnership with Aspirus today. The new hospital has 23 private rooms with baths, in addition to two emergency rooms and two surgery departments. The Hospital also hosts the Volm Cancer Center, providing cutting edge cancer treatment options to the region, and the Aspirus Health & Performance Center providing physical therapy and medically-based fitness services.

The City has a strong relationship with the Langlade County Economic Development Corporation. LCEDC provides assistance to existing businesses, and is active in recruitment of new businesses to Langlade County. Resources provided by LCEDC include some tax credits, lease-to-purchase opportunities, low-interest gap financing and other programs.

Economic Sectors

In 2015, there were 3,600 persons employed in the eleven basic economic sectors of the City. This is a decrease of over six percent since 2000, see [Table 17](#).

Between 2000 and 2015, six of the sectors grew, while five lost employment within the City. The six sectors which grew were Natural Resources and Mining, Information, Financial Activities, Professional & Business Services, Education & Health Services and Leisure & Hospitality. It should also be noted that the number of employees in certain sectors, particularly those workers engaged in Natural Resources and Mining, which includes agriculture, forestry, and fishing, may be understated in this data set due to federal laws that exempt many agricultural and domestic workers, proprietors and the unincorporated self-employed from report on the Quarterly Census of Employment and Wages (QCEW), a program managed by the U.S. Bureau of Labor Statistics reporting on employment and wages for over 95 percent of jobs across the nation.

Table 17: City Employment by Sector, 2000-2015

Sector	2000	2010	2015	2000-2015% Change
Natural Resources & Mining	161	63	204	27%
Construction	214	173	212	-1%
Manufacturing	769	938	558	-27%
Trade, Transportation & Utilities	976	843	706	-28%
Information	45	23	114	153%
Financial Activities	114	146	162	42%
Professional & Business Services	128	99	154	20%
Education & Health Services	723	814	743	3%
Leisure & Hospitality	393	298	481	22%
Other Services	202	214	131	-35%
Public Administration	140	177	135	-4%
Total	3,865	3,788	3,600	-7%

Source: U.S. Census 2000 & 2010, U.S. Census ACS 2011-2015 five-year estimates

Labor Force Analysis

Labor Force

Labor force is defined as the number of persons, sixteen and over, employed or looking for employment. Overall, the City's labor force has fluctuated from 4,098 in 2000 to 4,175 in 2010 to 3,958 in 2015. That represents an overall decrease of three percent. In the same period, the number of employed persons also decreased, from 3,865 in 2000 to 3,788 in 2010 to 3,600 in 2015 (a seven percent decrease).

Labor Force Participation Rate

The labor force participation rate is the number of persons actively seeking employment as a percentage of the total working age population. People not participating in the labor force may not seek employment due to a variety of reasons

including retirement, disability, choice to be a homemaker, or simply are not looking for work.

In 2000, 61 percent of the population over 16 in Antigo was in the labor force. By 2010, that rate increased to 64 percent. The national participation rate in 2010 was 65 percent, and the state rate was 69 percent. In 2015, the labor force participation rate was 61 percent.

Unemployment

Unemployment is defined as the difference between the total civilian labor force and total persons employed. Stay-at-home parents, retirees, or persons not searching for employment are not considered unemployed because they are not considered to be part of the "labor force". In 2000, the City had six percent unemployment. In 2010 the unemployment rate in Antigo was nine percent, and had only fallen by 0.3 percentage points by 2015, according to the ACS.

Table 18: City Labor Force, 2000-2015

	2000	2010	2015	2000-2015 % Change
Population 16 Years and Over	6,745	6,579	6,532	-3%
Labor Force	4,098	4,175	3,958	-3%
Participation Rate	61%	64%	61%	*
Employed	3,865	3,788	3,600	-7%
Unemployed	233	387	358	54%
Unemployment Rate	6%	9%	9%	58%

Source: U.S. Census 2000 & 2010, U.S. Census ACS 2011-2015 five-year estimates

*Indicates decrease of less than 1%

For greater understanding of labor force conditions, the City of Antigo was again compared to five other peer communities and their labor forces. Table 19

shows that Antigo has a slightly lower participation rate than the other communities, and a high unemployment rate.

