**ECONOMIC DEVELOPMENT CORPORATION**

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

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

* Total Balance Available to Loan **$180,069**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$64,011**

**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: 2,056 visits, with 73.15% new visitors forMonths of July:

Top referral site: co.langlade.wi.us Main Keyword Searched: Camp Susan Wisconsin how to rent

***--***App Downloads: 24 downloads in July, 2016 **total downloads 3,200**

**-**-Recreation Information Requests: 56 Recreation Requests in July, 2016**;**

Top Request: ATV Map

**--**Distributed:2,593 2016 Recreation Maps from the Economic Development Corporation Office since January 2016.

**--**Facebook: 10,574 “Likes.” The top post was a post about the Langlade County Fair starts tomorrow. If you haven’t made plans, go to our website to view the fair activity for each day. While you are there check out our booth in the Multi-Purpose Building. This post reached 2,796 people and had 24 post clicks.

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 49 visits to Langlade County Page in the month of July.

**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 269 people that have registered since June 1, 2016.
* Shared a booth with the City of Antigo Park and Recreation at the Langlade County Fair. Everbridge pamphlets are along with other county information were available for free.
* Continued updating alcinfo.com webpage. A portal webpage for all City of Antigo and Langlade County information.
* Added metas and keywords to website and updated terms searched for our web positioning campaign.
* Sponsored a hole in the Pickerel-Pearson Business Association Golf Outing.

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 529 Visits; with 77.13% new visitors for month of July.

Top referral sites: alcinfo.com Main Keyword Searched: Antigo largest employers

**--** Facebook: 166 “Likes” The top post reached 212 people and 8 post clicks. The post was about why every month should be dairy month in Wisconsin and not just June. Read on our website why it should be, how important the dairy industry is in Wisconsin, and how farmers work hard to not even make a profit when milk prices are low.

**Other Information**

* **Workforce Development Efforts**: LCEDC is providing more resources for both employees and employers along with entrepreneurs.
* Held the sixth 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.
* Onboarding and Retaining Millennials Class was held on July 28. There were 15 attendees. There will be the second part of this class on August 11 from 8-10 am at NTC-Antigo Campus.
* 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 to plan 2016 Entrepreneurs Course Program. We will be partnering with NTC Business and Industry on offering this course. There will be area workshops on August 23-25 with the Entrepreneurs Course running on Thursday nights from September 15 through November 10.
* Working with TMA+Peritus to update the EDC website to be easier to navigate on different devices.
* Participated on Breakfast Club promoting the Onboarding and Retaining Millennials Workshops, Forward Services’ workshops in our office, and the upcoming Entrepreneurs Course.
* Met with the Diocese of Green Bay of grants they offer.
* Met with UW-Stout outreach person on services offered to businesses.
* Met with potential business to video Langlade County business and community.
* Working with Village of White Lake on Comprehensive Plan.
* Meetings attended:

1. Day for NTC Committee
2. City/County Partnership Meeting
3. Northcentral ITBEC
4. Care Timebank