



FLORENCE COUNTY
Economic Development Commission
Your Northwoods Business Resource
Wendy Gehlhoff – Director
P.O. Box 88, Florence, WI 54121

Florence County Opportunities

➤ **20,000 sq ft building at US Hwy 2/141 and Hwy 70/101 intersection**

- 4200-6200 Average Daily Traffic Count
- Banks have held for 3.5 years - they need an offer
- Built in 1998: loading dock, concrete block front, 50 parking spaces
- Subway Franchise owner would continue to rent or buy 1400 sq ft
- Redevelop for dollar store, call center, manufacturing, distribution, assisted living, other ideas?



➤ **Manufacturing businesses making capital investments for expansion**

- 5 sawmills, 1 food processor adding equipment and expanding products in 2011
- Opportunity for subcontracting growth companies related to nearby Marinette Marine contract

➤ **Retail building available at prime US Hwy 2 location**

- 4500 sq ft built in 1999: upscale cedar wood interior, gas fireplace
- Designed for retail or restaurant/bar business (11 yrs as gift store)
- Contact Wild Rivers Realty, Gloria Najera, 715-528-3280



➤ **Tourism related business growth**

- We were only WI county with positive tourism spending growth in 2009
- County tourism related expenditures have tripled in last 2 years
- Known for excellent ATV/Snowmobile trails, two Wild Rivers, public forested land access

➤ **Locally funded Hotel Feasibility Study identified need for 30-35 room hotel**

- Hospitality Marketers International, Inc did Phase 2 Market Study and Financials
- Only one 11 room low value, no service motel in entire County
- Other lodging is bed & breakfast, cabins and campgrounds – joint TIF plan/room tax creation

➤ **Florence Industrial Park just off US Hwy 2**

- Lots available for \$1/acre based on sufficient job growth
- Class A road into park plus sewer, water, electric and gas at curbs

➤ **Other Florence County Assets and Benefits**

- Broadband coverage, reliability and speed superior to other northwoods areas
- 3-county trade region over 10% unemployment with hardworking, rural workforce
- Two technical college branch campuses within 15 miles and two workforce dev. entities
- Save on utility costs via municipally owned utility part of WPPI Energy network
 - Quick local service with energy saving business assistance programs
- Great quality of life, small town helpfulness, school is financially sound plus small classes