Table 19: Labor Force Comparison, 2015

	Population 16 Years and Over	Labor Force	Participation Rate	Employed	Unemployed	Unemployment Rate
Antigo	6,532	3,958	61%	3,600	358	9%
<i>Marinette</i>	8,813	5,604	64%	5,253	351	6%
<i>Merrill</i>	7,530	4,994	66%	4,646	348	7%
<i>Rhineland</i>	6,123	3,838	63%	3,479	347	9%
<i>Shawano</i>	7,316	4,527	62%	4,362	165	4%
<i>Waupaca</i>	4,838	2,969	61%	2,796	173	6%

Source: U.S. Census ACS 2011-2015 five-year estimates

In the past two years, unemployment rates have dramatically fallen across the country. The nation is now considered to be at full employment. According to the Wisconsin Department of Workforce Development (DWD), in 2016 unemployment in Langlade County had fallen to five percent.

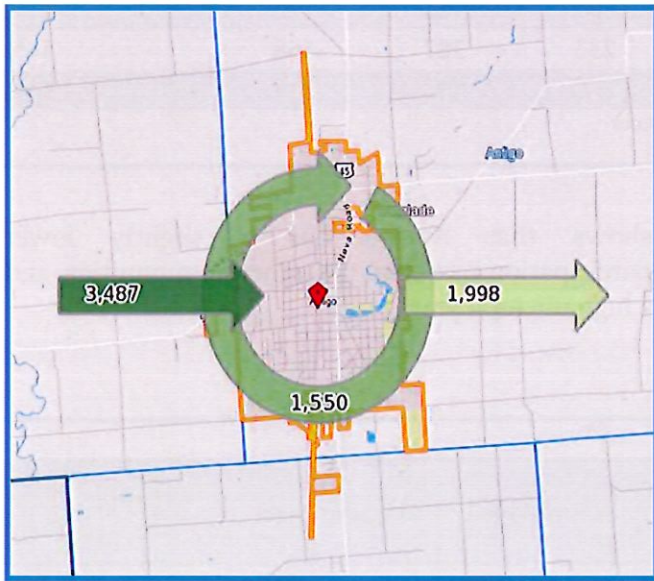
Worker Demographics

According to the U.S. Census Bureau, there were 5,037 primary jobs in the City of Antigo in 2015. However, unlike the Antigo labor force, which are residents of the City of Antigo, these primary jobs are worked by both Antigo residents and in-commuters to the City.

The workers who held these jobs were a relatively diverse group of people. Of all people working in Antigo in 2015, 21 percent were under 30 years of age, 50 percent were between 30 and 54 years of age, and 29 percent were 55 years or older. Only 2 percent of those working in the City identified their race as something other than White, and 99% of workers identified as Not Hispanic or Latino. The educational attainment of workers in Antigo was spread with seven percent at less than a high school degree; 31 percent with a high school degree, no college; 28 percent had some college or an Associate degree; and 13 percent had a Bachelor's degree or advanced degree.

Work Commute

The mean commute time to work for resident of Antigo was 14.9 minutes in 2000 and 18.7 minutes in 2015. These are shorter times than for resident of Langlade County which had a mean commute to work of 20.3 minutes in 2000 and 21.9 minutes in 2015.



City of Antigo Worker Inflow and Outflow
Source: U.S. Census LEHD, 2015

Only 31 percent of jobs in Antigo are worked by Antigo residents. The other 69 percent of workers commute from a large variety of places.

Wausau residents, which comprise one percent of the workers of Antigo jobs, are the largest group after the City of Antigo. An additional one percent of workers come from the Village of Weston, Merrill, the Village of White Lake, and the Village of Wittenberg each. Sixty-five percent of Antigo workers come from Langlade County while seven percent come from Marathon County and five percent come from Shawano County. Three percent and two percent come from Oneida and Lincoln Counties respectively. 56 percent of workers drove less than ten miles to their jobs while over 15 percent drove more than 50 miles for their job.

