



## **“BUSINESS INQUIRY PACKET”**

### WELCOME TO LAND O’ LAKES

Choosing a location for your business venture can be exciting, but it can also be frustrating. It is often difficult to find the information you may need about a prospective community or area to determine if it is suitable to your future needs. We hope the information in this packet will be helpful to you and may encourage you to choose Land O’ Lakes as the location for your business

The Land O’ Lakes Chamber of Commerce Community Area Development Committee welcomes you in your search for information. We invite you to stop at the Chamber office, located at the intersection of County Road B and Highway 45, to see the brochures and information on display there.

To help you we have also included some practical information to assist you in your research about Land O’ Lakes.

Again, welcome to Land O’ Lakes!

Sandy Wait, Executive Secretary  
Land O’ Lakes Chamber of Commerce  
P O Box 599  
6484 Highway 45  
Land O’ Lakes, WI 54540  
715-547-3432  
1-800-236-3432

[infolandolakes@gmail.com](mailto:infolandolakes@gmail.com)

The hours at the Chamber of Commerce Information Center are:

Summer (Memorial Day-Labor Day)

Monday-Friday 9-4 Saturday 10-3 Sunday 10-1

Winter (Labor Day –Memorial Day)

Monday –Friday 9-3

Closed Saturday and Sunday

Open for weekend events (call 1-800-236-3432) for hours

## **ABOUT OUR COMMUNITY -- LAND O' LAKES**

Land O' Lakes, Wisconsin, is a beautiful town and township of about 952 population (during winter/spring) and 1500 people during the summer/fall months. The Land O' Lakes motto is, "We're at the top of Wisconsin.

We feel we're on top of the world." **North Land O' Lakes**, is in Michigan, just across the state border separating Wisconsin and Michigan, adjacent to Land O' Lakes, Wisconsin.

### **EMERGENCY NUMBERS**

#### **Land O' Lakes**

- Fire-police-medical emergency 911
- Vilas County Sheriff 715-479-4441
- WI State Patrol District #4 715-845-1143
- Forest Fires 715-479-4771
- Poison Control 1-800-222-1222
- Road Conditions 1-800-762-3947

#### **North Land O' Lakes**

- Fire-police-medical emergency 911
- Lac Vieux Desert Tribal Police 906-358-4313
- Gogebic County Sheriff 906-667-2203
- Michigan State Police 906-265-9916

### **HOW TO GET HERE**

Land O' Lakes is situated on the Wisconsin/Michigan state border. It is serviced by Wisconsin State Hwy 45 and Vilas County Hwy B.

### **AIR TRAVEL**

King's Land O' Lakes Airport-Class B.

24 hour fuel and MO gas

Manager David Lane 715-547-3337

Avis Car Rental – 8 a.m. to 5 p.m. 1-800-3331-1212 or 715-547-3337

Rhineland Airport-Class A (RHI)

1 hour South of Land O' Lakes

Serviced by Northwest Airline (Mesaba) service to Minneapolis or Continental Airlines

Great Lakes Airline service to Milwaukee

715-365-3446

Central WI Airport – Class (CIOA)

United, Northwest and American

Mosinee, Wisconsin

2 hours South of Land O' Lakes

1 hour North of Land O' Lakes

Gogebic/Iron County Airport – Class A

Great Lakes Airline

Manager Duane Duray 906-932-0411

## SOURCES OF INFORMATION BEFORE AND AFTER YOU GET HERE

### Website

Our website [www.landolakes-wi.org](http://www.landolakes-wi.org). Through our website, you may link to businesses and communities in and near Land O' Lakes.

### Regional Publications

You may read more about the Land O' Lakes area, businesses, and events in the Welcome to Land O' Lakes visitors guide distributed by the LOL Chamber of Commerce.

The publication, Vilas County Headwaters Area Guide is a useful information guide to the area and is available at the LOL Chamber of Commerce.

### Newspapers

The Vilas County News Review newspaper comes out every Wednesday and contains local and area information. The phone number is 479-4421; website is [www.vilascountynewsreview.com](http://www.vilascountynewsreview.com).

