



# 49th LADCO Annual Meeting

Wednesday, December 9th, 2020  
11:00 AM – 12:30 PM

**Virtual Setting**



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Annual Meeting Supporter

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# Letter from the President

## Dear LADCO Members,

The La Crosse Area Development Corporation Board of Directors and staff welcome you to the 49th Annual Meeting! It goes without saying that 2020 is certainly a year none of us will forget. The challenges we have all faced and are still facing are both world-wide and incredibly personal. Yet through it all we have found ways to keep moving forward, to show compassion mixed with a resolve to do better, to be hopeful while still being afraid and, ultimately, to support each other and the businesses and organizations that keep our economy running and our workers employed. The La Crosse Area Development Corporation is proud to be one of the organizations working to support coulee region businesses from small to large.

As an organization, LADCO has had to face its own challenges this year, and we enter 2021 looking for the next economic development expert to lead our efforts well into the future. For all involved with LADCO, this was unexpected, but through the hard work of our staff and the LADCO Board of Directors, we continue to move forward and provide service to our member businesses and partners. This includes work on a number of important initiatives which can be seen in the “LADCO Highlights” on page 10 of this report. In addition, LADCO has worked hard to help business through the COVID crisis. This includes:



### COVID-19

- SBDC/LADCO Business Resource Webinars (Over 165 small businesses attended over the course of 4 webinars)
- NLBA/LADCO Business Resource Webinars
- La Crosse Small Business Relief Fund
  - Fund that provides grants up to \$5,000 to small, locally owned retail, restaurant, or personal service storefront businesses with 1-20 employees located in La Crosse County.

- “Get on Living Safely” – North La Crosse Business Association
  - Marketing and fundraising campaign aimed at encouraging our community to, “Help yourself. Help your neighbors. Support local. Support small.”

#### Job Center of Wisconsin Drive-thru Job Fair

- Sponsorship, planning and implementation of both events (7/13 & 9/17). Over 80 different positions from employers across the region were shared with the community over the course of both days.



#### “Plaid Pantry” site development – 7th and Jackson Street, La Crosse

##### RFI's

- LADCO consistently receives RFI's from site selectors from both the state and municipal level. LADCO routinely responds to these RFI's with real estate solutions for the project within La Crosse County. Suggested sites for potential locations include International Business Park, Lakeview Industrial Park, and King's Bluff Business Park.

#### Participation in the following organizations:

- Downtown Mainstreet Inc., Economic Vitality Committee – Acting Secretary
- North La Crosse Business Association – Acting Secretary

- City of La Crosse Re-Development Authority – Ad Hoc Assistance
- Holmen Business Association
- West Salem Business Association



LADCO is also taking part in the renewed Synergy discussions occurring locally. These conversations are at a watershed moment where the opportunity to rethink and rebuild is critical and necessary. LADCO's laser focus on economic development will continue regardless of the organization's structure. When the time comes, a new leader with a strong background in innovative economic development practices will be added to LADCO's efforts. Ultimately, the LADCO Officers, Board of Directors and staff will work to ensure that the work of LADCO continues for all communities in our area for years to come.

Thank you.

*Patricia Balacek*

Patricia Balacek, President



An aerial photograph of a city street scene, overlaid with a semi-transparent blue filter. The image shows a grid of buildings, parking lots with cars, and streets. A prominent white text box with a blue border is centered over the image, containing the text 'LIVE BETTER FOR LESS'.

# LIVE BETTER FOR LESS



# Board of Directors

## Officers

|                |               |
|----------------|---------------|
| President      | Patti Balacek |
| Vice President | Laura Milner  |
| Treasurer      | Bob Burg      |
| Past President | Jeff Wrobel   |
| Secretary      | Mic Michels   |

## Private Sector

|                  |                      |
|------------------|----------------------|
| CenturyLink      | Brian Fanciulli      |
| Xcel Energy      | Mike Herro           |
| Gundersen        | Mary Ellen McCartney |
| Trane Company    | Dave Kostello        |
| State Bank       | Tim Kotnour          |
| Coldwell Banker  | Chuck Olson          |
| Riverland Energy | Aaron Torud          |
| A.L.M Holding    | Matt Watson          |
| Coulee Bank      | Joe Zoellner         |

