



CITY OF ANTIGO

ECONOMIC DEVELOPMENT COMMITTEE MEETING

MULTI-PURPOSE ROOM

Monday, March 04, 2019

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 December 3, 2018 Meeting
2. Request from Wild Epitome for Partial Payment of Entrepreneur Grant for \$4,806.84 Based on Completion of Phase 1
3. Review & Update of the City's Entrepreneur Grant Program Including a Historical Summary - Information Only
4. Review & Update of the City's Facade Grant Program Including a Historical Summary - Information Only

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.

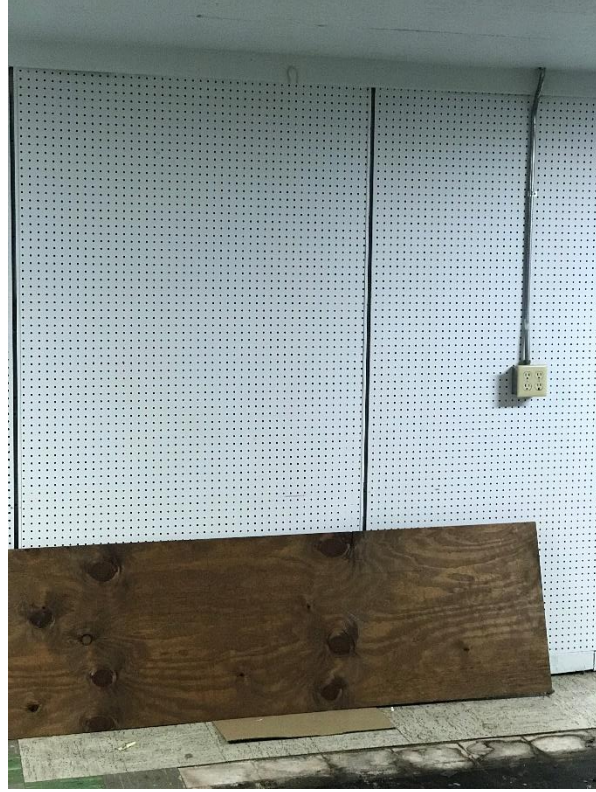
DATE MAILED: February 27, 2019

BILL BRANDT

Wild Epitome LLC 816 5th Avenue, Antigo, WI
Pictures before updates to meet WI Building & ATCP codes.



Resurface basement floor to meet ATCP code



Replace, prime & paint wall panels to meet ATCP code



Install plumbing & sinks to meet ATCP code



Update lighting & ceiling to meet ATCP code

Attachment: Pictures before updates-Wild Epitome Phase 1 (2647 : Wild Epitome)

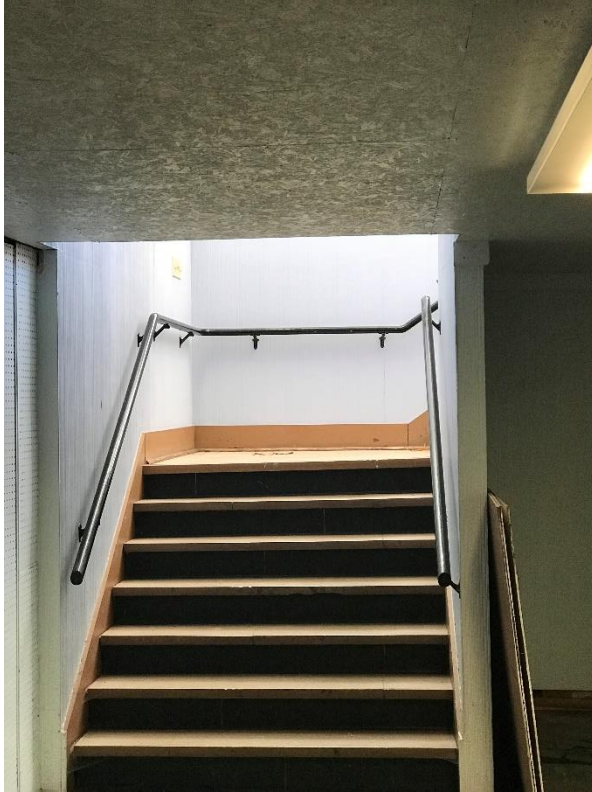
Wild Epitome LLC 816 5th Avenue, Antigo, WI
 Pictures before updates to meet WI Building & ATCP codes.



Install ADA restroom to meet WI Building code



Repair Exit sign to meet WI Building code



Install Exit sign to meet WI Building code



Install Exit sign to meet WI Building code

Attachment: Pictures before updates-Wild Epitome Phase 1 (2647 : Wild Epitome)

Wild Epitome LLC 816 5th Avenue, Antigo, WI
 Pictures before updates to meet WI Building & ATCP codes.



Install POS & refurbish checkout area



Install wine coolers & refurbish tasting bar area



Clean carpet & replace if needed







To: Mayor and City Council
From: Mark Desotell, Director of Administrative Services
Date: March 04, 2019
Re: Review & Update of the City's Entrepreneur Grant Program Including a Historical Summary - Information Only

A copy of the existing Entrepreneur Grant Guidelines is attached to your agenda packets. You are being asked to review its contents and to be ready to discuss questions that you feel are warranted. Your comments will be considered for potential revision/updates at a future Economic Development Committee meeting once Angie Close and I have had the necessary time to recommend any appropriate language changes based on your input.

Angie and I will meet prior to the meeting in order to be prepared to express any concerns/comments that we have regarding the existing document as well. A summary of the program's history of success will also be shared.