The Border Bulletin is published every other Thursday of each month. It is mailed to area residents or can be picked up free at area business. This is published by Nite Owl Publishing, 3951 Cty Rd. E, Land O' Lakes, Wisconsin (715)617-6893 or (715)617-0425 e-mail [borderbulletin@yahoo.com](mailto:borderbulletin@yahoo.com)

The Iron County Reporter is published every Wednesday. The phone number is 906-265-9927, web site is [www.ironcountyreporter.com](http://www.ironcountyreporter.com)

The Daily Globe is a daily paper serving the Western Upper Peninsula and Northern Wisconsin. Phone 800-236-2887.

The Northwoods Trader and Iron County Shopper are free publications mailed to area residents. Trader is published by the Vilas County News Review 715-479-4421 and the Shopper is published by the Iron County Reporter 906-265-9927.

## TOWN INFORMATION

The Land O' Lakes Town Hall is located at 4331 Highway B.

The Clerk/Treasurer office is open Monday, Tuesday, Wednesday and Thursday from 9 a.m. to 3 p.m.

Telephone (715)547-3255 FAX (715) 547-3935.

The town officers are Dan Balog, Chairman; Mike Stopczynski, Supervisor; Sam Otterpohl, Supervisor; and Flossie Knoth, Clerk-Treasurer.

Monthly Town Board meeting are held on the 2<sup>nd</sup> Wednesday of each month at 6 p.m. at the Town Hall.

- Zoning information and town building permits, contact Dick Turnquist at (715)547-3439.
- Vilas County zoning permits contact Lori Varro at (715) 479-3620. (She is also at the Land O' Lakes town hall on Mondays between the hours of 9 a.m. and 10:30 a.m.) Fire numbers are necessary for location and identification purposes. Applications may be picked up at the Town Clerk's office.
- Land O' Lakes Sanitary District. Telephone (715)547-3429.  
Operator Tom Ripp (715)547-3775 or cell (715)617-3775.
- Town assessor is Bowmar Appraisal (920)733-5369
- Town Garage is located at Town Garage Road approximately 1 mile west of Land O' Lakes off Highway B. (715)547-6904

### **North Land O' Lakes**

- Watersmeet town government offices are at 906-358-4501.
- Gogebic County offices are located in Bessemer, MI 906-667-0411.

## SCHOOLS

Following is a list of Land O' Lakes area public schools. For special services for your child, call the Director of Pupil Services at Northland Pines at 715-479-8989.

### Elementary School

The LOL Elementary School (within the Northland Pines School District) is located at 6485 Town Hall Road, Land O' Lakes, WI 54540. The current principal is Duane Frey. Please call for tour reservations. Their phone number is 715-547-3619.

### Middle School

Middle school students attend the Northland Pines Middle School. It is located at 1700 Pleasure Island Road, Eagle River, WI 54521. The school telephone number is 715-479-6479.

### High School

The area public high school is Northland Pines High School, also located in Eagle River. The High School adjacent to the Middle School, which makes for an easy transition between the two. The High School address is: 1800 Pleasure Island Road, Eagle River, WI 54521-8980. The phone number is 715-479-4473.

### Conserve School

Conserve School is a coeducational independent boarding high school located at 5400 North Black Oak Lake Road. The curriculum emphasizes the environment, ethics, and innovation. Students combine science, mathematics, technology and communication skills to solve real ecological problems. Graduates are prepared to be sensitive leaders and stewards of natural resources. Summer programs offer day and residential summer camp opportunities for children grades one through ten. The phone number is 715-547-1300, web site is [www.ConserveSchool.org](http://www.ConserveSchool.org)

### Parochial Schools

There are several denominations of parochial schools in Eagle River which is 17 miles south of Land O' Lakes.