## Public Sector

|                        |                 |
|------------------------|-----------------|
| Village of Holmen      | Patrick Barlow  |
| Town of Onalaska       | Roland Bogert   |
| Town of Shelby         | Tim Candahl     |
| City of La Crosse      | Tim Kabat       |
| City of Onalaska       | Kim Smith       |
| Village of West Salem  | Dennis Manthei  |
| La Crosse County Board | Matt Nikolay    |
| City of La Crescent    | Mike Poellinger |
| Town of Campbell       | Terry Schaller  |

## Staff Members

|                                  |               |
|----------------------------------|---------------|
| Economic Development Coordinator | Sam Bachmeier |
| Administrative Assistant         | Nancy Moua    |



# Letter from the Economic Development Coordinator

## To our members, supporters, and Coulee Region residents:

When 2020 began, Wisconsin had an unemployment rate of 3.5% (Bureau of Labor Statistics, 2020). LADCO had a plan to pursue a global trade and investment initiative, and a lack of workforce was the primary factor working against our region's economic growth. Our economy was strong, and the LADCO mission focused on developing a sustainable workforce pipeline and new initiatives that capitalized on our region's economic stature.

We are now in the last financial quarter of 2020 and have seen a substantial recovery from unemployment rates not experienced since the 1930's. LADCO's hopes of traveling internationally for trade opportunities have become indefinitely postponed, and our world experienced a shortage toilet paper... toilet paper!

LADCO's role has gone from assisting in business growth efforts, to assisting in business survival efforts. Our businesses have transitioned from 3-5-year plans, to 3-5-week plans. The world's economy is hurting, and we have a health crisis on top of it.

Shall we say, we are looking forward to a brighter 2021 (or whenever COVID-19 ends) and forgetting about the year that was. Still, I believe we can be proud of our business's and community's efforts to survive these tumultuous times.

COVID-19 has reminded us all that those who adjust and adapt are best suited for success. For some, with these ad-



justments, business has sustained. Learning a completely new way to operate, communicate and work has been a necessity. In response, we have seen our community team-up to create funds, education opportunities and support groups for our local businesses that make the Coulee Region the proud home for us all. To say this time has been challenging would be an understatement, but coming out of the pandemic, we know our community is better invested and prepared for any economic or social change that will inevitably take place.



An aerial photograph of a park area. In the foreground, there's a large, curved seating area (amphitheater) with a small pavilion structure. The background shows a large body of water (lake) and a dense forest of trees. The sky is clear. The text 'WE ARE THE WISCONSIN OPTION' is overlaid in a white box with a blue border.

# WE ARE THE WISCONSIN OPTION

Looking ahead, we realize La Crosse County, the local business community, and the individual municipalities all must make tremendous efforts to overcome what COVID-19 has left us with. Moving forward separately is simply not an option. The efforts necessary to make a meaningful and sustainable impact will require an agreed upon economic strategy embraced by all leaders and stakeholders in the community. LADCO has traditionally and will continue to serve as the facilitator and initiative leader that brings together all necessary parties and ideas.

As the Economic Development Coordinator at LADCO, I look forward to continuing to work with our members and strategic partners. I believe the true strength of a local economy goes beyond businesses making a profit. It is a reflection of the well-being and happiness of the citizens that make up the community. I commend every one of our businesses and organizations in the Coulee Region, as they are imperative to every family's prosperity. With several vaccines ready for approval, it is everyone's hope, the pandemic will come to an end soon. I look forward to assisting to ensure our businesses see those brighter days.

Thank you again for your continued support.

A handwritten signature in black ink, appearing to read 'Sam Bachmeier'.

Samuel Bachmeier, Economic Development Coordinator



# 48th Annual Meeting Minutes

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## January 27th – Cargill Room at the Waterfront Restaurant and Tavern

Registration for LADCO's 48th Annual Meeting began at 10:00 AM. The format of the event began with networking and registration as we waited for the arrival of the Honorable Tony Evers, Governor of Wisconsin. LADCO President, Patti Balacek called the meeting to order at 10:38 and proceeded to invite Mayor Tim Kabat to the podium. Mayor Kabat gave Governor Evers a brief introduction.

Governor Evers began by stating his excitement to be back in the Coulee Region, as his previous careers have brought him to the area, many times. The Governor then began to speak about the importance of job creation, especially as it pertains to education and quality of life for our citizens. To create jobs, we need people to fill those jobs, which is something Wisconsin as a whole, has struggled with. The Governor believes the key to retaining and attracting new workers lies in the basics, quality infrastructure, schools, and healthcare.