DOWNTOWN ANTIGO

The purpose of the program is to encourage entrepreneurs to open their business in the City of Antigo Downtown Business District

DOWNTOWN ENTREPRENEUR'S GRANT PROGRAM

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 vacant 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 Langlade County Economic Development and the City of Antigo Finance, Personnel & Legislative Committee for final approval to be forward to the Antigo City Council.
4. Qualified costs will be reimbursed after the business is open to the public and project is completed.

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 maximum of \$25,000 for those purchasing a vacant building and up to a grant maximum of \$10,000 for those renting/leasing a retail space.
- Reimbursements will not be made until the business is open to the public. Applicant 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 include, but are not limited to:

- Rent/lease payments
- Security Deposits
- Inventory Costs
- Property Acquisition 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: _____

Phone: _____

Business Name: _____

Email: _____

Business Address: _____

Property Owner: _____

Property Owner Address: _____

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: _____

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: _____

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 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...



To: Mayor and City Council
From: Mark Desotell, Director of Administrative Services
Date: March 04, 2019
Re: Review & Update of the City's Facade Grant Program Including a Historical Summary - Information Only

A copy of the existing Façade Grant Guidelines is attached to your agenda packets. You are being asked to review its contents and to be ready to discuss questions that you feel are warranted. Your comments will be considered for potential revision/updates at a future Economic Development Committee meeting once Angie Close and I have had the necessary time to recommend any appropriate language changes based on your input.

Angie and I will meet prior to the meeting in order to be prepared to express any concerns/comments that we have regarding the existing document as well. A summary of the program's history of success will also be shared.



312 FORREST AVENUE • ANTIGO WI 54409

Angie Close • Director
aclose@co.langlade.wi.us • (715) 623-5123

CITY OF ANTIGO DOWNTOWN FAÇADE GRANT

PROGRAM OBJECTIVES AND CRITERIA

Attractive building facades support and encourage local businesses. They have a large effect on the attractiveness and marketability of the surrounding area. The Downtown Antigo Façade Improvement Grant Program is designed to provide financial assistance to property owners or tenants looking to improve or restore the original historic features of the physical external appearance exclusively of the front and rear of commercial businesses ultimately enhancing Downtown Antigo. Grant funds are made available through Tax Incremental Financing District Four (see attached map).

PROGRAM OBJECTIVE

Restoring, or substantially beautifying, or enhancing the entire façade or elevation of a downtown Antigo commercial building.

Applicant Eligibility Requirements

Property owners or tenants of service or commercial/mixed-use structures located within the downtown Central Business District are eligible to apply. In the case where the leaseholder is the applicant, the permission of the property owner is required.

All existing commercial, service or mixed –use buildings within the district (see map) are eligible to receive funding. Property taxes and other City accounts must be current.

Eligible Improvements

All grant funded improvements are for the external front and rear façade and must be permanent and fixed in type and/or nature. Improvements must meet all City of Antigo code requirements including zoning, building and safety codes. The applicant must obtain all necessary permits and pay any corresponding fees.

The City of Antigo's Economic Development Committee reserves the right to determine the eligibility of all items in a project's scope of work. Eligible items include, but may not be limited to:

- Façade Rehabilitation
- Door and window repair and replacement
- Exterior painting
- Masonry cleaning and /or repair
- Awnings
- Lighting
- Shutters
- Gutters
- Hardscape services: decks, fountains, patios, etc.

Ineligible Improvements

- Cost of new construction, repair or replacement of a new roof unless it is a significant architectural element of the building and is visible from street level in the immediate vicinity of the building.
- Work that principally involves minor repairs, painting or maintenance
- Billboards
- Landscaping
- Removal of architecturally significant features
- Paving
- Sandblasting
- Purchase of property
- Inventory and operating capital
- Any activity completed prior to receiving final approval of grant funds
- New construction or additions that would increase space.
- Work performed 30 days or more prior to approval of the application will not be eligible for reimbursement of façade grant funds
- Signage

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.

Application review process

In order to qualify, applicants cannot start on their project until after receiving the necessary approvals. If work begins before application or approval, the City cannot fund the project with Façade Improvement Grant funds.

1. Applications must be submitted to the Economic Development Corporation. An application from a tenant must include a copy of the lease and written approval from the owner.
2. The applicant must submit photographs of the facades to be improved.
3. A Team may visit the site to discuss the proposed improvements. If the proposal meets the requirements of the Façade Grant Program, a Conditional Letter of Approval will be sent to the owner/tenant. This letter may require modifications or changes to the original proposal.
4. If the application is conditionally approved, the owner/tenant may be required to prepare and submit cost estimates and drawings of the proposed work, in order to obtain final approval.
5. The applicant must obtain permits for the required work.
6. Applicant must provide proof of matching documentation before drawing out grant funds.

Evaluation Criteria

The City of Antigo's Economic Development Committee's decision to accept an application will be based on available funds, the merits of the proposed project, and the support it provides to the general beautification of Downtown Antigo. **All approved projects will meet the criteria presented in this document.**

- Appropriateness to the original, historic façade of the building
- Significant improvement of the visual appearance of the building and surrounding area
- The level of investment being made to the property
- Collective participation of adjacent property owners, if applicable
- How it relates to the overall existing architecture

Grant Award

Grants will be awarded on a first-come, first-serve basis; and will be awarded based on the Evaluation Criteria. This is a reimbursable program. For every \$3 that the applicant spends, they can be reimbursed \$1 of grant funding to a maximum of \$3000 per applicant. The applicant must use private, non-City, funds to match the City's grant. If funding is not approved, applicants are encouraged to reapply during a future grant cycle.

CITY OF ANTIGO

Applicant: _____ Phone: _____
Business Name: _____ Email: _____
Business Address: _____
Property Owner: _____
Address: _____
Definition of Project Scope: _____

PROJECT BUDGET

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

[illegible]

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: _____ Date: _____

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)

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