



CITY OF ANTIGO

ECONOMIC DEVELOPMENT COMMITTEE MEETING

COUNCIL CHAMBERS

Monday, April 01, 2024

CITY HALL, 700 EDISON STREET

6:00 PM

Call to Order

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

1. Minutes from the December 13, 2023, Meeting
2. Mural Project - Schroeder's Gift Barn
3. Review of Economic Development Committee - Roles and Responsibilities
4. BR&E - Business Retention & Expansion Program
5. Current Business Funding Resources & Programs

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 Cheryl Barta, 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 27,2024

TERENCE BRAND



OFFICE OF ADMINISTRATION
City of Antigo
700 Edison St
Antigo WI 54409

DATE: April 1, 2024
TO: Economic Development Committee
FROM: Karin Derauf, City Administrator
SUBJECT: Schroeder's Gift Barn Mural Project

Attached is a proposal for a mural project to be located on the north side of Schroeder's Gift Barn. It is recognized that grant funds have been set aside for mural projects to beautify the business district in Antigo. AVA Antigo Visual Arts has submitted a request for funding based on the attached proposal to paint a Northwoods-themed mural on Schroeder's Gift Barn located at 734 Superior St. S.

Schroeder's and the Antigo High School Art Club have collaborated on a mural depicting Northwoods scenery which will span the whole of the wall on the north side of the building. The proposal attached provides a representation of the final painting.

The funding set aside for mural projects allows for up to 75% of materials to be paid for in a reimbursement format. In this proposal, the request is for a total material cost of \$685.00 at 75% or a total grant disbursement of \$513.75 to be reimbursed after receipts have been submitted to the city.

Recommendation: Staff recommends that the EDC provides a "recommendation to Council to approve reimbursement of \$513.75 from the grant funds upon receiving receipts from Antigo Visual Arts/Antigo High School Art Club for material costs for the mural project to be located at 734 Superior Street South".

Attachment: Schroeder's Gift Barn Mural Project (6780 : Mural Project - Schroeder's Gift Barn)



SCHROEDER'S GIFT BARN MURAL PROJECT

SCHROEDER'S GIFTS, AHS ART CLUB, AND ANTIGO VISUAL ARTS ARE COLLABORATING TO BRING A NORTHWOODS-THEMED MURAL TO THE NORTH-FACING WALL OF SCHROEDER'S GIFT BARN. IT WILL BEAUTIFY SUPERIOR ST. AND BRING YOUTH INVOLVEMENT TO THE COMMUNITY IN ANTIGO.

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Brett Powell

Antigo High School Art Club President

241427@antigoschools.org

Erin Schroeder

Mural Lead at Schroeder's Gifts

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Artists

Brett Powell, Allison Gerfen, Juliea Busch, Max Busse, additional Art Club members

About Antigo Visual Arts Public Art Committee:

Antigo Visual Arts (AVA) Public Art Committee was created by AVA members and is part of the nonprofit Langlade County Historical Society with the idea of beautifying our city's downtown. With the help of the City of Antigo and Langlade County Economic Development, AVA's push for murals downtown became reality with the city setting aside \$5000 of a facade grant. Grant money will be utilized on a per project basis, paying 50% (up to a maximum of \$1000 per mural project) made available by the city toward the cost of materials/supplies and the rental of necessary lift equipment.

Artists' Vision Statement:

Schroeder's and AHS Art Club collaborated on a vision for this mural involving bold color in a comforting Northwoods scene. Schroeder's Gifts is a locally owned boutique on Antigo's famous south side. The interior is a beautiful snapshot of the Northwoods charm, but the exterior is in need of the same treatment! Our vision is to show the inviting, calm, breathtaking nature of the Northwoods scenery spanning the whole wall. A local viewer might recognize it as their favorite fishing spot or a view from their favorite trail. Art Club students, grades 8-12, are excited to lend their talents to beautify Antigo. Youth involvement is incredibly important to the future of our community; it gives the students connection and ownership to the community and allows the community to support and connect to our youth.

Photo of Wall and Sketch of Mural:

Photo of Current Location



Sketch of Proposed Mural



Budget Proposed:

The budget for the proposed project is \$7,885.00 with 3 funding/donation sources. The material cost alone is \$685.00. City of Antigo and Langlade County Economic Development 'Facade Grant' will reimburse up to \$5000 of Antigo Visual Arts' various mural projects. Grant money will be utilized on a per project basis, paying 75% (up to a maximum of \$1000 per mural project) made available by the city toward the cost of materials/supplies and the rental of necessary lift equipment.

Antigo Visual Arts will provide –

- AVA will donate a selection of supplemental acrylic paints totaling an estimate of \$50.00
- AVA will donate a portion of the Anti-Graffiti coating left from past projects totaling an estimate of \$100
- AVA will donate ladders and equipment from past projects as AVA volunteers are able.

AHS Art Club will provide –

- Artists will volunteer their time - a rate of \$10 /sq ft for 720 sq ft would be a donation of \$7,200.00.
- Art Club will provide a material budget of a maximum of \$200

Schroder's Mural will provide –

- Schroeder's will provide a material budget of a maximum of \$400

The costs are itemized below:

Expense	Amount
Powerwasher (wall prep)	\$35.00
Wire Brush (\$3 x5 wall prep)	\$15.00
Primer (\$100/5 gallon bucket x 1)	\$100.00
Anti-graffiti/clear coat (\$100/gallon x 3 gallons)	\$300.00
Paint (\$45/1 gallon can x 3)	\$135.00
Paint (\$5/sample can x 10)	\$50.00
Brushes, tape, other material	\$50.00
Installation Costs	\$00.00
Artist Fee	\$7,200.00
Grand Total:	\$7,885.00
Total Material Cost:	\$685.00

Material prices may fluctuate slightly and are subject to change.