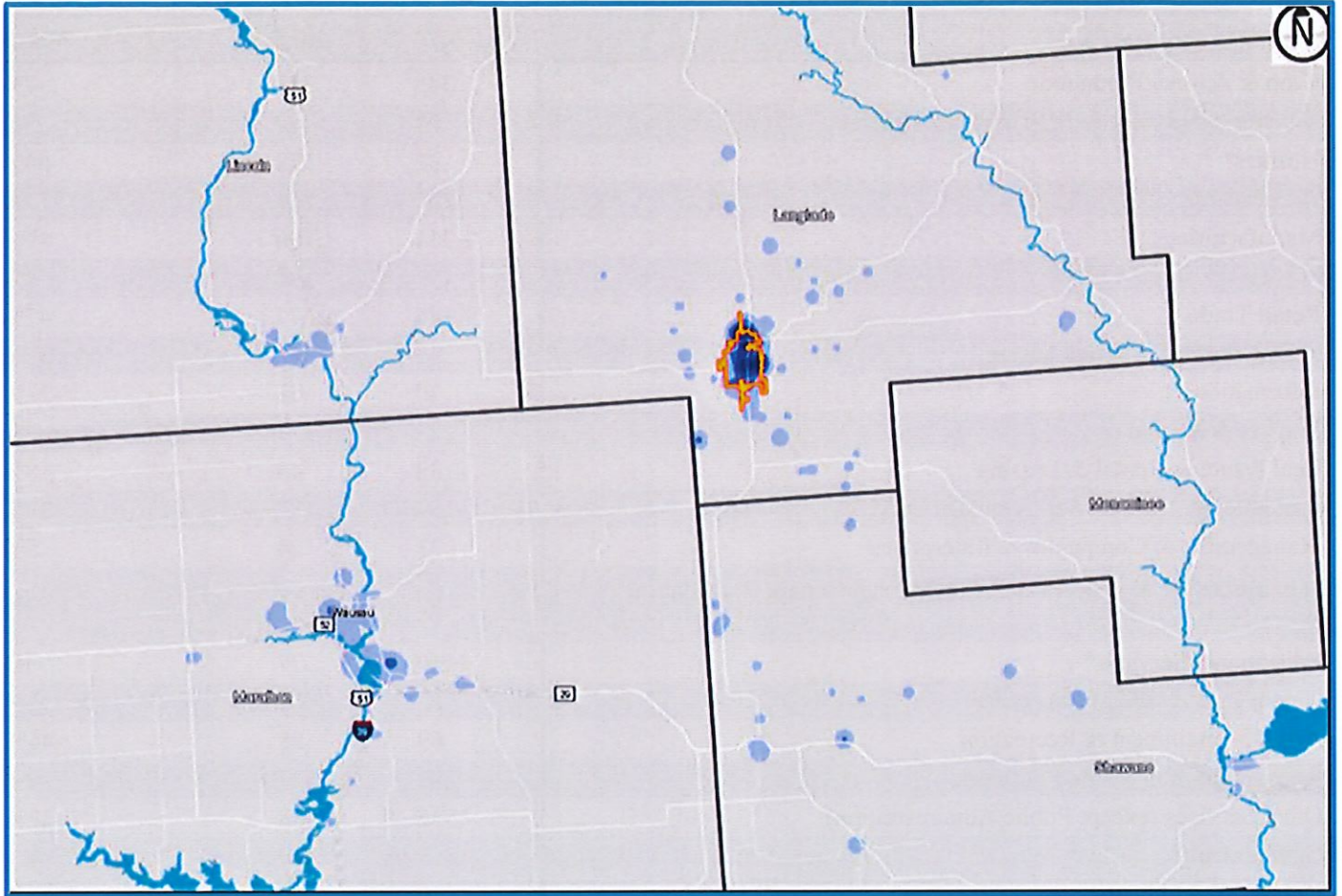
The City of Wausau was the largest destination for those Antigo working residents leaving the City. However, only five percent of the labor force commuted there. Over 52 percent of Antigo working residents worked in the county, while 10 percent of workers commuted to Marathon County. Over four percent traveled to Shawano County while three percent each went to Brown and Outagamie Counties.

At \$2.35 per gallon of gas (national year average in 2017) and 25 miles to the gallon, this is an expense of \$9.40 per round trip at 50 miles. This is an expense of \$2,444 per year, plus wear and tear on a vehicle, and well over 400 hours in driving time (which is about eight work weeks). The median earnings for a full-time year round worker are \$36,408. As unemployment rates drop and employers struggle to find workers, targeting these out-commuters should be one of the first strategies.