Governor Evers' administration's initiatives since taking office have included the intense focus on the WEDC and the economic prosperity of the state of Wisconsin. Initiatives with the WEDC intertwine with plans to increase funding for the k-12 school system and invest \$465 million in Wisconsin's road system. The Governor's plans also include

major investment and support for the states agriculture industry. The State's new "Farm to Fork" program will allow for resources to be shared with the, traditionally hard to serve, rural communities.

Patti Balacek then came to the podium to introduce our elected officials in attendance.

Mark Tallman, Regional Economic Development Director for the WEDC, introduced the newly appointed WEDC CEO, Missy Hughes.

Missy Hughes took to the stage and thanked LADCO and the attendees for the opportunity to speak. Missy began by speaking to the beauty of the region, and the incredible asset that the river and the bluffs truly are. The WEDC CEO then spoke to some of the initiatives her and Governor Evers are working on. Working together, they were able to create the Office of Rural Prosperity. Her first few months in the position have been filled with visits to business and industries around the state. Before concluding, Missy offered to have a short Q&A session. Questions pertaining to childcare, minimum wage, Foxconn, FDI trade ventures, and entrepreneurial grants were all addressed.

The meeting then broke for lunch.

After the attendees gathered back from lunch, Bob Burg reviewed the YE financials and the 2020 proposed budget. After review, a motion was made by Mike Herro and seconded by Jeff Wrobel to approve the financial report.

Patti then held the 2020 Board election. With no new additions to the election, a motion was made by Mic Michels and seconded by Laura Milner to approve the 2020 ballot.

Next was the award presentation held by Jorge Beltran. The President's award was awarded to Andrea Schnick, for her efforts in planning the public market and River Point District.

The Distinguished service award, presented by Mike Herro, was given to the former LADCO Executive Director, Jim Hill. Jim took the podium to receive his award and give thanks.

Finally, Jorge Beltran took to the podium to conclude the meeting. Jorge thanked the LADCO Board and members. At 12:27 a motion to adjourn was made by Bob Burg and seconded by Laura Milner. Motion carried.

Respectfully submitted



Ryan Kalinowski, Recorder



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# LADCO Highlights

## Management of the Coulee Region Business Center (CRBC)



LADCO assumed management and strategic development responsibilities, on behalf of the CRBC Board of Directors, on January 1, 2020. Working with

the CRBC Board of Directors and other community partners, LADCO staff has begun rolling out the initial steps outlined in a feasibility study from 2018. These initial steps have included, but are not limited to:

- Update of current infrastructure – internet, security, communication platforms, etc.
- Reorganization/update of tenant structure
- Establishment of key “wrap-around services” available to tenants

Looking forward, LADCO aims to continue working with the CRBC Board of Directors to establish a visible and positive image in the region, serving in conjunction with the UW-La Crosse Small Business Development Center, as the one-stop destination for small business assistance.



CompRex Ribbon Cutting and Grand Opening – 9/4/20 at the Coulee Region Business Center, 1100 Kane Street, La Crosse

## In June of 2020, LADCO combined efforts with the North La Crosse Business Association to host three separate webinars to address:

- May 12th, 2020 – Tenant Communications (for tenants and landlords)
  - May 19th, 2020 – How to Reach your Customer in Crisis
  - May 26th, 2020 – How to Communicate with your Banker in Crisis
- Over 10 small businesses were assisted.



## COVID 19 Business Strategies and Financial Relief Seminars



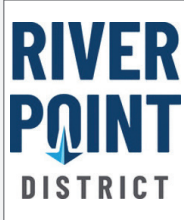
When COVID -19 first struck, the business community was thrust into a world of hurt and confusion. In response, both the federal and state governments began implementing grant and loan programs aimed to assist businesses through the challenging times.

Information was coming from all angles and business owners needed a central place to gain an understanding of what programs were available to them.

LADCO and the UW-La Crosse Small Business Development Center collaborated to create a series of “COVID-19 Business Strategies and Financial Relief Seminars”. The seminars were roughly an hour long that included information on all programs available, financial forecasts and an opportunity to ask questions. A total of 166 businesses were assisted throughout a series of 10 webinars.



## River Point District



“Located in the heart of La Crosse—at the confluence of the Mississippi, Black and La Crosse Rivers—River Point District will establish a dynamic, sustainable neighborhood within the area’s overall urban fabric and seamlessly connect the community to the rivers and downtown.” – City of La Crosse

The River Point District will be a regional asset featuring places to live, work and play! Offering multiple styles of housing accommodating in and out-of-town workers, the River Point District will tremendously strengthen the region’s economy.