If you live in **North Land O' Lakes**, your child will go to Watersmeet, Michigan, schools. Call 906-358-4504

### Child Care/Preschools

- Project Bridges Child Care Resource & Referral: 1-800-470-5833  
This referral service gives comprehensive information for listings in Vilas County.
- The Kids are Us Child Care Center at 715-547-3078 offers child care for children between the ages of 9 months and 10 years (the latter would be for a summer program). They offer several different types of programs: traditional day care, nursery school, preschool, and before- and after-school, and summer care for the children going to Land O' Lakes Elementary School. The Center is located at the LOL Elementary School.
- Head Start Program is also located in Land O' Lakes Elementary School and serves children in the preschool years.

## BANKS

- **Headwaters State Bank** is the local (LOL) bank. Their phone number is 715-547-3383.
- **Associated Bank**, 711 U.S. Highway 45N, Eagle River, WI 54521. (715) 479-3303
- **First National Bank** of Eagle River, 400 E. Wall St., Eagle River, WI 54521 (715) 479-4406
- **M&I Bank**, 300 E. Wall St., Eagle River, WI 54521. (715) 479-6461
- **River Valley State Bank**, 1421 S Willow St, Eagle River, WI 54521 (715)479-6206

- **Peoples State Bank**, 909 E Wall Street, (Trigs Grocery Store) Eagle River, WI 54521 (715)479-1794
- **Mid-Wisconsin Bank**, 325 W. Pine Street, Eagle River, WI **54521** (715)479-8484

### **MEDICAL CARE**

For medical emergencies in **Land O' Lakes and North Land O' Lakes**, call 911

- Aspirus Land O' Lakes Clinic at 4236 Highway B. The office phone number is (715)547-6118.
- Marshfield Clinic Eagle River Center at 500 Commerce Loop, Eagle River, WI 54521 Telephone (715)479-0400 Open Monday through Friday 8 a.m. – 4:30 p.m. After hours emergency (715)479-7411 Rhinelander office Telephone (715) 369-5051
- Ministry Health Care at 930 E Wall St., Eagle River, WI 54521 Telephone (715) 477-3000 Open Monday through Friday 8 a.m. – 5 p.m. Rhinelander office Telephone (715)361-4700

### **HOSPITALS**

- Eagle River Memorial Hospital. North side of Eagle River at the intersection of Highway 45 and Hospital Road. The hospital is at the end of that street at 201 Hospital Road. Telephone 715-479-7411.
- Howard Young Health Center, located at 240 Maple Street in Woodruff, WI. Telephone 715-356-8000.
- Saint Mary's Hospital, in Rhinelander, is located at 2251 North Shore Drive, Rhinelander, WI . Telephone 715-361-2000.
- Aspirus Wausau Hospital at 333 Pine Ridge Blvd, Wausau, WI Telephone (715)847-2121 or 1-800-454-4499

### **DENTIST**

Peter "Painless" Schindelholz, DDS. His address is 4453 County Road B, in Land O' Lakes. Telephone 715-547-3541.

### **VETERINARIANS**

There are three Veterinary Clinics in Eagle River.

- The closest is the Eagle River Animal Hospital, Dr. Dan Paretsky and Dr. Carry Johnson, located on Highway 45 just before you reach Eagle River– 1720 Highway 45 N. Telephone 715- 479-7090
- For other veterinarians in Eagle River area, check the phone book for names and number.

### **PHARMACY**

Land O' Lakes Health Care Pharmacy located at 4348 Highway B adjacent to the Aspirus Clinic. This is a full service pharmacy with a pharmacist on duty six days a week. Telephone 715-547-3788

## UTILITIES

- Electric and Natural Gas  
Wisconsin Electric at 1-800-242-9137 provides electricity and natural gas service

- Propane Gas  
Hilgy's located at 6357 Highway 45 South Telephone (715)547-3449.  
Open Monday through Friday 8-5, and Saturday 8-noon.  
Ferrell Gas in Eagle River Telephone 715-479-9346  
Gasco in Three Lakes Telephone 715-546-3359  
Amerigas in Eagle River 715-479-7300

