

JOIN US IN DOWNTOWN LADYSMITH

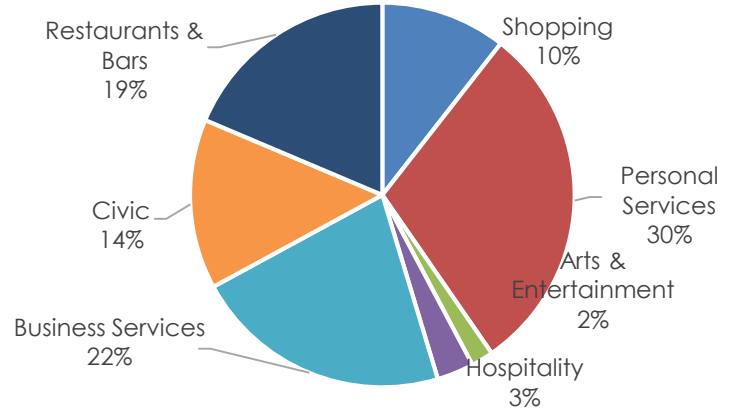
LOCATION

Ladysmith is located in the heart of northern Wisconsin, only 30 miles from Rice Lake and less than 60 miles from Eau Claire and Hayward.



BUSINESS MIX

Ladysmith has a balanced mix of retail, restaurant and service businesses. Local destination businesses include the Miner Theater, Carnegie Hall Bed & Breakfast, Casa Mexicana and The Lunchbox.



OUR MARKET

As an economic hub of northern Wisconsin, Ladysmith is known as a destination for nature enthusiasts, drawing visitors and customers from a 30 mile radius.

Demographics:

Trade Area Residents.....	18,854
Average Household Income.....	\$38,271
Percent Associates Degree+.....	25.6%
Percent Family Households.....	55%
Average Age.....	43
City Residents.....	3,477

Visitor & Event Traffic:

Average Daily Traffic.....	8,200
Annual Event Attendance.....	5,000
Overnight Visitors.....	50,000

Industry & Workforce:

Daytime Employment (City).....	2,845
Job Growth Rate.....	1.9%
Downtown Employment.....	618
Largest Employers: Weathersfield, Jeld-Wen, Rockwell Automation.	

“Between the people who live in downtown, work in downtown and the thousands of visitors we have here each month, there is a very diverse market of people who want to shop and dine on a daily basis. Our business has grown each year since we chose to locate in downtown ~ Business Owner

Other major destinations include:

- Library – 95,800 annual visitors
- Hospital – 31,000 annual visitors
- Golf Course – 10,000 annual visitors

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RETAIL MARKET

The addition of several new businesses in recent years has expanded the retail and service offerings, creating additional customer traffic downtown. 50% of local retailers participate in joint marketing and promotions activities annually.

Downtown Businesses.....33
 Average Annual New Businesses..... 3
 Average Rental Rate (psf/yr).....\$ 5.00

RESIDENTIAL MARKET

Roughly half of Ladysmith's residents live within walking distance of downtown. The surrounding area is also home to 1,100 seasonal homes, drawing year-round recreational traffic.

Downtown Units (1/2 mile).....642
 Number of Units Added '00-'10.....29
 Percent Owned/Rented.....45%/55%

COMMUNITY INVESTMENT

Main Street promotes a public-private model for downtown revitalization. Together with our partners, Main Street Ladysmith has made downtown a safe place to invest.

Buildings Renovated since 2013.....2
 Private Investment '95-'14.....\$150 million
 Total Public Investment '00-'14...\$15 million

Percent Business Owner Occupant.....66%
 Projects in Planning Phase.....2

BUSINESS ASSISTANCE

Ladysmith is committed to helping new businesses get started in our community. In addition to regular programming such as educational seminars, joint marketing and promotions opportunities, {organization name} provides regular one-on-one business assistance and will serve as a liaison with the City and others to help you get up and running quickly. Financial assistance available includes:

- Façade Grant – 20% of eligible costs up to \$5,000
- Façade Loan – 80% of eligible costs up to \$20,000 at 1%
- Design Assistance – free assistance with signage and façade planning
- Revolving Loan Fund – \$20,000 per job with flexible terms
- Tax Increment Finance assistance for new development

OPPORTUNITY

We have identified retail opportunities and are looking for partners in the following fields: Clothing, Sporting Goods, Restaurants, Health & Fitness & Specialty Foods. Contact us for a list of current space availability.

