

WHAT IS



Established in 1971, the La Crosse Area Development Corporation (LADCO) is a member-powered, non-profit organization focused on the economic development of the La Crosse area. Our members and investors include both public and private partners.

RECENT SUCCESSES INCLUDE MAJOR BUSINESS EXPANSION AND ECONOMIC DEVELOPMENT PROJECTS:



HOLMEN CHEESE

\$15 Million

Investment in new plant and equipment

40+ New Jobs



5TH WARD RESIDENCES

\$18 Million

Housing development project adding more than

144+ Housing Units



TCMC TRAIN ANNOUNCEMENT

\$47 Million

Annual economic impact based on Amtrak's second Empire Builder train running from the Twin Cities to Chicago

2nd Amtrak Train

Working with our partners, LADCO exists to actively facilitate and promote economic development and business retention in La Crosse County. This facilitation and promotion are accomplished by focusing on:

- Retaining and expanding existing businesses--LADCO actively builds relationships with local businesses and key stakeholders.
- Attracting new industry--LADCO works closely with developers and site selectors.

To help realize these projects, LADCO worked as a facilitator and matchmaker to connect the businesses with possible real estate solutions and brokers, available financial tools and resources, and with the local governments and Wisconsin Economic Development Corporation (WEDC). LADCO provided technical assistance on real estate, financing and incentive programs, and gathered and communicated critical information to help these developments move forward. These projects, and more, generated millions of dollars in new construction and economic activity, retained and created new jobs and housing, and made significant investments in each community.

ADDITIONAL SUCCESSES INCLUDE:

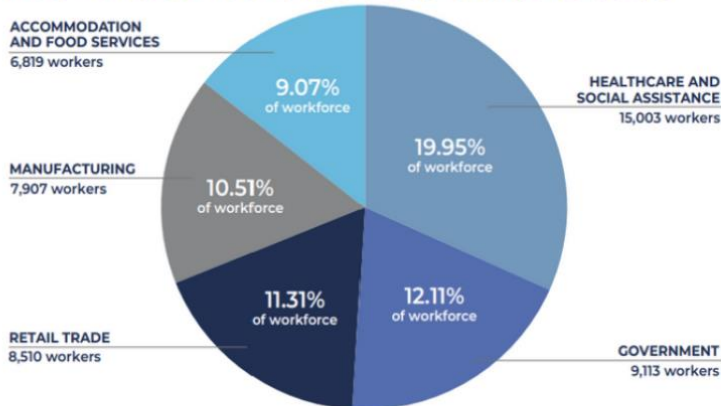
Technical and financial support of startup businesses like CompRex, LLC, a developer and manufacturer of compact heat exchangers located in the Coulee Region Business Center (CRBC). LADCO helped secure space in the CRBC, and low-cost financing for new equipment.

Advocacy for the La Crosse Regional Airport, helping them to secure a small community air service development grant from the Federal government to add flights to Detroit. With Delta's recent announcement to discontinue service at La Crosse Regional Airport (LSE), LADCO is leading the local effort to secure an alternative airline to fly in and out LSE.

COLLECTIVE IMPACT

**% OF PEOPLE WHO LIVE IN LA CROSSE COUNTY AND WORK IN LA CROSSE COUNTY:
90% - 2ND AMONG 72 COUNTIES | STATE AVERAGE: 71.8%**
SOURCE: JOB CENTER OF WISCONSIN

TOP 5 INDUSTRY BREAKDOWN



Source: Mississippi River Regional Planning Commission (MRRPC) through a contract with Economic Modeling Specialists Inc. (EMSI)

ECONOMIC STRENGTH RANKINGS

La Crosse-Onalaska, WI-MN
Metropolitan Area
383 Metropolitan Areas

2023	124
2022	139
2021	150
2020	151
2019	153
2018	125
2017	121
2016	177
2015	138
2014	171
2013	196
2012	214
2011	218
2010	237

LA CROSSE COUNTY POPULATION GROWTH

2000
107,120
2023
120,294
11.0% increase

Source--US Census

www.ladcolax.com

WHAT DOES LADCO DO?

LA CROSSE COUNTY SALES TAX

2010
\$9,675,000
Source: 2011 La Crosse County Adopted Budget

2023
\$16,000,000
Source: 2023 La Crosse County Adopted Budget

39.5% increase

LA CROSSE COUNTY TOTAL REAL ESTATE VALUES

2010
\$7,750,936,600
Source: 2011 La Crosse County Adopted Budget

2023
\$12,905,150,500
Source: 2023 La Crosse County Adopted Budget

40.0% increase

LADCO'S SERVICES ARE FOCUSED ON FACILITATING AND PROMOTING ECONOMIC DEVELOPMENT IN THE LA CROSSE AREA. LADCO:

- Builds relationships with businesses large and small to identify their needs and challenges, growth opportunities, and any workforce or real estate issues.
- Markets La Crosse County via the LADCO website (www.ladcolax.com), social media, regional conferences, and award nominations.
- Responds to site selectors and developers on requests for proposals for locations in La Crosse County.
- Acts as a "matchmaker" to connect area businesses with available resources and programs.
- Provides technical assistance to businesses on available sites and buildings, financial programs and incentives, business planning and workforce development.
- Hosts events and programs that raise awareness and gather resources for a variety of topics impacting economic development, including technology, workforce, and federal-state-local partnerships.
- Manages the La Crosse Industrial Park Corporation (LIPCO).
- We are partnering with the ORC Sheltered Friends Foundation (OSFF) to enhance workforce development in the La Crosse area.

INVEST IN LADCO!

LADCO offers efficient, high-quality, collaborative services that directly address needs and gaps in the region's economic development program. The return on investment is high, based on the growth of the metro economy and the area's tremendous quality of life as measured and recognized by many "best of" awards.

"TOP FIVE" REASONS TO BE A PART OF LADCO:

1

Your investment funds LADCO operations, marketing and economic development programs that help to maintain and grow area businesses, who in-turn, create jobs and make investments to enhance our area's quality of life.

2

Our regional economy's strong mix of industries including health care, education, manufacturing, tourism, food products, and retail trade is due in large part to the combined efforts of entrepreneurs, businesses, government, and non-profit agencies including LADCO.

3

Our connections to site selectors, developers, state and local governments, and our strong relationships help facilitate real estate solutions and connect businesses to resources.

4

Our workforce solutions with the OSFF initiative. LADCO has partnered with the ORC Sheltered Friends Foundation (OSFF) to assist them with their mission of advancing the independence, productivity, and self-sufficiency of people with disabilities through employment opportunities and lifestyle support.

5

Our programs, workshops, and partnerships help raise awareness of the trends, issues, and challenges impacting the business community and workforce, as we all work together to develop the solutions.