- Telephone

### **Land O' Lakes**

Verizon North Business at 1-800-483-5600.  
Verizon North Residential at 1-800-483-4600  
Verizon business and residential repairs, call 1-800-483-1000

### **North Land O' Lakes, Michigan**

- Upper Peninsula Telephone Company to set up phone service. Call them at 1-800-950-8506.
- Television Cable/Satellite
  - **Land O' Lakes** (and extending out to some of the outlying lake communities – check with your neighbors about this), cable is through Land O' Lakes Cable at 1-800-236-0233. (For homes that cannot get cable, satellite TV services are available through DirecTV at 1-800-531-5000)
  - **North Land O' Lakes**, the local cable office is at 1-800-236-1313.
- Internet Providers
  - SonicNet-High Speed Internet service 715-617-0870 or 715-545-3366. [www.sonicnet.us](http://www.sonicnet.us)
  - New North Network at 1-715-477-0913
  - Northern Net Exposure at 1-715-477-1002
  - Silver Bay Systems at 1-715-479-3044.

## WASTE REMOVAL/TOWN DUMP/BURNING PERMITS

In **Land O' Lakes**, trash must first be sorted and recycled. In order to take your trash to the dump, you must first purchase “dump cards” at the Tackle Box. \$10 and \$50 dump cards are available. The Tackle Box is open 7 days a week and is located downtown on Hwy B.

The dump is located west of downtown on County Road B, with the entrance just before the Bear Trap Inn. The dump hours are **Summer** (Memorial day weekend through Sept 30th) Sunday 9-12, Tuesday 8-3, Thursday 12-5 and Saturday 9-4. **Winter** (Oct 1<sup>st</sup> through May) hours at the dump are Tuesdays, 8-3; Thursdays, 12-4; Saturdays, 8-4

Only Land O' Lakes area residents and businesses may use the Land O' Lakes town dump. Burning permits are required, and may be obtained at the Tackle Box. Telephone 715-547-3434

In **North Land O' Lakes**, Michigan, residents may use the Watersmeet Transfer station. It is north of Watersmeet on Highway 45 at Transfer Station Road. The hours open are **Summer** 8-4 from Monday through Sunday (except Wednesdays) and **Winter** 8-4 Monday through Saturday (except Wednesday) Your trash must be sorted for recycling here as well.

## POST OFFICE

The **Land O' Lakes** Post Office is on County Road B. The lobby area is open 24 hours. Daily mail is available in the post office boxes after 10 a.m.

The business area of the post office is open 10:00 a.m. to 4:00 p.m. Monday through Friday (closed 1:00 to 2:00 p.m. daily for lunch). On Saturdays, you can transact business there from 10:00 a.m. to 12:00 noon. Local telephone number is 715-547-3640.

In **North Land O' Lakes**, find out the location and hours for the post office in Watersmeet at 906-358-4781. Many people who live close to Land O' Lakes have post office boxes in the Land O' Lakes Post Office and utilize the services of that post office.

## VEHICLE REGISTRATION/DRIVER'S LICENSES

To register your car in **Wisconsin**, you will have to go to Eagle River on Wednesdays between the hours of 9:30 a.m. and 4:00 p.m. You can also get your new driver's license there on Wednesdays as well. On any weekday besides Wednesday, you must go to Rhinelander (see directions below).

To change your car registration, bring your title or registration certificate.

To get your new driver's license, bring your out-of-state license (which you will have to surrender) and your social security card. As long as your license is still current, you will not have to take the driving test, just the vision test.

- The Dept of Motor Vehicles **Eagle River** office (Wednesdays only) is at 1205 Sundstein Road. Telephone 479-2277.
- The Dept of Motor Vehicles **Rhinelander** office is at N. Hanson Lake Road. Telephone 1-715-362-4917.

Hours - Mondays, 8:45 a.m. to 5:00 p.m. and Tuesdays through Fridays, 8:15 a.m. to 4:30 p.m. To get to the Rhinelander office, take Highway 45 south to Eagle River, Highway 70 West to the left turn onto Highway 17 South to Rhinelander. In Rhinelander, get on Highway 8 West (toward Oneida County Airport). At the intersection of Highway 8 and Highway 47, turn right onto Highway 47 and look for signs.

