



CITY OF ANTIGO

ECONOMIC DEVELOPMENT COMMITTEE MEETING

MULTI-PURPOSE ROOM

Monday, August 07, 2017

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 April 3, 2017 Meeting
2. Re-Approve Facade Grant Application for Banquet on a Bun
3. Update from Angie Close Regarding Facade Grant Program to Date & Current Status
4. Recommended Changes to the Downtown Entrepreneur's Grant Program

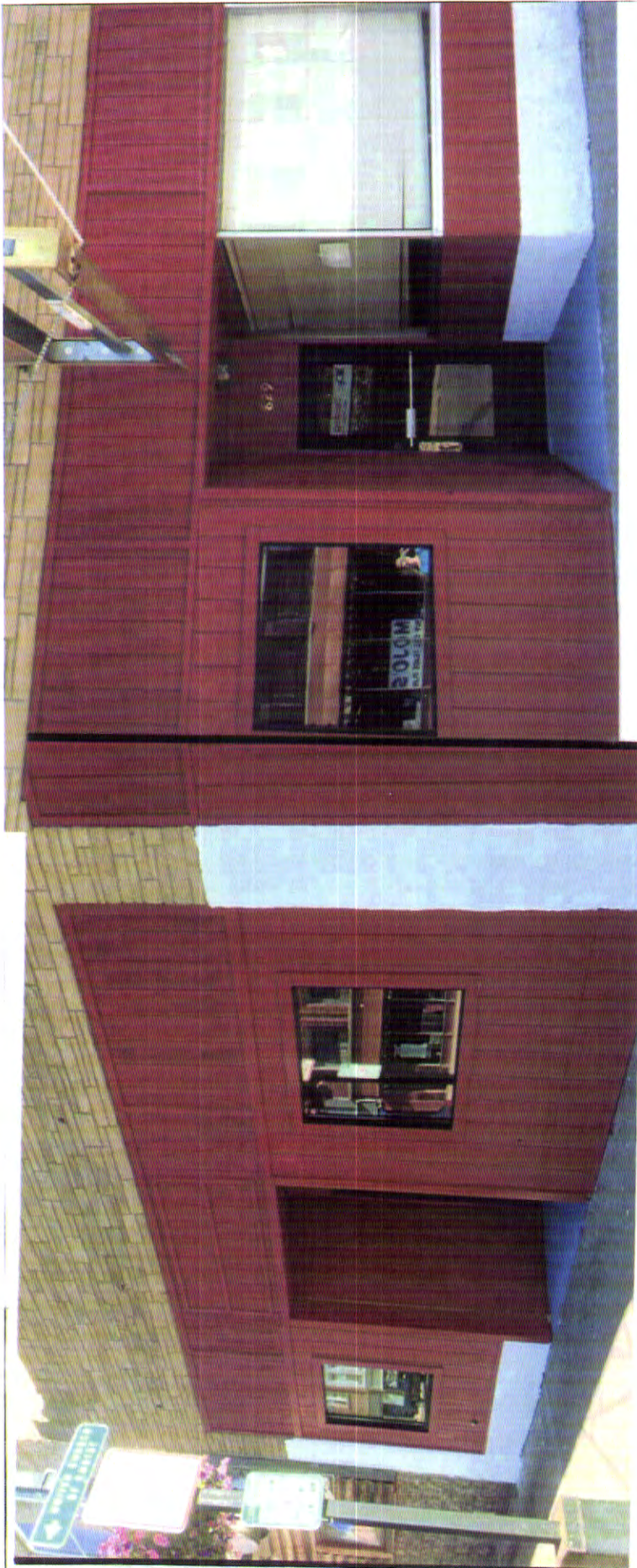
Any Other Matters Authorized by Law to be Considered

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: August 02, 2017

BILL BRANDT





Attachment: Banquet on a Bun Application (1671 : Application)

385272

Antigo Glass Company LLC
 dba THE GLASS COMPANY
 1045 South Superior Street
 Antigo, WI 54409

CUSTOMER'S ORDER NO.	DEPT.	DATE: 4-25-17
NAME: Cutler, Michael		
ADDRESS: 317 Elm Street		
CITY, STATE, ZIP Antigo WI 54409		
SOLD BY:	CASH	C.O.D.
	CHARGE	ON ACCT.
	MDSE RTD.	PAID OUT

