



CITY OF ANTIGO

ECONOMIC DEVELOPMENT COMMITTEE MEETING

COUNCIL CHAMBERS

Monday, April 05, 2021

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 2, 2020 Meeting
2. Updated Drawdown
3. Lormont Investments LLC dba Spud City Outlet Shops 902 5th Avenue Downtown Entrepreneurs Grant Request
4. Flowers from the Heart 819 5th Avenue Downtown Entrepreneurs Grant Request
5. Escape & Smash It! 500 Superior Street Downtown Entrepreneurs Grant Request
6. Hoffman House 1015 5th Avenue Downtown Entrepreneurs Grant Request
7. Suick Family Foundation Downtown Business District Grant that Langlade County Economic Development Corporation has Received

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 29,2021

BILL BRANDT

DOWNTOWN BUSINESS ENTREPRENEURS GRANT PROGRAM

Date	Business/Name	Project Description	Project Cost	Grant	Status	Balance
7/1/2015	per Resolution:					
1	8/11/2015 Belles Smokehouse	Business Eligible Start up costs	\$13,580.48	\$3,395.12	reimbursed	\$71,604.88
2	6/8/2016 Brenna Insurance	Renovation of Building	\$75,742.46	\$15,000.00	reimbursed	\$56,604.88
3	11/7/2017 Mortal and Pearly	Business Eligible Start up costs	\$3,454.80	\$863.70	reimbursed	\$55,741.18
4	8/6/2018 Parcel(ul) Valley General Store	Renovation of Building	\$40,000.00	\$0.00	cancelled	\$55,741.18
5	8/6/2018 Notice Sales	Renovation of Building	\$9,164.17	\$2,291.04	reimbursed	\$53,450.14
6	8/6/2018 1stitch & Print Antigo	Renovation of Building	\$63,794.10	\$15,366.43	reimbursed	\$38,081.73
7	10/10/2018 per Resolution: 106-18			\$25,000.00		\$63,081.73
8	10/1/2018 The Bay	Renovation of Building - \$17,519 Fifth Avenue	\$73,100.00	\$0.00	cancelled	\$63,081.73
9	10/10/2018 Missy's Inspiring Images	Renovation of Building : 628 Dorr Street	\$20,563.31	\$5,140.83	reimbursed	\$57,940.90
10	10/10/2018 Wild Epitome, LLC	Renovation of Building : 816 Fifth Avenue	\$80,590.05	\$15,350.00	reimbursed	\$42,590.90
11	10/23/2018 per email: 10-23-2018			\$25,000.00		\$67,590.90
12	11/13/2018 County Executive Meeting	2018 Funding Approved		\$25,000.00		\$92,590.90
13	11/5/2018 Super Monster LLC	New Business Renovation-Day Care-Edison Street (Old Rental Store Building)	\$134,000.00	\$25,000.00	reimbursed	\$67,590.90
14	4/1/2019 Farmers Insurance-805 5th ave	Startup costs and renovations:	\$17,492.08	\$4,373.02	reimbursed	\$63,217.88
15	5/6/2019 Thrivent Financial-Downtown-711 5th	Renovation of Building & Start Up Costs	\$60,039.89	\$15,009.97	reimbursed	\$48,207.91
16	5/6/2019 Antigo Times & Shoppers-725 5th Ave	Renovation of Building & Start Up Costs	\$32,040.02	\$6,500.00	reimbursed	\$41,707.91
17	5/6/2019 Savers Food Mart LLC-735 5th Ave	Renovation of Building & Start Up Costs	\$2,948.23	\$737.06	reimbursed	\$40,970.85
18	8/6/2019 Funding Approved by County/City/Covenant-Resolution 81-19			\$75,000.00		\$115,970.85
19	8/5/2019 Antigo Food Producers Commercial Center-824 5th Ave	Renovation of Building & Start Up Costs	\$100,000.00	\$24,469.52	reimbursed	\$91,501.33
20	8/5/2019 KBV Enterprises LLC	Roof Repair and Start up	\$0.00	\$0.00	approved	\$91,501.33
21	11/4/2019 GR Realty LLC-723 5th Avenue Antigo	Renovation of outside building windows and doors/paint	\$15,500.00	\$3,875.00	approved	\$87,626.33
22	2/3/2020 Flowers from the Heare-817 Fifth Ave	Renovation and opening of Floral Shop	\$26,574.83	\$6,643.71	reimbursed	\$80,982.62
23	12/9/2020 Be U Nutrition-715 5th Avenue	Building Reno and Business Start Up costs	\$12,065.82	\$3,000.00	reimbursed	\$77,982.62
24	12/9/2020 Man Cave-1022 Fifth Avenue	Renovation of Building and Start up Costs	\$19,998.20	\$4,999.55	reimbursed	\$72,983.07
Total completed projects to date			\$745,088.44	\$152,016.93		
Total Program Grant Dollars			\$225,000.00			
			Available	\$72,983.07		
			Approved not paid	\$3,875.00		

