**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending August, 2016**

**ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)**

* Total Balance Available to Loan **$195,582**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$64,307**

**Retention and Expansion Activities**

**--** Three (3) new business inquiries

**--** Continuing to follow up with businesses who have received loan packets and requests

**Tourism Development**

***--*** Tourism Website: 1,945 visits, with 76.97% new visitors forMonths of August:

Top referral site: co.langlade.wi.us Main Keyword Searched: Antigo Block Company & Langlade County ATV Trail Map

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 37 visits to Langlade County Page in the month of August.

**--** App Downloads: 27 downloads in August, 2016 **total downloads 3,231**

**--** Recreation Information Requests: 36 Recreation Requests in August, 2016**;**

Top Request: ATV Map

**--** Distributed:2,893 2016 Recreation Maps from the Economic Development Corporation Office since January 2016.

**--** Facebook: 10,563 “Likes.” The top post was about the last Music in the Park for White Lake by Lyles Band & More. This post reached 3,324 people and had 3 post clicks. Nine out of the eleven Facebook post for Music in the Park had over 2,000 views for each post.

**Other Information:**

* Continue collaborating with City of Antigo, Langlade County, Chamber of Commerce and LCEDC to create a mass notification marketing messaging campaign. Notifications for Music in the Park and events have been sent out. There have been 283 people that have registered since June 1, 2016.
* Continued updating alcinfo.com webpage. A portal webpage for all City of Antigo and Langlade County information.
* Partnered with the Department of Tourism at the Wisconsin State Fair in Milwaukee for a day.
* Presented to the new teacher in the Unified School District of Antigo on what Langlade County has to offer.
* Switched rotators on website to fall colors.

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 473 Visits; with 81.82% new visitors for month of August.

Top referral sites: langladecounty.org Main Keyword Searched: Langlade County Dispatcher Opening, Langlade county economic development, & Wagner Shell destination

**--** Facebook: 174 “Likes” The top post reached 766 people, 106 post clicks, and 28 likes, comments, and shares. The post was about the broadband survey for residents and businesses.

**Other Information**

* **Workforce Development Efforts**: LCEDC is providing more resources for both employees and employers along with entrepreneurs.
* Held the seventh monthly workshop with Forward Services in our LCEDC office. Workshops will be offered every third Wednesday from 10-noon and then open hours from 1-4 pm.
* Second of two Onboarding and Retaining Millennials Class was held on August 11. There were 16 attendees.
* Small Business Development Center will be continuing to utilizing our conference room to meet with Langlade County businesses to help develop a stronger business plan.
* Continue promoting the 2016 Entrepreneurs Course Program. We will be partnering with NTC Business and Industry to offer this course. There were area workshops on August 23-25. The Entrepreneurs Course will run on Thursday nights from September 15 through November 10.
* Working with TMA+Peritus to update the EDC website.
* Participated on Breakfast Club promoting the upcoming Entrepreneurs Course.
* Met with potential business to video Langlade County business and community.
* Meetings attended:
1. Logging Congress
2. Downtown Forum Webinar
3. Fairgrounds Promotional Committee
4. Grow North
5. Fab Lab Committee
6. Governor Walker Listening Session
7. WEDC
8. Small Town Downtown Forum
9. Representative Mary Czaja & Sara Klevis Listening Session
10. Northwood Networking Group
11. A Day for NTC Planning Session