LADCO’s role in the development in the River Point District has been two-fold.

Planning/Coordination – LADCO has worked with private

developers and Master Developer, Blair Williams on private development initiatives.

Major Stakeholder Meetings – LADCO has led a series of major stakeholder/employer meetings to update and involve major potential partners.



## La Crosse Regional Airport Assistance

After experiencing a 90% drop in passenger numbers in early April, the La Crosse Regional Airport called on LADCO to assist in data mining to support continued service for several flights. Working with our community partners and member businesses LADCO was able to provide the support necessary to keep the La Crosse Regional Airport functioning as a crucial asset to our region’s economy.

“I wanted to let you know of some good news. SkyWest operating as Delta has informed us that Detroit service will resume in October. This was far from a certainty in March when demand fell so precipitously. If it were not for the partnership of LADCO, its

members, and the community as a whole, this would not be possible. In particular, your help with our Small Community Air Service Development Grant as well as the data collected in our survey a month or two ago was instrumental in bringing this service here and ensuring it would remain. Thank you for this support. Please feel free to share this news with your board and members.”

– Ian Turner, LSE Director, 7/20/20



## Landmark by the Rivers – CEDA Award Finalist

The Wisconsin Economic Development Association (WEDA) hosts an annual award ceremony, at which, major statewide projects/initiatives are awarded. This year, LADCO nominated the Landmark by the Rivers project for the “Redevelopment and Reuse” category. Landmark was named as a finalist and a runner up to the Brewing Projekt in Eau Claire.



# Community Profile

## Population Summary

|                                      | 5 MILES | 20 MILES | 40 MILES |
|--------------------------------------|---------|----------|----------|
| <b>2000 Total Population</b>         | 70,694  | 139,067  | 287,628  |
| <b>2010 Total Population</b>         | 70,343  | 147,301  | 301,745  |
| <b>2020 Total Population</b>         | 71,803  | 154,259  | 312,966  |
| <b>2025 Total Population</b>         | 72,354  | 157,691  | 318,508  |
| <b>2020 Total Daytime Population</b> | 82,854  | 155,100  | 313,815  |
| Workers                              | 45,275  | 74,555   | 147,454  |
| Residents                            | 37,579  | 80,545   | 166,361  |

## Housing Unit Summary

|                               | 5 MILES       | 20 MILES      | 40 MILES       |
|-------------------------------|---------------|---------------|----------------|
| <b>2000 Housing Units</b>     | <b>30,001</b> | <b>56,829</b> | <b>119,760</b> |
| Owner Occupied Housing Units  | 55.7%         | 65.5%         | 66.3%          |
| Renter Occupied Housing Units | 39.6%         | 29.4%         | 26.8%          |
| Vacant Housing Units          | 4.7%          | 5.1%          | 6.9%           |
| <b>2010 Housing Units</b>     | <b>31,098</b> | <b>62,924</b> | <b>131,521</b> |
| Owner Occupied Housing Units  | 53.9%         | 64.4%         | 64.4%          |
| Renter Occupied Housing Units | 41.0%         | 29.9%         | 27.1%          |
| Vacant Housing Units          | 5.1%          | 5.7%          | 8.5%           |
| <b>2020 Housing Units</b>     | <b>32,077</b> | <b>66,492</b> | <b>138,395</b> |
| Owner Occupied Housing Units  | 50.2%         | 61.5%         | 61.9%          |
| Renter Occupied Housing Units | 44.0%         | 32.3%         | 28.9%          |
| Vacant Housing Units          | 5.8%          | 6.2%          | 9.1%           |
| <b>2025 Housing Units</b>     | <b>32,510</b> | <b>68,231</b> | <b>141,833</b> |
| Owner Occupied Housing Units  | 50.0%         | 61.4%         | 61.7%          |
| Renter Occupied Housing Units | 44.0%         | 32.3%         | 28.7%          |
| Vacant Housing Units          | 6.0%          | 6.3%          | 9.6%           |

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography



## Median Home Value

|      | 5 MILES   | 20 MILES  | 40 MILES  |
|------|-----------|-----------|-----------|
| 2020 | \$162,699 | \$191,615 | \$175,723 |
| 2025 | \$185,316 | \$219,444 | \$194,614 |

## Median Age

|      | 5 MILES | 20 MILES | 40 MILES |
|------|---------|----------|----------|
| 2010 | 33.0    | 37.1     | 38.1     |
| 2020 | 34.8    | 38.6     | 39.5     |
| 2025 | 35.9    | 39.7     | 40.5     |