Potential Applications

Lorremont Investments LLC dba Spud City
Escape & Smash It
Rod & Tina Hix
Flowers From Heart-new building purchase

\$25,000.00
\$5,000.00
\$25,000.00
\$18,356.29
\$73,356.29

Total Grant Dollars Available as of 2/11/2021

-\$373.22

this was paid on 10-17-19

4,333.26 reimbursed \$ 17,333.03 spent
4,782.51 reimbursed \$ 19,130.05 spent
First reimbursement w

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

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

extended to 12/31/19

312 Forrest Avenue | Antigo, WI 54409 | 715.623.5123



www.langladecounty.org

Application #1

MEMO: Lormont Investments LLC dba Spud City Outlet Shops

Rick Montgomery

REG: DOWNTOWN ENTREPRENUER'S GRANT: 902 5th Ave Antigo

Rick Montgomery has purchased 902 5th Ave with the idea of creating space for entrepreneurs to tryout owning and operating their own retail business without a large overhead and start-up expenses. There is an additional 3,600 square feet stand-alone front that is being leased by the Senior Center already and is currently in renovation stage.

Rick also owns 824/826 5th Ave as well and has invested \$97,878 into that facility and did receive a downtown grant of \$24,469.52. He currently rents it to Big Basket Food Hub LLC.

His request is for the full Entrepreneur's Grant of \$25,000 for the 902 5th Ave space with a projected total investment of \$121,500 of eligible expenses.

Attachment: Spud City Outlet (3861 : Spud City Outlet Shops)

Located in the Wood Technology Center of Excellence at NTC's Antigo Campus

Application 1

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: Rick Montgomery
 Phone: 715-889-2409
 Business Name: LORMONT INVESTMENTS LLC dba Spud City Outlet Shops
 Email: ricks@namsconnect.com
 Business Address: 902 5th AVE ANTIGO WI 54409/904/
 Property Owner: LORMONT INVESTMENTS LLC
 Property Owner Address: N2237 KOSZAREK Rd Antigo WI 54409

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 X

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 X No ___ if yes, please provide their names and relationship with your company.

Name of

Business: Big Basket Food Hub LLC

Relationship to Applicant: Same

Northern Air Merchant Services, Inc.

L+M Fruit and Poultry Farm LLC

Application 1

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: 10/26/2020
 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

Application 1

Executive Summary

The Internet has changed the way consumers purchase their needs, such as clothing, foot ware, household items, home décor, tools, crafts, etc. At the same time big box stores have created the one stop shop culture in the brick and mortar realm of consumer spending.

These two phenomena's have all but eliminated the mom-n-pop stores of yesteryear. Talk about cancel culture!

These two concepts have also dampened traditional entrepreneurship of building or buying a building and hanging out your shingle.

So, downtowns across the country have taken the hit. As mom n pop go out of business the buildings decay and become worthless. The new entrepreneur now must have deep pockets to renovate, adhere to new codes and ordinances, sometimes spending hundreds of thousands of dollars before they spend more thousands on that shingle, alone.

Spud City Outlet Shops will be a new concept.

The American Dream Maker – Business Incubator and Accelerator

We are creating a city within a city. This will allow the entrepreneur to start with lower inventory cost, lower overhead and labor cost, test the product popularity, assess public acceptance, and gain experience in running their own business.