QUANTITY	DESCRIPTION	PRICE	AMOUNT
1			
2	3- Aluminum Windows		
3			
4	3 at 695.00		2085.00
5			
6	1- Aluminum Door		
7			1470.00
8			
9			3555.00
10			
11	pd		
12	ck 45905		195.53
13			3750.53
14			
15			

RECEIVED BY:

ORIGINAL
 ©2001 REDIFORM® 5L320

Attachment: Banquet on a Bun Application (1671 : Application)

CITY OF ANTIGO
FAÇADE IMPROVEMENT GRANT PROGRAM APPLICATION

Applicant: Michael Caffero Phone: 715-610-3905-cell
 Business Name: Banquet on a Bun Email: MCaffero@Hotmail
 Business Address: 829 5th ave
 Property Owner: Michael Caffero
 Address: 317 Elm st.
 Definition of Project Scope: Replace existing windows, Add windows,
Replace door, add 1 door, repair stucco on face.

PROJECT BUDGET

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

<u>Replace Glass</u>	<u>6,000</u>
<u>Add entry/exit door</u>	<u>1,000</u>
<u>Replace Door</u>	<u>1,000</u>
<u>Repair stucco, building</u>	<u>1,000</u>
<u>Front</u>	
Total:	<u>9,000</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: 12-15-15
 Signature: [Signature] Date: 12-15-15

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

Attachment: Banquet on a Bun Application (1671 : Application)

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

STATE OF WISCONSIN - LANGLADE COUNTY
PROPERTY TAX BILL FOR 2015
REAL ESTATE

CAFFERO

Parcel No. 201-0540

Bill No. 201-00450

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

433164 363791 341649 .133
ORIGINAL PLAT
E44' OF LOTS 24-25-26
BLOCK 43

CAFFERO
MICHAEL R & CAROL S
317 ELM ST
ANTIGO WI
54409

Please inform the treasurer of any address change

829 5TH AVE

ASSESSED VALUE LAND	ASSESSED VALUE IMPROVEMENTS	TOTAL ASSESSED VALUE	AVERAGE ASSMT. RATIO	NET ASSESSED VALUE RATE (Does NOT reflect Lottery Credit)	NET PROPERTY TAX
8,200	13,800	22,000	.978710	24.694745	\$ 487.19
ESTIMATED FAIR MARKET VALUE LAND	ESTIMATED FAIR MARKET VALUE IMPROVEMENTS	TOTAL ESTIMATED FAIR MARKET VALUE	☐ A star in this means unpaid Prior year taxes. Please contact the County Treasurer	School taxes also reduced by school levy tax credit	DELINQ. WATER
8,400	14,100	22,500		\$33.00	18.62
TAXING JURISDICTION		2014 ESTIMATED STATE AIDS ALLOCATED TO TAX DISTRICT	2015 ESTIMATED STATE AIDS ALLOCATED TO TAX DISTRICT	2014 NET TAX	2015 NET TAX % TAX CHANGE
STATE OF WISCONSIN				8.88	-56.8%
LANGLADE COUNTY		285,651	281,183	289.81	-56.8%
ANTIGO LAKE REHAB				11.69	-71.1%
CITY OF ANTIGO		3,427,503	3,399,150	507.04	-56.6%
ANTIGO		5,754,214	5,707,090	398.01	-59.2%
NORTH CENTRAL		180,308	488,844	63.73	-55.2%
Totals		9,647,676	9,876,267	1279.16	-57.5%
First Dollar Credit				58.10	-3.4%
Lottery & Gaming Credit				.00	.0%
Net Property Tax				1221.06	-60.1%
Total Due: FOR FULL PAYMENT					505.81
FOR FULL PAYMENT, PAY TO LOCAL TREASURER BY					JANUARY 31, 2016
Warning: If not paid by due dates, installments option is lost and total tax is delinquent subject to interest (see reverse).					

PAY 1ST INSTALLMENT OF:

262.22

BY JANUARY 31, 2016

Amount Enclosed: _____

TO LOCAL TREASURER

Make Check Payable to:
CITY OF ANTIGO
KAYE M. MATUCHESKI
700 EDISON STREET
ANTIGO, WI 54409

AND PAY 2ND INSTALLMENT OF:

243.59

BY JULY 31, 2016

Balance Due: _____

TO COUNTY TREASURER

Make Check Payable to:
LANGLADE COUNTY TREASURER
800 CLERMONT STREET
ANTIGO WI 54409-1947

OR PAY FULL AMOUNT OF:

505.81

BY JANUARY 31, 2016

TO LOCAL TREASURER

Make Check Payable to:
CITY OF ANTIGO
KAYE M. MATUCHESKI
700 EDISON STREET
ANTIGO, WI 54409

CAFFERO
MICHAEL R & CAROL S
Parcel No. 201-0540

Bill No. 201-00450

Include This Stub With Your Payment

CAFFERO
MICHAEL R & CAROL S
Parcel No. 201-0540

Bill No. 201-00450

Include This Stub With Your Payment

CAFFERO
MICHAEL R & CAROL S
Parcel No. 201-0540

Bill No. 201-00450

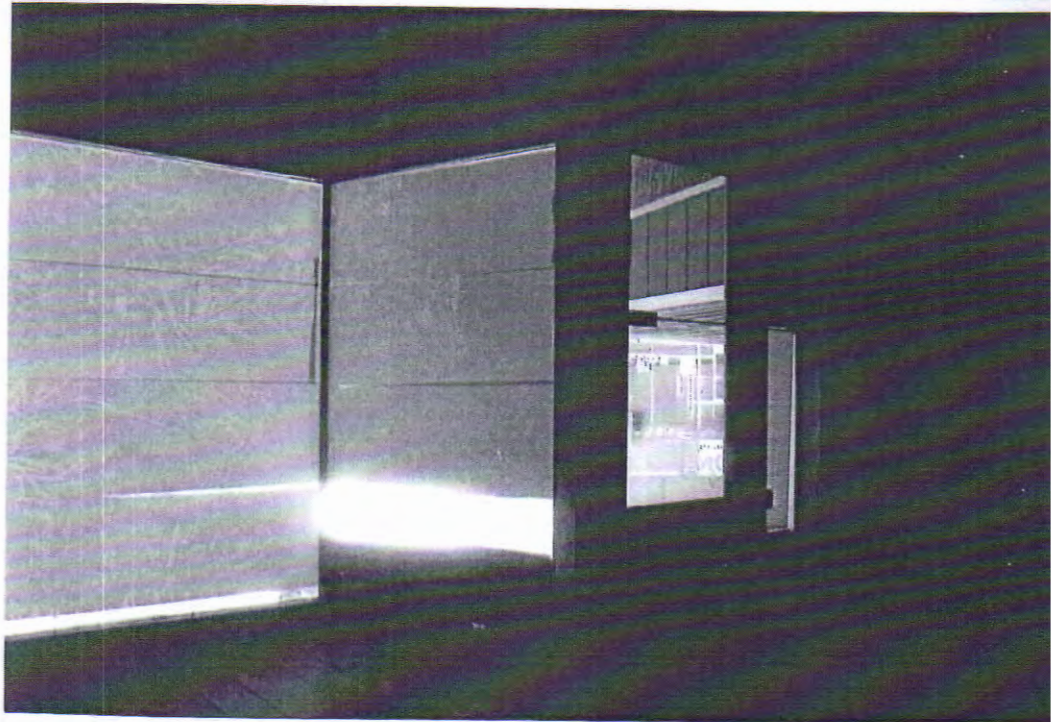
Include This Stub With Your Payment

Attachment: Banquet on a Bun Application (1671 : Application)