If you live in **North Land O' Lakes**, you will need to register your car in **Michigan**.

Telephone 906-667-0271 for hours and location.

## VOTER'S REGISTRATION

In **Land O' Lakes**, you may register to vote on the day of the election at the polling place in the Land O' Lakes Town Hall.

In **North Land O' Lakes**, contact the Watersmeet Town Hall at 906-358-4501 for voters information.

## LIBRARY

The **Land O' Lakes Library**, located at 4242 County Hwy B, serves both the Land O' Lakes and North Land O' Lakes communities. Telephone 715-547-6006. The library is open Monday, Thursday and Saturday 9 a.m. to 12 noon and Tuesdays, Wednesdays, and Fridays 9 a.m. to 5 p.m. Closed Sunday. There is a children's story hour September through May on Wednesdays at 10 a.m. and Home at the Library September through May on alternating Tuesdays at 1 p.m. The Community Room is available for group meetings. Librarian/Director is Julie Zelten; Technical Services director is Frisk Miller and Youth Librarian is Karen Mendham. The Friends of the Library meets on the first Tuesday of the month at 10 a.m. in the Community Room. This is a well stocked library with 17,530 books, 1,092 audio materials, 1,178 DVD/Video materials and online catalog to access the library's collection, six high speed internet computers, wireless internet access, children's computer with games, and numerous magazines and newspaper. The average number of patrons is 1,495.

## PLACES OF WORSHIP

Land O' Lakes provides worship opportunities in a variety of congregations.

- Conover Evangelical Free Church 715-479-4327
- Ely Memorial Church –UCC- 715-547-3890
- Hope Lutheran Church-LCMS- 906-544-2259
- Land O' Lakes Bible Church 715-547-3183
- Land O' Lakes Lutheran Outreach – WELS-715-547-6292
- Pioneer Lutheran Church-ELCA 715-479-4956
- St. Albert's Catholic Church 715-547-3558
- St Mary's Catholic Church 715-547-3558
- Immaculate Conception 906-358-4360,
- Watersmeet Baptist Church 906-358-4744.

Contact the individual churches for the worship service times.

## VILAS COUNTY

The county is approximately 652,067 acres in size with 555,374 acres of land and 93,923 acres of water. The county harbors 563 named lakes and 757 unnamed lakes. It is located in northern Wisconsin and against the Upper Michigan border. The population in 1890 was 1706 and grew to 3,801 in 1895 and 4,929 in 1900. In 1920 the population was 5,649 and in 2005 the population had increased to 22,215.

The county is governed by 21 supervisors representing 21 districts. Vilas County has a .5% county sales tax in addition to the State sales tax of 5%. The board meets the third Tuesday in January, March, April, June, August and September. The annual budget meeting is held the second Tuesday in November. The courthouse is located at 330 Court Street in Eagle River. The mailing address is Vilas County Courthouse, 330 Court St, Eagle River, WI 54521. Office hours are Monday through Friday 8 a.m. to 4 p.m. The Vilas County Zoning department handles all permit applications and subsequent inspections for building construction, remodeling, septic systems, bulldozing/filling and conditional uses. The department also deals with new subdivisions and condominium projects. Another helpful source of state and county information would be Kelly Haverkamp at the UW Extension office in Eagle River. Telephone 715-479-3653

## LAND O' LAKES DEMOGRAPHICS

### Based on 2000 census information

<b>Total population</b>		882
Sex and age	Male	434
	Female	448
Median age (Years)		48.6
18 years and over		
Male		351
Female		366
21 years and over		693
62 years and over		263
65 years and over		
Male		102
Female		120
Race is mainly white		
<b>Marital Status population 15 years and over</b>		
Never married		121
Now married		471
Separated		7
Widowed		61
Female		47