## 2020 Population by Race/Ethnicity

|                        | 5 MILES       | 20 MILES       | 40 MILES       |
|------------------------|---------------|----------------|----------------|
| <b>Total</b>           | <b>71,802</b> | <b>154,259</b> | <b>312,965</b> |
| White Alone            | 89.5%         | 91.8%          | 92.2%          |
| Black Alone            | 2.1%          | 1.4%           | 1.4%           |
| American Indian Alone  | 0.5%          | 0.4%           | 0.6%           |
| Asian Alone            | 4.8%          | 3.9%           | 2.6%           |
| Pacific Islander Alone | 0.0%          | 0.0%           | 0.0%           |
| Some Other Race Alone  | 0.5%          | 0.4%           | 1.3%           |
| Two or More Races      | 2.6%          | 2.0%           | 1.8%           |
| Hispanic Origin        | 2.5%          | 2.0%           | 3.2%           |

## 2025 Population by Race/Ethnicity

|                        | 5 MILES       | 20 MILES       | 40 MILES       |
|------------------------|---------------|----------------|----------------|
| <b>Total</b>           | <b>72,355</b> | <b>157,690</b> | <b>318,509</b> |
| White Alone            | 88.4%         | 90.9%          | 91.1%          |
| Black Alone            | 2.3%          | 1.5%           | 1.6%           |
| American Indian Alone  | 0.6%          | 0.5%           | 0.7%           |
| Asian Alone            | 5.2%          | 4.2%           | 2.8%           |
| Pacific Islander Alone | 0.0%          | 0.0%           | 0.0%           |
| Some Other Race Alone  | 0.5%          | 0.5%           | 1.6%           |
| Two or More Races      | 3.0%          | 2.3%           | 2.1%           |
| Hispanic Origin        | 3.0%          | 2.4%           | 3.9%           |

## 2020 Population 25+ by Educational Attainment

|                              | 5 MILES       | 20 MILES       | 40 MILES       |
|------------------------------|---------------|----------------|----------------|
| <b>Total</b>                 | <b>45,571</b> | <b>103,192</b> | <b>211,184</b> |
| Less than 9th Grade          | 1.8%          | 1.9%           | 2.9%           |
| 9th - 12th Grade, No Diploma | 4.1%          | 3.5%           | 4.5%           |
| High School Graduate         | 22.2%         | 24.0%          | 27.6%          |
| GED/Alternative Credential   | 2.1%          | 2.4%           | 3.0%           |
| Some College, No Degree      | 21.4%         | 21.0%          | 20.7%          |
| Associate Degree             | 13.7%         | 14.3%          | 13.3%          |
| Bachelor's Degree            | 21.4%         | 20.8%          | 18.2%          |
| Graduate/Professional Degree | 13.4%         | 12.2%          | 9.9%           |

## 2020 Employed Population 16+ by Industry

|                               | 5 MILES       | 20 MILES      | 40 MILES       |
|-------------------------------|---------------|---------------|----------------|
| <b>Total</b>                  | <b>34,419</b> | <b>74,130</b> | <b>146,772</b> |
| Agriculture/Mining            | 0.6%          | 1.9%          | 3.9%           |
| Construction                  | 4.9%          | 6.5%          | 6.4%           |
| Manufacturing                 | 12.4%         | 13.9%         | 17.1%          |
| Wholesale Trade               | 2.4%          | 2.8%          | 2.8%           |
| Retail Trade                  | 12.7%         | 11.4%         | 10.6%          |
| Transportation/Utilities      | 3.4%          | 4.5%          | 4.8%           |
| Information                   | 2.2%          | 2.1%          | 1.7%           |
| Finance/Insurance/Real Estate | 5.1%          | 5.0%          | 4.5%           |
| Services                      | 53.1%         | 48.4%         | 44.3%          |
| Public Administration         | 3.2%          | 3.5%          | 3.9%           |