Employment Projections

Using data from EMSI, an economic data and modeling company, Table 19 shows employment projections for the year 2025 and percent change from employment in 2010. The four largest employment industries from 2010 (Mining, Quarrying, and Oil and Gas Extraction; Retail Trade; Manufacturing; and Health Care and Social Assistance) are projected to remain the largest in 2025.

Five industries are projected to experience more than 30 percent growth in employment between that time frame: Finance and Insurance; Administrative and Support and Waste Management and Remediation Services; Retail Trade; Professional, Scientific, and Technical Services; and Transportation and Warehousing. Five industries are projected to experience more than a ten percent decrease in employment: Utilities; Arts, Entertainment, and Recreation; Other Services; Information; and Construction. It is important to note that this data is for the 54409 zip code, which includes all of the City of Antigo, but also portions of the Towns of Ackley, Antigo, and Rolling.



A significant number of Antigo residents commute to other parts of Langlade County and employment centers in surrounding counties, particularly the Wausau Area and Merrill: U.S. Census LEHD, 2015

Table 20: Employment Projections by Sector, 2010-2025

Sector	2010	2025	% Change
Crop & Animal Production	345	320	-7%
Mining, Quarrying, and Oil & Gas Extraction	21	<10	ID
Utilities*	32	12	-64%
Construction	261	223	-14%
Manufacturing	1,311	1,190	-9%
Wholesale Trade	193	196	2%
Retail Trade	1,144	1,677	47%
Transportation & Warehousing	341	446	31%
Information	70	51	-27%
Finance & Insurance	223	377	69%
Real Estate & Rental & Leasing	38	45	18%
Professional, Scientific & Technical Services	134	182	36%
Management of Companies & Enterprises	23	24	5%
Administrative & Support & Waste Management & Remediation Services	88	138	57%
Educational Services*	<10	77	ID
Health Care & Social Assistance	983	1,001	2%
Arts, Entertainment & Recreation	69	38	-46%
Accommodation & Food Services	581	527	-9%
Other Services (except Public Administration)	536	338	-37%
Government*	853	819	-4%
Unclassified Industry	<10	0	ID
Total:	7,252	7,681	6%

Source: EMSI. ID=Insufficient Data

*Note that in the EMSI data set, all governmental workers, such as public school teachers or a public works water utility worker, are categorized as government sector employee.



Karl's Transport is a prominent transportation and warehousing industry in Antigo
Source: Karl's Transport, 2018

Note that the projections are largely based on national, state, and regional trends. Therefore the projections displayed on the table do not necessarily factor in local developments. They show what could happen if there are no major disruptions to the economy—such as widespread adoption of automation, major mergers or another real estate bubble burst. They serve as a tool to understand which industries are likely to grow and which industries are likely in decline based on the trends that are observed today.

Education & Training

In addition to participation, worker productivity has often been cited as an important reason for the strength of Wisconsin's economy. Both education and training is critical to maintaining that productivity.

The level of educational attainment is an important indicator of the skills of the labor force. Formal education and job training reflect a community's ability to provide a labor force for certain types of industry. Educational attainment in the City and County are very similar, but are both slightly lower than the state in terms of population with a high school degree or higher, and significantly lower in terms of population with a bachelor's degree or higher.

Partnerships between local businesses, governments, and educational institutions are very useful in developing the regional economy. Institutions such as UW-Stevens Point, the nearest

four-year university, UW-Marathon County, and Northcentral Technical College, which has a satellite campus in Antigo, often direct their programs to the training needs of local workers and businesses.

The Wood Technology Center of Excellence, a campus of the Northcentral Technical College, is located in Antigo. This one-of-a-kind, 27,000 square foot facility is dedicated to preparing students for careers in the forest products and woodworking industry. The Center offers the only Wood Science Associate Degree program in the United States, as well as a Technical Diploma program and a Computer Numerical Control (CNC) Router Certificate Program.



The Wood Technology Center of Excellence offers a one-of-a-kind educational experience out of NTC Antigo
Source: Google Maps, 2011

In 2017, the Unified Antigo School District received a Fab Lab grant from the Wisconsin Economic Development Corporation and \$15,000 from the City of Antigo. A fab lab, or fabrication laboratory, is a small-scale workshop for digital fabrication. These fab labs are equipped with an array of flexible computer-controlled tools that can be utilized at different scales and various materials, with the aim to make “almost anything.” Not only does the fab lab present an opportunity create inventors and entrepreneurs, but the experience and skills gained here will be valued by local employers.