If the entrepreneur produces their own products, we can also offer production, manufacturing, storage, packaging and shipping space for the shop owner and any online retailer who might need a larger space to produce their product.

Spud City will be marketed locally, regionally and statewide to attract both the entrepreneur, travelers and vacationers as the ***HOT SPOT Destination*** in the Northwoods for a unique boutique shopping experience.

Antigo will become a ***MUST STOP LOCATION!***

Application 1

Spud City Outlet Shops

A Retail Start Up Business Incubator

Vision

Create a space for curious entrepreneurs to tryout owning and operating their own retail business without a large overhead and start-up expenses.

A way for them to:

Test the waters for public interest in their products

Learn about operating and gaining experience in the retail industry

And the viability of success in the competitive world of small business

Educate the Entrepreneur about the financial, technical, marketing and management aspects of owning and running their own business

Concept

The 33,000 square foot building located at 902 5th Ave. in Antigo, Wisconsin. The first floor will be renovated and converted into shops including 1 or 2 larger Anchor Businesses.

The shops will have facades replicating 1895 era small town businesses with a boardwalk meandering through the faux town.

Square footage of the shops will range from 100 sq. ft. to 500 sq. ft. and designed to expand even larger should an entrepreneur decide to enlarge their inventory and sales area. Smaller square footages will allow the entrepreneur to start out with a smaller inventory investment, making the start up more feasible.

There will be one central check out for all shops, probably the anchor stores.

All utilities will be provided.

An inventory tracking system will also be provided

A Credit Card acceptance system is also provided

As an added feature mentors and entrepreneurial guidance will be provided to each shop owner.

Application 1

The second floor (another 11,000 sq.ft.) is currently in the thought process.

More shops if the demand is there?

Production, manufacturing, storage, packaging and shipping for the shop owners to produce their products, online retailers to produce and ship their products?

Entertainment type businesses like Escape Rooms, Laser tag, Virtual Simulators (Archery, Bow Hunting, Golf, Gaming) Meeting Rooms for Birthdays and other parties.

Many possibilities

The lower level is also a viable space. Again, any entertainment type business, office space, storage, etc.

Application 1

Stages of Development

Phase 1

Update west 3,600 square feet for a stand-alone retail store to lease the entire space.

Update all Utilities required, Flooring, the walls, ceilings and layout changes.

Establish Anchor location and build out Anchor Store in east side space.

Begin Marketing for outlet stores

Timeline – October 1, 2020 to February 1, 2021

Phase 2

Build out façade and partition off spaces on east wall of the east side of the building. Install streetscape/boardwalk and frame up west side façade of street. Fill this retail space by June 1, 2021.

Renew and update exterior façade. Repair and painting and signage by April 1, 2021

Phase 3

Build out the center block space and facades. Fill this space by Oct 1, 2021.

Phase 4

Build out the front space and facades. Fill this space by December 1, 2021.

Phase 5

Build out steps to upstairs from first floor. Replacing the original steps to the upper retail floor.

Application 1

Stage 2 will begin depending on several factors. The success of stage 1 will be the main factor along with continued interest from start-ups and community buy in to support the small businesses.

Stage 2

Build out the west 3000 square feet with 12 more entrepreneurial spaces with facades and boardwalk streetscape. Fill spaces by September 1, 2021. If the demand for small business entrepreneur space declines this space will remain a single retail anchor store.

Stage 3

Develop a plan for second story 11,000 square feet. Whatever that plan may be to be implemented by April 1, 2022 open by April 1, 2023.

Application 1

Building Investment and Renovations

Stage 1

Purchase \$25,000.00 October 1, 2020	\$25,000
Phase 1 – October 1, 2020 to February 1, 2021 - \$37,000.00	\$37,000
Phase 2 – February 1, 2021 to June 1, 2021 - \$30,000.00	\$30,000
Phase 3 – June 1, 2021 to October 1, 2021 - \$6,000.00	\$6000
Phase 4 – October 1, 2021 to December 31, 2021 - \$6,000.00	\$6000
Phase 5 – January 1, 2022 to March 1, 2022 - \$10,000.00	\$10,000
Miscellaneous throughout Stage 1 - \$7500.00	\$7500
Total Investment	<u>\$121,500</u>
Less Purchase	\$25,000
Total needed for renovation	<u>\$96,500</u>

Application 1

Marketing

Marketing will begin November 1, 2020.

