



CITY OF ANTIGO

ECONOMIC DEVELOPMENT COMMITTEE MEETING

MULTI-PURPOSE ROOM

Monday, April 01, 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 March 4, 2019 Meeting
2. Farmer's Insurance Facade Grant Request
3. Farmer's Insurance Downtown Entrepreneur's Grant Request
4. Consider a Special 2019 Pilot Incentive for the Exterior Painting/Staining of Building Facades as part of the Existing Facade Grant 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: March 28,2019

BILL BRANDT

CITY OF ANTIGO
FAÇADE IMPROVEMENT GRANT PROGRAM APPLICATION

Applicant: Kelly LaMarche Phone: 715-370-4152
 Business Name: Farmers Insurance Email: klamarche@farmersagent.com
 Business Address: 805 5th Ave Antigo WI 54409 (office)
 Property Owner: Kelly LaMarche
 Address: 165958 State Hwy 52, Waupun, WI 54983 -> (home)
 Definition of Project Scope: _____

PROJECT BUDGET

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

<u>Front door</u>	<u>\$1,077</u>
<u>Back door</u>	<u>\$1,077</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
Total:	<u>\$2,154</u>

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: 3/17/19
 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 (o)
aclose@co.laughlin.wi.us laughlincounty.org



Attachment: Farmers Insurance Facade Grant Packet (2706 : Farmer's Insurance Facade)

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: Kelly LaMarche
 Phone: 715-370-4152
 Business Name: Farmer's Insurance
 Email: klamarche@farmersagent.com
 Business Address: 805 5th Ave, Antigo WI 54409
 Property Owner: Kelly LaMarche
 Property Owner Address: 165958 State Hwy 52, Waupun WI 54483

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

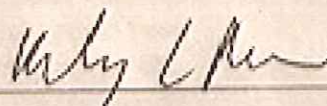
Photographs required once project is completed.

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: 3/17/19

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



CONFIDENTIAL

Farmers Insurance - LaMarche Agency

Finance Made Simple

Business plan
Prepared January 2019

Contact Information

Kelly LaMarche
klamarche@farmersagent.com
7153704152
www.TBD.com
805 5th Ave
Antigo, WI 54409, USA

Attachment: Farmer's Insurance Entrepreneur Grant (2707 : Farmer's Insurance Entrepreneur)

Executive Summary

Opportunity

Problem

People are constantly in search of comprehensive, competitively priced, easy to understand insurance offered by a company they can count on and an agent that provides guidance and offers solutions.

Solution

The LaMarche Agency provides exemplary service and offers a myriad of insurance products in a concise, professional, friendly manner. Available online, via phone, or via appointment, the LaMarche Agency offers convenience, consistency, and prompt solutions.

Market

With agents licensed in WI, MN, and MI, the LaMarche Agency is well-equipped to assist clients in all three states. With the office located in Antigo, office appointments are readily available for local clients, while in-home visits, web conferences, and teleconference appointments are available for all other clients.

While potential prospects exist everywhere, one specific niche lies in Hobby Farms. The extensive natural market of "Horse People" provides a seemingly endless number of quality prospects.

Competition

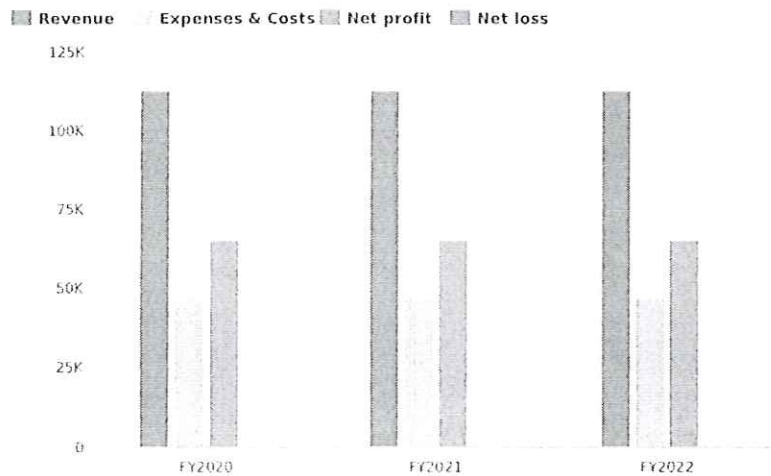
In the Antigo area, the main competitors include American Family and State Farm. Remotely located insurance companies are also possible competitors.

Expectations

Forecast

During the first year of business, the LaMarche Agency expects to produce a minimum of 20 P/C policies per month, or 240 P/C policies per year. Due to the addition of the existing book of business, the LaMarche Agency will be profitable immediately.

Financial Highlights by Year



CONFIDENTIAL - DO NOT DISSEMINATE. This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.

Opportunity

Problem & Solution

Problem Worth Solving

Our solution

Target Market

Market Size & Segments

Key Customers

Competition

Current alternatives

Our advantages

Execution

Marketing & Sales

Marketing Plan

Core Areas of Focus:

1. New Business
2. Renewals
3. Cross Selling Opportunities
4. Agent Producers

New Business:

- A. Farmers Marketing System (via SMPs) - direct mail, email, follow up calls
- B. Public Speaking - Polka Dots (Confirmed for monthly meeting and networking event - April 2019)
- C. Sponsorships - Pony Tales Trainer Challenge (They will advertise sponsorship and I will have a booth at their trainers event in June)
- D. Farmers Booths/Exhibits
 1. RV&Camping Show (March 8-10)
 2. N.E.W. Annual Women's Summit (March 8)
- E. Facebook Ad Campaign - Goal: Tell Natural Market about the new office, and promote Hobby Farm Niche.

