



CITY OF ANTIGO

ECONOMIC DEVELOPMENT COMMITTEE MEETING

MULTI-PURPOSE ROOM

Monday, December 03, 2018

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 Minutes from the November 5, 2018 Meeting
2. 20,000 Grant from the City's Economic Development Portion of the Hotel/Motel Room Tax Fund for Antigo Zeon, DBA (Formerly Antigo Neon/Sign & Display) to Assist with Equipment Transfer and Jobs to Antigo resulting from a Merger with Zeon of Louisville Colorado

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: November 29, 2018

BILL BRANDT



To: Mayor and City Council

From: Mark Desotell, Director of Administrative Services

Date: December 03, 2018

Re: 20,000 Grant from the City's Economic Development Portion of the Hotel/Motel Room Tax Fund for Antigo Zeon, DBA (Formerly Antigo Neon/Sign & Display) to Assist with Equipment Transfer and Jobs to Antigo resulting from a Merger with Zeon of Louisville Colorado

The Mayor and I met with Steve Friend of Antigo Zeon, DBA (formerly known as Antigo Neon/Sign & Display) regarding their merger with a company known as Zeon located in Louisville, Colorado. Zeon's manufacturing of illuminated LED signs both in the mainstream and craft brewery product lines has allowed them to be a leader in the market. The merger allows Antigo Sign & Display to expand their footprint into the LED market while retaining their roots in the neon sign category.

The merger will result in the transfer of the LED based equipment from Zeon's location in Louisville, Colorado to right here in Antigo, Wisconsin helping to solidify and retain the existing employee base in our community. Initially, 3 additional mid-management jobs will be created with the expectation to stabilize the traditional employment numbers in Antigo. The investment from the merger will bring new production equipment (valued at over \$1,000,000) to the Antigo site and provide for a multi-faceted approach to sign production here in Antigo.

We are working with Angie Close of the Langlade County EDC to explore any additional grant funding through the State of Wisconsin while recommending the consideration of a \$20,000 grant being provided to Antigo Zeon, DBA from the City's Economic Development portion generated within the Hotel/Motel Tax fund to help offset the purchase and transportation costs associated with moving the equipment from Louisville to Antigo.