Front →



Front Inside →

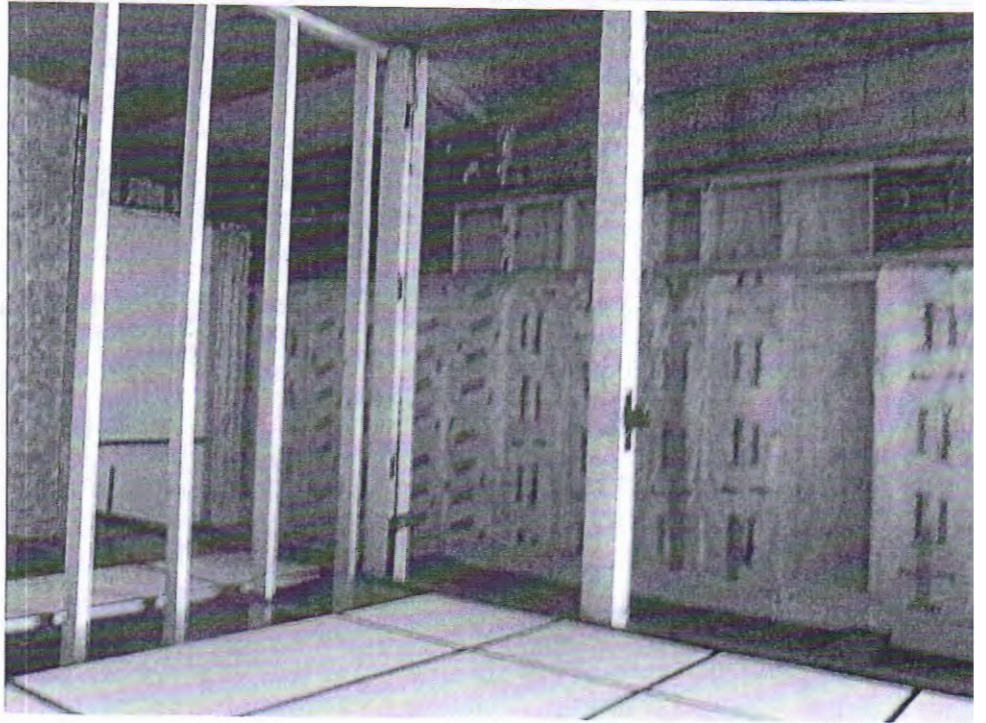


Attachment: Banquet on a Bun Application (1671 : Application)

Front
→



→
Back
Door



Attachment: Banquet on a Bun Application (1671 : Application)

**CITY OF ANTIGO
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES OF MEETING HELD
FEBRUARY 1, 2016**

Members Present: Mayor Brandt, Gary Voytovich, Andrew Hessedal and Alderpersons Balcerzak, T. Bauknecht and Darling

Members Absent: Sam Hardin

Others Present: Angie Close, Langlade County Economic Development Corporation; Mark Desotell, Director of Administrative Services; and Jaime Horswill, Utility/Clerical Assistant.

This meeting of the Economic Development Committee was called to order on the above date at 6:00 p.m. in the Multi-Purpose Room, City Hall. Mayor Brandt served as Chairperson and Jaime Horswill, Utility/Clerical Assistant, recorded the minutes thereof.

1. Approval of December 7, 2015 Minutes

Darling moved, Hessedal seconded, to accept the minutes of the December 7, 2015 meeting as distributed. Carried 6-0, Absent 1.

APPROVED

2. Façade Grant Request for 829 Fifth Avenue

Michael Caffero, Banquet on a Bun, submitted a Façade Improvement Grant Program Application for 829 Fifth Avenue (formerly known as Con's). His project budget is \$9,000 for replacement of glass, additional entry/exit door, replacing door, and repair of stucco.

Angie Close, Langlade County Economic Development Corporation, indicated that Mr. Caffero is looking at a soft opening at the beginning of March. The façade will happen in the springtime, so this is just a pre-approval.

Gary Voytovich questioned the \$6,000 glass estimate. Alderperson Balcerzak indicated that Mr. Caffero does not have any final information at this point. However, he cannot receive more than \$3,000 and must provide proof of payment before any reimbursement occurs.

Ms. Close noted that Mr. Caffero has requested quotes for the façade, but the contractors have not been able to complete them yet.

Hessedal moved, Darling seconded, to approve the Façade Grant Request for 829 Fifth Avenue up to \$3,000 for the projects budgeted for on the application. Carried 6-0, Absent 1.

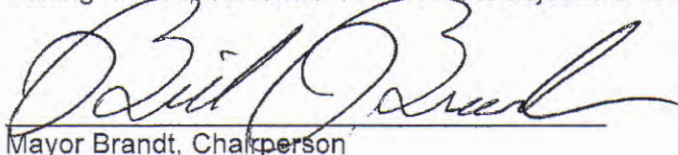
APPROVED

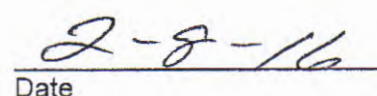
3. Any Other Matters Authorized by Law to be Considered

NONE

4. Adjournment

Darling moved, Balcerzak seconded, to adjourn at 6:07 p.m. Carried 6-0, Absent 1.


Mayor Brandt, Chairperson


Date

Attachment: Banquet on a Bun Application (1671 : Application)



To: Mayor and City Council
From: Mark Desotell, Director of Administrative Services
Date: August 07, 2017
Re: Update from Angie Close Regarding Facade Grant Program to Date & Current Status

Angie Close of the Langlade County Economic Development Corporation administers the Façade Grant Program for the City of Antigo and will provide a brief history of the program's success stories including any ongoing projects. She will also provide a summary of the current account balance of the program.