## 2020 Employed Population 16+ by Occupation

|                                 | 5 MILES       | 20 MILES      | 40 MILES       |
|---------------------------------|---------------|---------------|----------------|
| <b>Total</b>                    | <b>34,419</b> | <b>74,129</b> | <b>146,773</b> |
| White Collar                    | 60.3%         | 60.2%         | 56.5%          |
| Management/Business/Financial   | 11.9%         | 13.4%         | 12.9%          |
| Professional                    | 26.3%         | 25.1%         | 22.5%          |
| Sales                           | 8.7%          | 8.3%          | 8.0%           |
| Administrative Support          | 13.4%         | 13.4%         | 13.0%          |
| Services                        | 20.2%         | 16.7%         | 16.4%          |
| Blue Collar                     | 19.5%         | 23.1%         | 27.1%          |
| Farming/Forestry/Fishing        | 0.2%          | 0.8%          | 1.8%           |
| Construction/Extraction         | 3.9%          | 4.8%          | 4.8%           |
| Installation/Maintenance/Repair | 1.8%          | 2.8%          | 3.2%           |
| Production                      | 7.7%          | 8.0%          | 10.0%          |
| Transportation/Material Moving  | 5.9%          | 6.6%          | 7.3%           |



## 2020 Consumer Spending

|  | 5 MILES              | 20 MILES               | 40 MILES               |
|--|----------------------|------------------------|------------------------|
| <b>Apparel &amp; Services: Total \$</b>                            | <b>\$51,707,560</b>  | <b>\$120,606,254</b>   | <b>\$224,360,378</b>   |
| <b>Average Spent</b>   | <b>\$1,710.64</b>    | <b>\$1,933.54</b>      | <b>\$1,784.43</b>      |
| <b>Education: Total \$</b>   | <b>\$43,582,317</b>  | <b>\$98,503,923</b>    | <b>\$173,315,669</b>   |
| <b>Average Spent</b>   | <b>\$1,441.83</b>    | <b>\$1,579.20</b>      | <b>\$1,378.45</b>      |
| <b>Entertainment/Recreation: Total \$</b>                          | <b>\$76,560,908</b>  | <b>\$187,164,285</b>   | <b>\$367,612,697</b>   |
| <b>Average Spent</b>   | <b>\$2,532.86</b>    | <b>\$3,000.58</b>      | <b>\$2,923.78</b>      |
| <b>Food at Home: Total \$</b>                                      | <b>\$126,477,974</b> | <b>\$302,685,328</b>   | <b>\$586,865,684</b>   |
| <b>Average Spent</b>   | <b>\$4,184.27</b>    | <b>\$4,852.59</b>      | <b>\$4,667.59</b>      |
| <b>Food Away from Home: Total \$</b>                               | <b>\$90,217,649</b>  | <b>\$211,167,984</b>   | <b>\$394,335,772</b>   |
| <b>Average Spent</b>   | <b>\$2,984.67</b>    | <b>\$3,385.40</b>      | <b>\$3,136.32</b>      |
| <b>Health Care: Total \$</b>                                       | <b>\$135,815,754</b> | <b>\$337,715,135</b>   | <b>\$670,666,137</b>   |
| <b>Average Spent</b>   | <b>\$4,493.19</b>    | <b>\$5,414.18</b>      | <b>\$5,334.09</b>      |
| <b>HH Furnishings &amp; Equipment: Total \$</b>                    | <b>\$52,027,762</b>  | <b>\$125,028,737</b>   | <b>\$235,862,495</b>   |
| <b>Average Spent</b>   | <b>\$1,721.23</b>    | <b>\$2,004.44</b>      | <b>\$1,875.91</b>      |
| <b>Personal Care Products &amp; Services: Total \$</b>             | <b>\$22,278,306</b>  | <b>\$52,668,910</b>    | <b>\$98,769,923</b>    |
| <b>Average Spent</b>   | <b>\$737.03</b>      | <b>\$844.38</b>        | <b>\$785.56</b>        |
| <b>Shelter: Total \$</b>   | <b>\$459,228,397</b> | <b>\$1,064,551,189</b> | <b>\$1,967,343,900</b> |
| <b>Average Spent</b>   | <b>\$15,192.66</b>   | <b>\$17,066.68</b>     | <b>\$15,647.12</b>     |
| <b>Support Payments/Cash Contributions/Gifts in Kind: Total \$</b> | <b>\$55,412,674</b>  | <b>\$136,376,097</b>   | <b>\$267,703,755</b>   |
| <b>Average Spent</b>   | <b>\$1,833.22</b>    | <b>\$2,186.36</b>      | <b>\$2,129.16</b>      |
| <b>Travel: Total \$</b>  | <b>\$54,935,068</b>  | <b>\$133,811,779</b>   | <b>\$251,424,292</b>   |
| <b>Average Spent</b>   | <b>\$1,817.42</b>    | <b>\$2,145.24</b>      | <b>\$1,999.68</b>      |
| <b>Vehicle Maintenance &amp; Repairs: Total \$</b>                 | <b>\$29,486,213</b>  | <b>\$69,284,432</b>    | <b>\$134,677,666</b>   |
| <b>Average Spent</b>   | <b>\$975.49</b>      | <b>\$1,110.75</b>      | <b>\$1,071.15</b>      |