Materials Used and Steps to Execution:

The MDO boards will go through a series of applications from the artist including primer application, painting the art on the surface, and a final protective anti-graffiti coating.

- Surface Preparation
 - The artists will pressure wash the exterior wall to clear any debris and old paint residue. Students will have supervision from Club Advisor, AVA member, and/or building owners. Artists will also clear any remaining rough surfaces using wire brushes.
 - The artists will then apply an exterior primer to the surface of the wall to prepare for a long-lasting painting application.
- Painting Specifications
 - The artist will use a mixture of roller painting and brushwork to complete the artwork. Rollers will be used to apply the background colors and brushwork will be used for detailed artwork. Vents, windows, or other fixtures on the wall will be taped off and avoided unless cleared by building owners.
- Protective coating:
 - Anti-graffiti coating will be applied to the artwork by the artist at completion of the project.
 - Anti-graffiti- <https://industrial.sherwin-williams.com/content/sherwin-williams/pcg/industrial-sw-com/na/us/en/protective-marine/catalog/product/products-by-industry.11543396/2k-waterbased-anti-graffiti-coating.9897020>

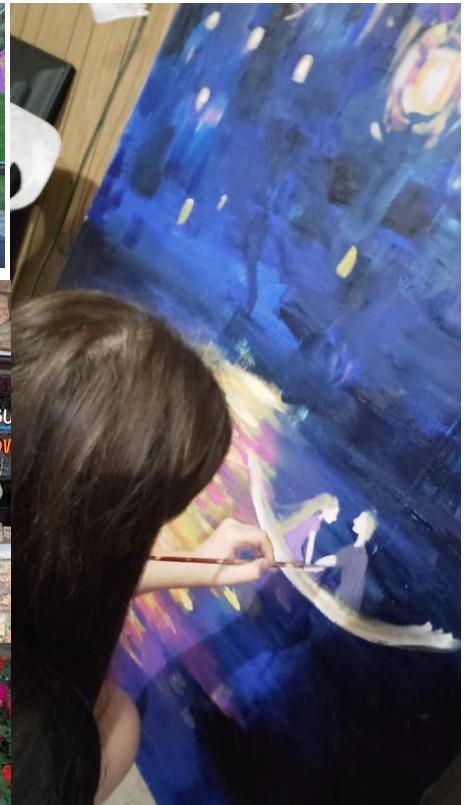


Timeline:

March 25-29th (pending weather)	April 1-19 (pending weather)	April-May	May 3
Wall Prep and Priming	Painting	Final details and anti-graffiti coating	Completion

About the Artist:

AHS Art Club is a school-sponsored club that promotes: Artists supporting Artists; Growing your personal art interest and the art community in Antigo; and Actively participating in the art community activities and events. We are ~20 students strong in the 23-24 school year. Olivia Kraucyk and Abby Schwanke are the club advisors.



Building Owner

Date

AVA Representative

Date

Attachment: Schroeder's Gift Barn Mural Project (6780 : Mural Project - Schroeder's Gift Barn)

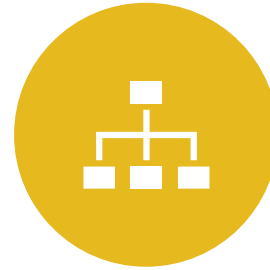
City of Antigo

Economic Development Committee

AGENDA



What is the EDC?



Roles & Responsibilities



Goals & Objectives



Another EDC?

WHAT IS THE EDC?

Economic - relating to economics or the economy

Development - process of developing or being developed; growth, maturing, evolution, expansion, progress, success

Committee - a group of people appointed for a specific function



The EDC is a group of appointed people to specifically be involved in the development, growth, and/or success of the (local) economy.

The City of Antigo Economic Development Committee

- ▶ Established in 19XX?
- ▶ Seven Members serve on the Committee
 - ▶ 3 Councilmembers
 - ▶ 3 Citizens
 - ▶ And the Mayor (Chair)
- ▶ Serve One-Year terms
- ▶ Appointed by the Mayor

ROLES and RESPONSIBILITIES



The Economic Development Committee is a city body that works with the business community (and surrounding areas)



The Committee hears matters relating to business improvements, emerging business enterprises, job development, cultural arts, and other items related to the local economy



This collaborative group is made up of individuals who have an interest in encouraging questions, providing thoughtful responses, and helping to shape a diverse business community



The Committee works to identify actions that can be taken to ensure that the business community is vibrant, successful, and meets the needs of the residents



The Committee studies these actions and makes recommendations to the Common Council

GOALS

and

OBJECTIVES



STILL NEED TO BE ESTABLISHED



GOALS and OBJECTIVES

► This is an active working committee

- Goal 1
- Goal 2
- Goal 3

► In accordance with the Comprehensive Plan

- Objective 1
- Objective 2
- Objective 3

ANOTHER EDC?

There is another organization with the letters **EDC**

Economic Development Corporation

The Langlade County Economic Development Corporation is separate and distinct from the city but works closely with City Staff to accomplish collaborative goals.





QUESTIONS?

Thank You

Karin Derauf

City Administrator

715-623-3633

kderauf@antigo-city.org