The district opened the Fab Lab in the fall of 2017 with \$25,000 from the state, \$15,000 from the City

and an anonymous matching donation of \$25,000. The lab will benefit students of all ages in Antigo. The elementary art classes will work within the lab and engineering courses in the high school will be expanded. Additionally, the lab will be used to support existing programs and will include access to the public.



Antigo High School, 2017

Economic Development Issues

During the planning process a variety of issues were identified. Issues from the previous planning effort were also reviewed as part of this update.

- *TIDs:* The City has five open Tax Incremental Districts (TIDs) in accordance with Section 66.1105 of the Wisconsin Statutes. The districts had \$6,120,383 in unreimbursed project costs in 2016. The intent of the City is to recover the net unreimbursed project cost of TID No. 3,4,5,6 and 7 from future TID surplus funds, if any, prior to termination of the respective districts.

In 2015, TID #3 was designated as a “severely distressed” TID. This TID was created in 1999 as an industrial TIF district. TID #3 was scheduled for termination in 2022 but would have had a deficit of over 1.5 million dollars which was used for infrastructure expenses in the industrial park. This is a result of too few businesses moving into the park; however several

businesses within the park have recently began planning expansions. Currently the tax increment from TID #6 is used to pay the debt for TID #3. The TID will close in 2039. Construction on a 16 unit multifamily housing development with attached garages will commence in 2018, with an additional 24 units anticipated by the City as occupancy rates demand.

- *Downtown Business District:* The City of Antigo recognizes that the downtown business district is important to its financial health and cultural history. For years, the Antigo downtown district was vibrant with businesses and picturesque buildings, spanning several streets. However, in recent years the area has begun to deteriorate and the community is struggling to reinvigorate it.

The City currently offers a façade grant program to provide financial assistance to property owners or tenants looking to improve or restore the original historic features of the physical external appearance exclusively in the front and rear of commercial businesses to ultimately enhance Downtown Antigo. The \$80,000 Grant fund was made available through Tax Incremental Financing District #4. The City also partnered with the CoVantage Credit Union and the Langlade County Economic Development Corporation to offer a \$75,000 Downtown Antigo Entrepreneur Grant to encourage entrepreneurs to open their business in the downtown business district. As discussed in the previous chapter, the City plans to reconstruct Fifth Avenue for beautification, safety, and other alternative transportation concerns. However, the City is struggling to allocate funds for the project or find alternative grant funding for this multi-million dollar project.

The United States Department of Agriculture does provide a guide for funding resources for downtown revitalization programs at: <https://www.nal.usda.gov/ric/guide-to-funding-resources>. The successful downtown redevelopment strategies often have a multiple funding sources, including municipal funding, grant funding, and private funding. Other alternative funding routes the City could

pursue is old-fashioned fundraising, crowdfunding, historic preservation tax credits, fee-generating projects (such as parking meters), selling naming rights, energy audits (contact Chippewa Falls for more information), or volunteers for cleanup events.

- ***Business Incubators:*** As the City struggles to fill downtown retail space and attract businesses into the industrial park, Antigo would like to see a business incubator in the area. While attracting an expansion from a national, state, or regional corporation would be considered fortunate for the City, a business that starts and headquartered in a community would have a number of benefits. In economic recessions businesses are more likely to close a branch or location, but less likely to do so in the community that they are headquartered. These businesses usually feel a sense of community responsibility and wish to give back to the community which increases community resiliency and resources. Currently there are no business incubators in Langlade County.
- ***Labor Force Declines:*** As the City ages and the population declines over the next thirty years, the number of working aged adults, ages 20 through 64, is projected to decline. These age projections are not available on the municipal level, however at the County level the number of working aged adults is expected to decline 16 percent from 2010 to 2035, a net decrease of 1,859 people.

As unemployment rates continue to decrease, community and business leaders will need to be creative and innovative to retain workers in the area, to attract workers, and to tap into populations that are not or struggle to stay in the workforce. Common practices such as community marketing and recruitment efforts will be likely strategies. Other strategies may need to be more unconventional. This may include marketing jobs to Antigo residents who commute long distances to other communities. It may start with more progressive family policies that will encourage new parents, especially mothers, to stay in the workplace.