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography

## Balance Sheet as of December 31

| <b>Current Assets</b>                       | <b>2019</b>          | <b>2018</b>          |
|---|----------------------|----------------------|
| Coulee Bank - Checking . . . . .            | \$ 46,952.36         | \$ 23,639.29         |
| Entrepreneurial Account . . . . .           | 0.00                 | 445.46               |
| Savings - Well's Fargo . . . . .            | 41,136.56            | 46,122.82            |
| Certificates of Deposit . . . . .           | 196,854.32           | 183,716.00           |
| Coulee Bank - Money Market . . . . .        | 50,159.26            | 129,018.87           |
| Coulee/Airport Grant Trust . . . . .        | 47,690.99            | 60,720.37            |
| Other Current Assets . . . . .              | 15,007.93            | 0.00                 |
| <b>Total Current Assets . . . . .</b>       | <b>397,801.42</b>    | <b>443,662.81</b>    |
| <b>Property and Equipment</b>               |                      |                      |
| Machinery & Equipment . . . . .             | 7,367.73             | 6,859.56             |
| Accum Deprec - Equipment . . . . .          | -2,768.96            | -2,095.42            |
| <b>Net Property and Equipment . . . . .</b> | <b>4,598.77</b>      | <b>4,764.14</b>      |
| <b>Total Assets</b>                         | <b>\$ 402,400.19</b> | <b>\$ 448,426.95</b> |
| <b>Current Liabilities</b>                  |                      |                      |
| Payroll Expense Payable . . . . .           | \$ 0.00              | \$ 0.00              |
| FICA Tax Payable . . . . .                  | 2,186.26             | 908.12               |
| Federal W/H Payable . . . . .               | 1,464.66             | 494.65               |
| Wis W/H Payable . . . . .                   | 1,336.31             | 397.72               |
| FUTA Tax Payable . . . . .                  | 161.51               | 168.00               |
| SUTA Tax Payable . . . . .                  | 2.39                 | 4.07                 |
| Deferred Revenue . . . . .                  | 46,825.55            | 60,000.00            |
| Other Payables . . . . .                    | 2,873.38             | 0.00                 |
| <b>Total Current Liabilities . . . . .</b>  | <b>54,850.06</b>     | <b>61,972.56</b>     |
| <b>Net Assets</b>                           |                      |                      |
| Unrestricted Net Assets . . . . .           | 386,454.39           | 329,312.83           |
| Net Income (Loss) . . . . .                 | -38,904.26           | 57,141.56            |
| <b>Total Net Assets . . . . .</b>           | <b>347,550.13</b>    | <b>386,454.39</b>    |
| <b>Total Liabilities and Net Assets</b>     | <b>\$ 402,400.19</b> | <b>\$ 448,426.95</b> |