Stage 1 - Attraction and Awareness – Designed to fill and retain the retail space to capacity and make it a desired and revered location.

Develop Website by November 15, 2020

Develop Social Media Presence by November 15, 2020

Join Social Media Entrepreneur Pages to promote by November 15, 2020

Website and Social Media updates and posts weekly

Flyers, Posters, Post Cards generated by November 20, 2020

To be sent to prospective entrepreneurs who may be looking for space

To create awareness Post Cards will be sent to new LLC's and incorporations.

Flyers will be delivered to other businesses in the Antigo to make them aware of the project. Get buy in from other businesses and encourage them to promote for the health and prosperity of 5th Avenue.

Flyers will be delivered to our Industrial and manufacturing sector of Antigo. Once again to induce buy in and promotion of our downtown. Possibly create some Sponsorship Opportunity Grants for Entrepreneurship in our downtown from the larger companies to re-invest in our community. Also, as a local place to display and sell their products if viable.

Flyers will be disbursed to Vertical Partners who within their own business/association may train, provide technical support, financing options, seed money, etc. Entities such as Wisconsin Economic Development, SBDC, North Central Regional Planning, Women in Business. Covering North Eastern and North Central areas of the state.

Flyers will be disbursed to all area Banks and Credit Unions and encourage to in turn disburse to possible business clients.

Print Media – Print ads will be place in the local newspapers and shoppers guides as well as state and regional entrepreneurship magazines January 2021

Application 1

Marketing cont.

Stage 2 - Promote and sustain Spud City Outlet Shops as a vibrant and exciting shopping destination

Billboards will be placed north and south of Antigo along Hwy 45 and East and West along Hwy 64 Spring/Summer 2021

Scheduled visits to Vertical Partners, banks and credit unions to keep Spud City in the forefronts of their minds.

Print Ads in local media outlets and publications.

Print Ad in surrounding county Chambers of Commerce and Shoppers Guides

Flyers located at surrounding county vacation destinations like hotels, resorts, restaurants, golf courses and Chambers of Commerce.



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Application #2

MEMO: FLOWERS FROM THE HEART ON 5TH

REG: DOWNTOWN ENTREPRENEUR'S GRANT

Flowers from the Heart on 5th has purchased 819 5th Avenue and is requesting a downtown entrepreneur's grant to complete renovations in order to open May 1, 2021.

They currently are renting space at 817th 5th Ave and has received a previous entrepreneur's grant in March Of 2020 for the amount of \$6,643.71 for renovations and start-up costs. Their initial investment was \$26,574.00 of eligible expenses.

Because of the building purchase and investment to the downtown, we are asking the committee to approve up to the remaining grant dollars of \$18,456.29 for eligible expenses in order for them to re-open in their new building.

Attachment: Flowers from the Heart (3862 : Flowers from the Heart)

Located in the Wood Technology Center of Excellence at NTC's Antigo Campus

Application 2

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.

- 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: _____
- 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: _____

Application 2

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

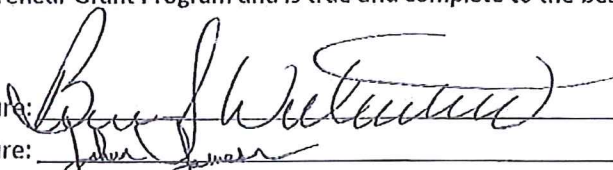
Photographs required once project is completed.

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

Attachment: Flowers from the Heart (3862 : Flowers from the Heart)

Application 2

[Business Name]

Business Startup Costs

FUNDING	Estimated	Actual	Under/(Over)
Investor Funding			
Owner 1	\$20,000.00		
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	\$50,220.00		
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	\$360.00		
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		

Application 2

Tools & Supplies	\$3600.00		
Travel			
Truck & Vehicle	\$5000.00		
Other 1 (specify)			
Other 2 (specify)			
Total Fixed Costs	\$86,220.00		

Average Monthly Costs

Advertising (print, broadcast and Internet)	\$600.00		
Business Insurance	\$200.00		
Business Vehicle Insurance	\$160.00		
Employee Salaries and Commissions	\$8000.00		
Equipment Lease Payments	\$360.00		
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)			



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www.langladecounty.org

Application #3

MEMO: Escape & Smash It!