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F. Natural Market - Ask a minimum of 10 people weekly within my natural market if they would like a quote. These people know me, like me, and want to help me.

Renewals:

- A. Create contact schedule for existing customers, including a minimum of 1 FFR every 6 months.
- B. Birthday contacts. (email, Facebook, or phone call)
- C. Relationship building is a priority at every contact.

Cross-Selling Opportunities

- A. Create contact schedule for existing customers, including a minimum of 1 FFR every 6 months. Part of each FFR includes analysis of existing coverage, new opportunities, and new product recommendations.
- B. Marketing campaign (mailing and call to follow up) to let all existing customers know I can now help them with investments through FFS)

Agent Producers

- A. Dr. Schalow, Finance Professor at UWSP, discusses insurance agent opportunities at LaMarche Agency with current students and recent UWSP college grads. Estimating a minimum of 10 new agent prospects annually.
- B. Offering Sales Training (produced by Principal and Dr. Schalow) to all LaMarche Agency agents.

Sales Plan

SWOT Analysis

Partners & Resources

Operations

Milestones & Metrics

Milestones Table

Milestone	Due Date	Who's Responsible	Details
SMART Office Compliant	February 01, 2019	Kelly LaMarche	
FFS Marketing Campaign Implemented	March 01, 2019	Kelly LaMarche	
Office Help Started	March 01, 2019	Kelly LaMarche	Office assistant hired. Schedule TBD. (Wed-Fri)
Office Construction Complete	March 01, 2019	Kelly LaMarche	Create an office space with optimal privacy.
All Existing Contacts have been contacted.	March 15, 2019	Office Staff	
60 New Policies	April 30, 2019	Office Staff	All policies generated by Kelly LaMarche or office assistant.

Key metrics

To determine relative success of the agency, several Key Metrics must be recorded and reviewed regularly. These metrics include Revenue, New Business, Agent Producers, and Retention Rate.

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Company

Overview

The LaMarche Agency is owned by Kelly LaMarche and operated as a Sole Proprietorship. There is no debt against the book of business. All Agent Producers are 1099 workers.

Team

Office Team

The office is run by the Principal and the Office Assistant. Both work together to answer the phone, assist customers, manage policies, and execute Marketing Plans.

The Principle offers a bonus structure to the Office Assistant on all sales made from new customers calling in or maintenance on existing policies (through cross-selling, etc). This bonus structure includes an additional \$25 for each new policy procured by the Office Assistant. These bonuses apply to all policies originating from new customers calling in, existing customers seeking add-on policies, or any other contacts that did *not* find the business directly through the Office Assistant. Any new business procured by the Office Assistant does not fall under the bonus structure, but rather is considered business of the Office Assistant and will be paid via commission as explained under Agent compensation.

Key planned hires

One unique aspect of the LaMarche Agency is the key planned hires. A segment of revenue for the agency is through the hiring of additional Insurance Agents. Dr. Schalow will advertise the opportunity to students and recent graduates of UWSP. All interested candidates will be interviewed and if successful, will obtain all necessary insurance licenses. Upon becoming a licensed insurance agent, they will be appointed with Farmers Insurance.

Farmers Insurance Agency - Kelly LaMarche

All additional agents hired by the LaMarche Agency will actively procure new business. All new business will be paid 70% of earned commissions. The LaMarche Agency will retain 30% of all new business and renewal commissions.

If at any time an agent opts to open their own Farmers Insurance office, all business procured by them directly will be transferred to their new office.

The LaMarche Agency will provide an extensive sales training program for all agents. Participation is completely optional, but is available to ensure their success.

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Expense	Cost
Business Insurance	2162
Gas Co Deposit	283
Start Up Office Supplies - Target	306.26
Electric Start Up	155.8
City of Antigo Start Up	72.24
Spectrum Start Up	378.01
Front Door	1077
Back Door	1077
Carpet Install	1000
Interior Paint - Balance	1181.33
Office Furniture	5320.24
Start Up Office Supplies - Amazon	1395
Neves Carpet	2012.94
Interior Paint Remodel - Phase 1 - Deposit	3200
Sign - SDDI	1250
Sign - SDDI - Install	1550
Start Up Office Supplies - Agency Store	2707.59
Office Security System	532.98
Mailbox	34.99
Paint/Carpet Remodel Phase 2	10000
	\$ 35,696.38
Downtown Entrepreneur Grant	\$ 8,924.10



To: Mayor and City Council
From: Mark Desotell, Director of Administrative Services
Date: April 01, 2019
Re: Consider a Special 2019 Pilot Incentive for the Exterior Painting/Staining of Building Facades as part of the Existing Facade Grant Program

It has been mentioned that in certain circumstances that the facades in the Downtown corridor could use some additional attention to some basic painting/staining of existing features. While the current façade grant program allows exterior painting as one of its eligible options there has been limited efforts in this category except as being part of a larger remodeling effort.

I would like to experiment with a 2019 Pilot opportunity allowing business owners to be reimbursed on a 50% ratio for projects solely developed for the purpose of exterior painting/staining of their facades. The work should not only focus on the street level facades but also should pay particular attention to the second story as these spaces have often been neglected in favor of updating the lower retail levels of the buildings. My suggested 2019 program would allow the building owner to request a 50% reimbursement for projects with a total cost of up to \$3,000 or more with a maximum grant reimbursement totaling \$1,500. Additionally, this 2019 Pilot program would allow for even those who had received past Façade Grants to be approved for the 2019 season.

We would analyze the success of this effort over the 2019 construction season and report back to the committee accordingly. Currently, the Façade Grant fund balance is in excess of \$10,000 and this program would continue to compete with the existing Façade Grant guidelines on a first come-first served basis for these limited funds.