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

FAÇADE IMPROVEMENT GRANT PROGRAM APPLICATION

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.)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
Total:	_____

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)
aclose@co.langlade.wi.us langladecountyedc.org

	Date	BusinessName	Contact	Project Description	Project Cost	Grant	Status	Balance		
	5/14/2011	per Resolution: 055-11				\$20,000.00		\$20,000.00		
1	5/25/2011	Hair Shack	Denis DeBroux	Paint building exterior	\$1,406.57	\$468.86	reimbursed	\$19,531.14		
2	6/1/2011	Lakeside	Pat Frey	Painting, gutters, metal siding, signage	\$128,527.00	\$3,000.00	reimbursed	\$16,531.14		
3	6/8/2011	McKormick Klessig	Mike Theisen	Refurbish Stucco	\$12,500.00	\$3,000.00	reimbursed	\$13,531.14		
4	6/23/2011	B&M Properties	Bob Curran	Windows & reface bldg	\$10,329.88	\$3,000.00	reimbursed	\$10,531.14		
5	7/14/2011	Ameriprise bldg	Tom Koss	Back façade, windows	\$13,673.51	\$3,000.00	reimbursed	\$7,531.14		
	7/29/2011	Thirsty Soul	Diane Konrath	windows, sign, replace boards	\$0.00	\$0.00	cancelled	\$7,531.14		
6	10/3/2011	Blue Awning	Mary Ann Kamps	back door, painting, signage	\$1,640.96	\$1,403.97	reimbursed	\$6,127.18		
7	10/4/2011	Downtown Apts	Angie Schreiber	masonry	\$3,343.64	\$1,114.55	reimbursed	\$5,012.63		
8	11/3/2011	Mode Beauty Shop	Bob Arlen	front windows, rear doors	\$6,670.00	\$2,223.33	reimbursed	\$2,789.30		
	12/14/2011	per Resolution: 133-11				\$20,000.00		\$22,789.30		
9	12/19/2011	City Gas	George Bornemann	awning, windows, signage	\$19,993.55	\$3,000.00	reimbursed	\$19,789.30		
10	1/10/2012	Computer Frontier	Brice Widner	windows	\$7,648.75	\$2,549.58	reimbursed	\$17,239.71		
11	6/4/2012	T.I.C	Ken Ducke	Stucco, Siding, windows-rear	\$9,100.00	\$3,000.00	reimbursed	\$14,239.71		
12	8/6/2012	Animals	Randy Coates	Windows, etc	\$13,665.44	\$3,000.00	reimbursed	\$11,239.71		
	8/30/2012	Fromstein	Helen Wanka	front awning		\$0.00	cancelled	\$11,239.71		
		Fromstein	Helen Wanka	front awning		\$0.00	cancelled	\$11,239.71		
13	8/30/2012	Draeger bldg	Joe Draeger	façade overhaul	\$17,800.00	\$3,000.00	reimbursed	\$8,239.71		
14	8/30/2012	Little Caesars	Sheri Lanser	signage	\$8,900.00	\$3,000.00	reimbursed	\$5,239.71		
15	8/30/2012	Downtown Fitness	patti Weber	window, paint sign	\$0.00	\$0.00	cancelled	\$5,239.71		
	10/12/2012	per Resolution 113-12				\$20,000.00		\$25,239.71		
16	9/4/2012	Antigo Auto Parts	Brian Cigel	Sealing and painting cinder block	\$5,316.59	\$1,772.19	reimbursed	\$23,467.52		
17	1/2/2013	Roseann Hoffman CPA	Roseann Hoffman	replace windows and patchwork	\$10,640.00	\$3,000.00	reimbursed	\$20,467.52		
18	5/6/2013	Creative Hairlines	Bob Beneshek	Awning	\$2,375.00	\$858.33	reimbursed	\$19,609.19		
19	6/3/2013	Professional Building	Sheri Lanser	Windows/Soffett/entrances	\$14,672.00	\$3,000.00	reimbursed	\$16,609.19		
20	6/17/2013	Remington's Gas	JP Remington	(waiting on Estimates)	\$45,000.00	\$3,000.00	reimbursed	\$13,609.19		
21	9/9/2013	Marty's Shell	Marty VerHagen	Windows/Soffett/entrances	\$9,000.00	\$3,000.00	reimbursed	\$10,609.19		
22	9/9/2013	Thirsty Soul	Diane Konrath	Windows	\$2,960.00	\$986.67	reimbursed	\$9,622.53		
23		Antigo Family Chiro	Gerald Rindal	Siding/ handicap ramp	\$4,798.42	\$1,599.47	reimbursed	\$8,023.05		
24	10/7/2013	Hoffman House	Tom Koss	Upper façade restoration	\$4,230.88	\$1,410.29	reimbursed	\$6,612.76		
25	10/7/2013	Lil Angels Daycare	Mary Pavek	Awning	\$7,480.00	\$2,493.33	reimbursed	\$4,119.43		
26	10/7/2013	Galarowicz Electric	Jim Galarowicz	Windows, soffits	\$13,787.00	\$3,000.00	reimbursed	\$1,119.43		
27	10/7/2013	Johnson Chiro	Curt/Maggie John	repair front of office	\$3,155.00	\$1,051.67	reimbursed	\$67.76		
	11/13/2013	Resolution 122-13				\$20,000.00		\$20,067.76		
28	6/2/2014	Unique Professions	Steph Tatro	windows, painting	\$4,613.60	\$1,537.87	reimbursed	\$18,529.89		
29	6/2/2014	Keglers	Karl Kegler	painting, mason work	\$4,911.82	\$1,637.27	reimbursed	\$16,892.62		
30	8/4/2014	Stern Rental LLC	Korey Stern	Doors, painting exterior		\$0.00	cancelled	\$16,892.62	year date expired	
31	8/4/2014	Dr. Becker	Bill Becker	Windows	\$766.69	\$255.56	reimbursed	\$16,637.06		
32	8/4/2014	Neve's Furniture	Gordon/Lisa Neve	Awning, sign	\$8,859.49	\$2,953.13	reimbursed	\$13,683.92		
	12/1/2014	The Rental Center Bldg	Joe Draeger	soffit, windows, aluminum wraps	\$11,050.07	\$3,000.00	reimbursed	\$10,683.92		
	4/6/2015	Travis Rose Properties	Travis Rose	Windows, siding-south side	\$72,320.27	\$3,000.00	reimbursed	\$7,683.92		
	2/1/2016	Banquet on a Bun	Michael Cafferro	Windows, door, stucco, front	\$9,000.00	\$3,000.00	approved	\$4,683.92		
				steps,rebar, mesh, loading dock, canopy						
	5/2/2016	Nature's Heat Source	Don Fischer		\$4,211.90	\$1,403.97	reimbursed	\$3,279.96		
	6/7/2016	BreMax Insurance	Lynn Henricks	doors, windows, walls	\$9,607.35	\$3,000.00	approved	\$279.96		
	6/8/2016	Resolution 056-16				\$20,000.00		\$20,279.96		
	Total completed projects to date				\$481,136.04					



