**ECONOMIC DEVELOPMENT CORPORATION**

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

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

* Total Balance Available to Loan **$230,384**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$67,899**

**Retention and Expansion Activities**

**--** Two (2) New Business Inquiries

**--** Four (4) current businesses

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

**Tourism Development**

***--*** Tourism Website: 1,811 visits, with 79.07% new visitors forMonths of October:

Top referral site: travelwisconsin.com Main Keyword Searched: halloween atv ride wi oct 29 30 2016 & Langlade county tourism

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 30 visits to Langlade County Page in the month of October.

**--** App Downloads: 20 downloads in October, 2016 **total downloads 3,275**

**--** Recreation Information Requests: 58 Recreation Requests in October, 2016**;**

Top Request: ATV Map

**--** Distributed:3,493 2016 Recreation Maps from the Economic Development Corporation Office since January 2016.

**--** Facebook: 10,564 “Likes.” The top post was about the last chance to take Wisconsin DNR Outdoor Recreation survey. This post reached 3,795 people, 66 post clicks and 20 reactions, comments and shares.

**--** Everbridge: There have been 304 people that have registered since June 1, 2016.

**--** alcinfo.com: This is the portal webpage for all City of Antigo and Langlade County information. There were 19 referrals back to the langladecounty.org website and 24 referrals to the langladecountyedc.org website.

**Other Tourism Information:**

* Continued updating alcinfo.com webpage.
* Met with Department of Tourism to learn about the GEM grant application process.
* Attended ITBEC Marketing meeting to determine shows we will be participating in and develop a marketing plan.
* Working with 5 Star Marketing on the development of the 2017 Langlade County Recreation Map.
* Attended the Rec Survey Public Meeting
* Met with Langlade Area Mountain Bike Assocation.
* Met with DMI on web position campaign.

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 416 Visits; with 71.15% new visitors for month of October.

Top referral sites: alcinfo.com Main Keyword Searched: Langlade County business development

**--** Facebook: 179 “Likes” The top post reached 115 people. The post was about Lisa Rettinger and Grandview Orchard’s transition from a regular apple farm to organic apple farm.

**Other Economic Development Information:**

* **Workforce Development Efforts**: LCEDC is providing more resources for both employees and employers along with entrepreneurs.
* First Meeting was held for the Antigo/Langlade County Employee Focus Group
* 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.
* The EDC responsive website and redesign was launched
* Working on adding Tools for Business to the website.
* Submitted CDBG reports to DOA for the City of Antigo Watermain Project.
* Met with DEHCR regarding old CDBG grants.
* Presented at Kiwanis Club.
* Participated at the Logging Day at Crestwood Elementary School.
* Completed IEDC Course on Business Retention & Expansion.
* Meetings attended:

1. Wood Facility Steering Committee Meeting
2. Northcentral Regional Planning Commission
3. Northwoods Networking
4. Employment Focus Group
5. WEDA Fall Economic Development Conference
6. Northcentral Wisconsin Regional Planning Community Economic Development Assement
7. Wisconsin Public Service Commission on Broadband
8. Grow North
9. WEDC on new entrepreneurial programs through WEDC
10. Regional Planning: Map corrections
11. Antigo Pride Community Connections