Julie Odden

REG: DOWNTOWN ENTREPRENUER'S GRANT: 500 Superior St Antigo

Escape & Smash It! is one of the first escape rooms to open in Antigo, WI. We're a group of passionate game designers who think that grown-ups and children alike, should make time to learn and play. So whether you're looking for a fun activity with colleagues, want to have fun with friends, or planning a family gathering, our escape rooms will give you the ultimate, memorable experience.

SMASH ROOM

Come let off a little steam and let go! This room offers a chance to break things and do it in a safe environment. We offer different packages depending on your needs. Gear up in safety equipment and smash away! Whether you need to let go of some steam or just want to have fun, this is the room for you!

<https://www.escapeandsmashit.com/>

Julie Odden is a current Langlade County Economic Development Entrepreneur Student with setting to graduate on April 8th. She will be renting the space at 500 Superior Street to open the new Escape & Smash it facility.

Her projected cost of eligible expenses are \$18,500.00. We are asking the committee to approve up to availability of Funds but not to exceed \$10,000.

Located in the Wood Technology Center of Excellence at NTC's Antigo Campus

Attachment: Escape and Smash It (3863 : Escape and Smash It)

Application 3

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: Julie Odden
 Phone: 715-610-5055
 Business Name: Escape & Smash III
 Email: escapeandsmashit@gmail.com
 Business Address: 500 Superior St. Antigo, WI 54409
 Property Owner: Dan Krueger
 Property Owner Address: 500 Superior St Antigo WI 54409

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: Independence Unlimited, LLC

Relationship to Applicant: self- I own business

Application 3

ACKNOWLEDGEMENT

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REQUIRED ATTACHMENTS

- i. Photographs of project to be improved
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Photographs required once project is completed.

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APPLICANT'S CERTIFICATION

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Signature:  Date: 02/10/2021
 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

Attachment: Escape and Smash It (3863 : Escape and Smash It)

Application 3

[Business Name]

Business Startup Costs

FUNDING		Estimated	Actual	Under/(Over)
Investor Funding				
Owner 1				
Owner 2				
Other				
Total Investment		-	-	-
Loans				
Bank Loan 1				
Bank Loan 2				
Non Bank Loan 1				
Total Loans		-	-	-
Other Funding				
Grant 1				
Other				
Total Other Funding		-	-	-
Total FUNDING		-	-	-

COSTS		Estimated	Actual	Under/(Over)
Fixed Costs				
Advertising for Opening				
Basic Website			\$299.70	
Brand Development				
Building Down Payment				
Building Improvements/Remodeling	1432.67			
Business Cards/Stationery	50.00			
Business Entity				
Business Licenses/Permits				
Computer Hardware/Software	700.00			
Decorating	400.00			
Franchise Start Up Fees				
Internet Setup Deposit				
Lease Security Deposit	650.00			
Legal/Professional Fees				
Machines & Equipment	604.91			
Office Furniture/Fixtures	1118.29			
Operating Cash (Working Capital)				
Point of Sale Hardware/Software	100.00			
Prepaid Insurance	1000.00			
Public Utilities Deposits				
Reserve for Contingencies				
Security System Installation	900.00			
Setup, installation and consulting fees				
Signage	600.00			
Starting Inventory	10,633.85			
Telephone				

Application 3

Tools & Supplies			
Travel			
Truck & Vehicle			
Other 1 (specify)			
Other 2 (specify)			
Total Fixed Costs	18489.42	-	-

