**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending June, 2017**

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

* Total Balance Available to Loan **$401,634**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$78,282**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 482 Visits; with 82.37% new visitors for month of June.

Top referral sites: facebook.com Main Keyword Searched: Langlade County Economic Development

**--** Facebook: 195 “Likes” The top post reached 309 people. The post was about Black Hawk Hill’s open house.

**Economic Development Information:**

**Business Development/Retention and Expansion Activities**

* Two (2) Business Expansion Projects
* Four (4) New Business Inquiries
* One (1) Business Visits
* One (1) Façade Grant Information Visit

**Workforce Development**

* Small Business Development Center/WWBIC continued utilizing LCEDC conference room to meet with Langlade County businesses to help with business financial needs. He attended twice in June.
* UMOS (Transitional Job Center) is using LCEDC conference room from 1-4 pm every second and fourth Wednesday of the month for open hours.

**Entrepreneurship:**

* The 2017 Spring Entrepreneurial Course graduated 3 students at the June 1st graduation night. April’s Pooch Parlor, Memories Repurposing, and Go Get It Girl were awarded Entrepreneurial Grants based off their presentations and written business plans. The course was offered in partnership with NTC Business and Industry and is funded through the Suick Family Foundation.
* Working with Northwoods Networking Group to expand a blog platform to connect entrepreneurs through social media.

**Broadband:**

* Broadband Infrastructure is one of LCEDC efforts. The first broadband meeting was held as a joint meeting with Lincoln County in June with Oneida County sharing their best practices on building out a county wide broadband plan. The Langlade County Broadband Committee members are Dick Hurlbert, Don Scupien, Tom Erwin, and Angie Close. The next broadband meeting will be in Antigo on July 13.

**Education:**

* Attended IEDC course on Real Estate Development and Reuse.

**Meetings/Trainings attended:**

1. Northwood Networking Group
2. TIF (Tax Increment Financing District)
3. Fairgrounds Promotional Committee
4. County/City Group
5. GIS Planning Webinar
6. LinkedIn Webinar
7. Newaukee HATCH

**Tourism Development**

***--*** Tourism Website: 3,576 visits, with 75.50% new visitors forMonths of June:

Top referral site: facebook.com Main Keyword Searched: Antigo and Langlade County events

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 38 visits to Langlade County Page in the month of June.

**--** App Downloads: 24 downloads in June, 2017 **total downloads 3,452**

**--** Recreation Information Requests: 57 Recreation Requests in June, 2017**;**

Top Request: Other Inquires

**--** Distributed:2,635 2017 Recreation Maps from the Economic Development Corporation Office since January 2017.

**--** Facebook: 10,744 “Likes.” The top post was about the Monster Truck Show on June 16 & 17 at the Langlade County Fairgrounds. This post reached 4,588 people. The post had 175 post clicks along with 79 reactions, comments & shares.

**--** Everbridge: There have been 592 people that have registered since June 1, 2016.

**--** alcinfo.com: 506 visits in the month of June:

langladecounty.org: 24 referrals langladecountyedc.org: 20 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications. Held Everbridge meeting to discuss transition of roles due to Brad’s departure.
* Continued marketing Everbridge and alcinfo.com webpage.
* Continuted Working with the City of Antigo and the Chamber on the City of Antigo’s Destination Assessement. On-site survey boxes were picked up from the 15 businesses in Antigo. There were 76 respondents from the on-site surveys. Held the first of three Destination Assessment Task Force meetings.
* Facebook Advertising Campaign was complete on June 5, 2017. The Facebook Advertising Campaign targeted Facebook users from Green Bay, Appleton, Oshkosh, Milwaukee, Madison, and Chicago that are not followers of the Langlade County: County of Trails Facebook account to visit Langlade County. The Facebook campaign reached 45,502 people with 617 post engagements.
* ITBEC Marketing Group started planning a redesign to the [northcentralwisconsin.com](http://www.northcentralwisconsin.com) website to make the site more user friendly. The redesigned website will be launched in July.
* Held a phone/radio interview with Discover Wisconsin in preparation for the re-airing of “Winding Down the Wolf” on July 15.
* Sponsored a hole and golfed in the NTC Golf Fore Scholarships golf outing.
* Attended the JEM Grant check presentation to Black Hawk Hill for the marketing of the Northwood Triple Crown event August 11-13.
* Updated information on Travel Wisconsin website.
* Share a booth with City of Antigo Park and Recreation Department at the Healthy Ways Walk.