Economic Development Programs

County Programs

Langlade County Economic Development Corporation (LCEDC)

LCEDC's goal is to stimulate development of the local economy, provide support to existing and prospective employers, serve as a professional resource to local units of government and promote tourism opportunities within Langlade County. A variety of economic development programs will be managed, including revolving loan funds.

Regional Programs

North Central Wisconsin Development Corporation (NCWDC)

NCWDC manages a revolving loan fund designed to address a gap in private capital markets for long-term, fixed-rate, low down payment, low interest financing. It is targeted at the timber and wood products industry, tourism and other manufacturing and service industries.

State Programs

Wisconsin DOA Programs

The State provides federal Community Development Block Grant (CDBG) funds to eligible municipalities for approved housing and/or public facility improvements and for economic development projects. Economic Development grants provide loans to businesses for such things as: acquisition of real estate, buildings, or equipment; construction, expansion or remodeling; and working capital for inventory and direct labor.

Wisconsin Economic Development Corporation

WEDC provides a variety of economic development programs to both business and communities. These range from loans, grants and tax credit programs.

Wisconsin Small Business Development Center (SBDC)

The UW SBDC is partially funded by the Small Business Administration and provides a variety of

programs and training seminars to assist in the creation of small business in Wisconsin.

Transportation Economic Assistance (TEA)

This program, administered by the Wisconsin Department of Transportation, provides immediate assistance for the cost of transportation improvements necessary for major economic development projects.

Other State Programs

Technology Development grants and loans; Customized Labor Training grants and loans; and Major Economic Development Project grants and loans.

Federal Programs

US Department of Commerce – Economic Development Administration (EDA)

EDA offers a public works grant program. These are administered through local units of government for the benefit of the local economy and, indirectly, private enterprise.

US Department of Agriculture – Rural Development (USDA-RD)

The USDA Rural Development program is committed to helping improve the economy and quality of life. Financial programs include support for water and sewer systems, housing, health clinics, emergency service facilities, and electric and telephone service. USDA-RD promotes economic development by supporting loans to businesses through banks and community-managed lending pools. The program also offers technical assistance and information to help agricultural and other cooperatives get started and improve the effectiveness of their member services.

Small Business Administration (SBA)

SBA provides business and industrial loan programs that will make or guarantee up to 90 percent of the principal and interest on loans to companies, individuals, or government entities for financing in rural areas. Wisconsin Business Development Finance Corporation acts as the agent

for the SBA programs that provide financing for fixed asset loans and for working capital.

Economic Development Goal, Objectives & Policies

Economic Development Goal: *The City of Antigo has a diverse economy that fosters opportunities where people and businesses can grow and be successful.*

1. Stimulate community and economic growth and development by supporting business expansion and retention in competitive sectors.
 - a. Continue to develop Antigo's industrial and commercial areas.
 - b. As necessary, expand the industrial park usage to provide adequate land for new developments.
 - c. Develop a tourism marketing strategy that emphasizes the natural resources and outdoor activities Antigo has to offer.
 - d.
 - e. Investigate the development of a business incubator site to allow new entrepreneurs to locate in the City and develop their businesses.
 - f. Continue to work with the Antigo School District, NTC and areas businesses to link educational opportunities with post-graduation employment.
2. Revitalize the older and industrial areas in Antigo.
 - a. Create a long-range plan for the downtown area to assist in economic development, strategic historical building preservation, demolition as warranted and downtown redevelopment.
 - b. Encourage the continuation of a downtown organization that focuses on the health and vitality of the downtown area.

- c. Encourage streetscaping and pedestrian improvement that make downtown a walkable, pedestrian friendly area.
 - d. Create and maintain a list of under-utilized commercial and industrial properties that could benefit from revitalization.
 - e. Rehabilitate brownfields within the City.
3. Cultivate a professional lifestyle environment that attracts and retains professionals and businesses, including excellent public infrastructure and municipal services and a high quality of life.
- a. Continue to improve high-speed communications infrastructure.
 - b. Improve information centers for people who visit Antigo on weekends.
 - c. Maintain and enhance existing major traffic arterials for easy movement of people and goods.