# Financial Summary

| <b>Revenues</b>  | <b>2019 Actual</b>   | <b>2020 Budget</b> |
|--|----------------------|--------------------|
| Private Memberships . . . . .                          | \$ 83,569.00         | \$ 85,500.00       |
| Government Memberships . . . . .                       | 69,156.00            | 76,500.00          |
| Annual Meeting Income . . . . .                        | 6,105.00             | 10,000.00          |
| Non-member Income . . . . .                            | 33,261.20            | 30,000.00          |
| Investment Income . . . . .                            | 1,871.06             | 2,200.00           |
| Miscellaneous Income . . . . .                         | 24,157.92            | 75,760.00          |
| Other Revenues . . . . .                               | 14,267.92            | 20,000.00          |
| <b>Total Income . . . . .</b>                          | <b>232,388.10</b>    | <b>299,960.00</b>  |
| <b>Expenses</b>  |                      |                    |
| Salaries . . . . .                                     | 175,680.49           | 197,250.00         |
| Auto . . . . .   | 7,229.33             | 12,000.00          |
| Marketing/Spec. Programs . . . . .                     | 24,538.47            | 29,000.00          |
| Bank Service Charges . . . . .                         | 195.80               | 100.00             |
| Copies . . . . .                                       | 0.00                 | 1,200.00           |
| Lodging . . . . .                                      | 2,177.00             | 2,000.00           |
| Building Expenses . . . . .                            | 5,956.07             | 8,600.00           |
| Annual Meeting . . . . .                               | 0.00                 | 4,500.00           |
| Depreciation . . . . .                                 | 1,918.41             | 1,434.00           |
| Meals . . . . .  | 7,759.90             | 3,200.00           |
| Subscriptions . . . . .                                | 810.03               | 600.00             |
| Dues . . . . .   | 555.00               | 800.00             |
| Forums . . . . .                                       | 7,321.74             | 6,500.00           |
| Interest . . . . .                                     | 0.00                 | 0.00               |
| Liability Insurance . . . . .                          | 3,577.00             | 4,200.00           |
| Meeting Registration/Professional Development. . . . . | 2,916.47             | 8,700.00           |
| Legal & Accounting . . . . .                           | 4,703.00             | 1,500.00           |
| Health and Life Insurance . . . . .                    | 13,483.02            | 6,000.00           |
| Employee Pension . . . . .                             | 400.00               | 3,900.00           |
| Office/Miscellaneous Supplies . . . . .                | 8,711.05             | 4,500.00           |
| Postage . . . . .                                      | 569.55               | 1,000.00           |
| Printing . . . . .                                     | 909.53               | 0.00               |
| Property Taxes . . . . .                               | 0.00                 | 150.00             |
| Telecommunications . . . . .                           | 1,880.52             | 1,500.00           |
| <b>Total Expenses . . . . .</b>                        | <b>271,292.36</b>    | <b>298,634.00</b>  |
| <b>Net Income (Loss)</b>                               | <b>\$ -38,904.26</b> | <b>\$ 1,326.00</b> |

# 2020 Supporting Members

## Thank you to all of our members.

The LADCO staff and Board of Directors extend a sincere “Thank You” to all of our supporting members. Without your valuable support, our economic development efforts throughout the La Crosse Area could not go forward. With gratitude for your continued support in mind, our team wishes you a successful new year.

|  |   |   |
|--|---|---|
| Access Commercial Real Estate          | Gerrard Hoeschler Realtors Inc.                   | Radisson Hotel - La Crosse                        |
| Altra Federal Credit Union             | Great Rivers United Way                           | Reinhart Real Estate Group                        |
| Associated Bank                        | Harter Trucking                                   | Riverland Energy Cooperative                      |
| Badger Corrugating Company             | Hawkins Ash CPAs, LLP                             | RSM US LLP  |
| Bakalar's Sausage                      | Inland  | State Bank Financial                              |
| Borton Construction                    | ISG [NEW]   | The Insurance Center                              |
| Bremer Bank                            | Johnson-Block Co., Inc.                           | Three Sixty Real Estate Solutions                 |
| Brickl Brothers Design/Builders        | Kaplan Professional Education                     | Torrance Casting                                  |
| Brown & Brown of Wisconsin, Inc.       | Kwik Trip Inc.                                    | TRANE Company                                     |
| Cedar Corporation                      | La Crosse Area Chamber of Commerce                | Trust Point Inc.                                  |
| Central States Warehouse               | La Crosse Area Realtors Association               | University of Wisconsin - La Crosse Foundation    |
| CenturyLink                            | La Crosse County Convention & Visitors Bureau     | US Bank - La Crosse                               |
| Citizens State Bank                    | La Crosse Loggers                                 | Vernon Electric Cooperative                       |
| City Brewing Company                   | La Crosse Sign Co.                                | Verve [NEW]                                       |
| Coldwell Banker: River Valley Realtors | Logistics Health Inc.                             | Viterbo University                                |
| CompRex LLC [NEW]                      | Market and Johnson                                | Walz Craft  |
| Dairyland Power Cooperative            | Mathy Companies (ALM Holdings)                    | Western Technical College                         |
| Doerflinger's Second Century, Inc.     | Mayo Clinic Health System - Franciscan Healthcare | Western WI Building & Construction Trades Council |
| Downtown Mainstreet, Inc.              | Merchants Bank - Onalaska                         | Wieser Brothers General Contractor, Inc.          |
| Duratech                               | Midwest Capital Services                          | Xcel Energy                                       |
| Dynamic Recycling                      | Mississippi Welders Supply Co., Inc.              | XeteX, Inc.                                       |
| F.J. Robers Co., Inc.                  | Pepsi-Cola Bottling Company                       |   |
| FiberPro                               | Poellinger Inc.                                   |   |
| First Supply LLC                       |   |   |





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