Average Monthly Costs

Advertising (print, broadcast and Internet)	400.00		
Business Insurance	333.33		
Business Vehicle Insurance			
Employee Salaries and Commissions			
Equipment Lease Payments			
Inventory, raw materials, parts			
Franchise Fee			
Health Insurance			
Internet Connection	100.00		
Loan and Credit Card Interest & Principal	800.00		
Legal/Accounting Fees			
Merchant Account Fees	300.00		
Miscellaneous Expenses			
Mortgage Payments			
Lease Payment	650.00		
Owner Salary			
Payroll taxes or Self-employment tax			
Postage/Shipping Costs			
Security System Monthly Payment			
Supplies	400.00		
Telephone	100.00		
Travel			
Public Utilities			
Website Hosting/Maintenance			
Other 1 (specify)			
Other 2 (specify)			
Total Average Monthly Costs	3083.33	-	-
x Number of Months	6		
Total Monthly Costs		-	-

Total COSTS	18499.98	-	-
SURPLUS/(DEFICIT)		-	-

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Application #4

MEMO: Hoffman House,

Rodney and Tina Hix

REG: DOWNTOWN ENTREPRENUER'S GRANT: 1015 5th Ave Antigo

As of March 15, 2021, Rodney and Tix Hix purchased the Hoffman House, located at 1015th 5th Ave.

This will be a Find Dining Establishment with a historic theme. Projected to open in May.

They are still waiting on many estimates for carpeting, lighting and equipment.

At this time projected cost of eligible expenses are not complete but are asking the committee to reserve and approve up to the full amount of \$25,0000 or what funding is remaining.

Attachment: Hoffman House (3864 : Hoffman House)

Located in the Wood Technology Center of Excellence at NTC's Antigo Campus

3/26/2021

Hoffman House gets new owners | Local News | antigojournal.com

Application 4

https://www.antigojournal.com/news/local/hoffman-house-gets-new-owners/article_93f5ae57-27ac-5a7f-85ca-5433974cd791.html

HOT

FEATURED

Hoffman House gets new owners

By Rachel DeHart rdehart@antigojournal.com

Mar 26, 2021



Attachment: Hoffman House (3864 : Hoffman House)

Rodney and Tina Hix, owners of the Hoffman House, are in the vintage bar, which is anticipated to be open May 1.

Rachel DeHart

The Hoffman House in Antigo has officially been purchased as of March 15 by Rodney and Tina Hix.

3/26/2021

Application 4
Hoffman House gets new owners | Local News | antigojournal.com

Currently, they are in the process of getting their liquor license and are anticipating opening the bar as of May 1 and the restaurant by June 12.

Upstairs are fully furnished rooms. They have 12 tenants at this time and plan to rent out the remaining rooms for romantic weekend getaways.

"We want to give Antigo a more civilized atmosphere of fine dining and place to socialize," said Rodney Hix.

The Hixes plan to hold special events that go along with the vintage theme of the Hoffman House by offering live music, elegant piano performances and even vintage era dress-up occasions.

"We can't wait to hear all the stories Antigonians have to share about the Hoffman House," said Tina Hix.

Current restoration work includes carpeting, lighting and touch-up painting. The flooring, ceiling and cabinetry will remain the same as they were in 1910.

Rachel DeHart

Attachment: Hoffman House (3864 : Hoffman House)

Application 4

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.



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LANGLADE COUNTY ECONOMIC DEVELOPMENT CORPORATION

2021 CITY OF ANTIGO DOWNTOWN BUSINESS DISTRICT SUPPORT GRANT APPLICATION

Program Description: To Request \$25,000 to establish A City of Antigo Downtown Business District Support Grant for the enhancement of the overall economic vitality and character of downtown Antigo by funding businesses most significantly impacted by the pandemic and to enhance the attractiveness and marketability of Downtown Antigo.

Applicant Eligible Projects:

- Equipment and Software upgrades such as Point of Sale and Ecommerce Improvements in order to compete with big box stores and franchise owners during this most crucial time.
- Funding infrastructure and rehabilitating of existing buildings to enhance the attractiveness and marketability of the area to bring more entrepreneurs to the district.

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
- The level of investment being made to equipment and software upgrades

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 \$1 that the applicant spends, they can be reimbursed \$1 of grant funding to a maximum of \$2,500 per applicant. The applicant must use private, non-City, funds to match the grant. If funding is not approved, applicants are encouraged to reapply during a future grant cycle.

Attachment: Suick Grant (3866 : Suick Family Grant)

Located in the Wood Technology Center of Excellence at NTC's Antigo Campus