To: Mayor and City Council
From: Mark Desotell, Director of Administrative Services
Date: August 07, 2017
Re: Recommended Changes to the Downtown Entrepreneur's Grant Program

Angie Close and I met to discuss some desired revisions to the original Downtown Entrepreneur's Grant Program based on our experiences to date with this new effort. We both agree that we should reward those entrepreneur's (to a higher degree) taking on the ownership of a Downtown building beyond that of those strictly renting a retail space. While both are important, we feel that the following distinctions are warranted under the Project Guidelines:

- The program is based on a reimbursement system at a rate of 25% of eligible expenses up to a maximum grant of \$25,000 for those purchasing a vacant building and up to \$10,000 for those renting/leasing a retail space from an existing owner.

It is our opinion that this approach might encourage the actual ownership of a vacant building by the entrepreneur leading to a greater commitment for the longevity of the business. Your thoughts/comments are appreciated and either Angie or I would be happy to answer your questions.



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 \$15,000.00.
- 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 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: _____

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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*
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- *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...

DOWNTOWN BUSINESS ENTREPRENEURS GRANT PROGRAM								
	Date	BusinessName	Contact	Project Description	Project Cost	Grant	Status	Balance
	7/1/2015	per Resolution:				\$75,000.00		\$75,000.00
1	8/11/2015	Belles Smokehouse	Anna Purdun	Business Eligible Start up costs	\$13,580.48	\$3,395.12	approved	\$71,604.88
	6/8/2016	Bremax Insurance	Lynne Hendricks	Renovation of Building	\$75,742.46	\$15,000.00	approved	\$56,604.88
	Total completed projects to date				\$89,322.94			

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.



DOWNTOWN ANTIGO

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

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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 ~~\$15,000.00~~\$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

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