Divorced	99
Female	48
<b>Households</b>	
Family	262
With own children under 18	74
Married couple family	222
With own children under 18	56
Female householder-no husband	27
With own children under 18	11
Non family households	150
Householder living alone	131
Householder 65 years or over	68
Households with individuals under 18 years	82
Households with individuals 65 years and over	159
Average household size	2.14
Average family size	2.67
<b>Total housing units</b>	1337
Occupied housing units	412
Vacant housing units	925
For seasonal, recreational or occasional use	886
Owner occupied housing units	325
Renter occupied housing units	87
Average household size of owner-occupied units	2.20
Average household size of renter-occupied units	1.91
<b>School Enrollment</b>	
Population 3 y3ars and over enrolled in school	163
Nursery school-preschool	9
Kindergarten	6
Elementary school grades 1-8	90
High school grades 9-12	41
Collage or graduate school	17
<b>Educational attainment population 25 and over</b>	
Less than 9 <sup>th</sup> grade	20
9 <sup>th</sup> to 12 <sup>th</sup> grade no diploma	59
High school graduate includes GED	266
Some college-no degree	161
Associate degree	34
Bachelor's degree	113
Graduate or professional degree	30
Percent high school graduate or higher	88.4%
Percent bachelor's degree or higher	20.9%
<b>Employment status population 16 and over</b>	748
Civilian labor force	415
Employed	391
Unemployed	24
Not in labor force	333
Females 16 years and over	
Civilian labor force	199
Employed	191
All parents in family in labor force	16
<b>Commute to work workers 16 and over</b>	362
Drove alone	272
Carpooled	19
Public transportation	3
Walked	36
Other means	3

Worked at home		29
Average time to work in minutes	16.7	

**Occupation type**

Management	100
Service	83
Sales and office	115
Farming, fishing and forestry	2
Construction	62
Production, transportation and material moving	29

**Industry**

Agriculture, forestry fishing & hunting and mining	15
Construction	53
Manufacturing	36
Wholesale trade	8
Retail trade	76
Transportation	17
Information	3
Finance, insurance, real estate, rental & leasing	13
Professional, scientific, management, administrative And waste management	23
Educational, health and social services	42
Arts, entertainment, recreation, accommodation and Food service	56
Other services (public administration)	29
Public administration	20

**Class of worker**

Private wage and salary	282
Government worker	44
Self employed in own not incorporated business	61
Unpaid family workers	4

**Income in 1999**

414 households average income (dollars)	29,792
287 households average earnings	36,624
179 households social security average income	12,530
12 households with Supplemental Security Income	5,350
11 households with public assistance	2,373
80 households with retirement income	15,109
Families Median family income	40,938
Per capita income	18,765
Male full time year round workers average earnings	30,357
Female full time year round workers average	21,250

COMPLETE DEMOGRAPHIC INFORMATION IS AVAILABLE AT  
WWW.US CENSUS BUREAU.COM

Or <http://censtats.census.gov/data/WI/0605512542325>

## **BUSINESSES IN THE LAND O LAKES AREA**

1 Bank  
1 Grocery store  
1 Pharmacy  
1 Clinic  
1 Dentist  
1 Insurance agent  
1 Appraiser  
3 Convenience store/gas station/bait  
4 Real Estate  
6 Sporting goods  
2 Floral/Landscaping/pet supplies  
1 Lumber/hardware  
1 Bowling Alley  
11 Gift Shops  
3 Automotive supplies/repair  
1 Snowmobile sales/service  
2 Marinas  
16 Restaurants and lounges  
5 Campgrounds  
3 Antique Shops  
10 or more building contractors  
1 Financial Planner  
3 Print shops/graphics  
1 Attorney  
1 Caterer/food service  
1 Personal Chef Services  
5 or more guide services  
5 Storage facilities  
1 Cruise planner  
1 Golf Course  
1 Gun club/sporting clays-trap  
2 Skiing and canoeing outfitters  
1 Video/DVD rental service  
1 Automobile rental  
3 Schools  
    Elementary K-5  
    Conserve School Private 9-12  
    Day Care PreSchool