**ECONOMIC DEVELOPMENT CORPORATION**

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

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

* Total Balance Available to Loan **$361,499**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$75,680**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 589 Visits; with 75.38% new visitors for month of April.

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

**--** Facebook: 189 “Likes” The top post reached 875 people. The post was about a new store downtown called MoonShadow Dreams. There were 24 reactions, comments & shares and 89 post clicks.

**Economic Development Information:**

 **Business Development/Retention and Expansion Activities**

* Five (5) Business Expansion Projects
* Two (2) New Business Inquiries

**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 April.
* Held monthly workshop with Forward Services in LCEDC office. Workshops will be offered every third Wednesday from 10-noon and then open hours from 1-4 pm.
* UMOS (Transitional Job Center) is using LCEDC conference room from 1-4 pm every second and fourth Wednesday of the month.

**Entrepreneurship:**

* Started the 2017 Spring Entrepreneurial Course on April 6th. The course is offered in partnership with NTC Business and Industry and is funded through the Suick Family Foundation. The Entrepreneurs Course runs on Thursday nights from April 6 through June 1.

**Broadband:**

* Broadband Infrastructure is now one of LCEDC focus points. Spoke to a gentleman that will help lead a committee to work on efforts and strategic planning.

**Education:**

* Attended the Antigo High School Career Day to promote Entrepreneurship
* Presented to Langlade County Board on efforts of North Central ITBEC
* Attended Unified School District of Antigo FAB LAB Grant Award Ceremony (Angie is part of the FAB Lab Steering Committee)

**Meetings/Trainings attended:**

1. NTC Advisory Council
2. Antigo First Economic Development Work Group
3. Langlade County Substance Abuse
4. NEWCAP for new CDBG READI Program
5. City Council for Public Hearing of a PF-CDBG Grant Application
6. Antigo First Downtown Vision
7. Incubator Space Availability in Antigo Discussion with NTC
8. Regional Planning Commission

**Tourism Development**

***--*** Tourism Website: 1,847 visits, with 73.63% new visitors forMonths of April:

Top referral site: co.langlade.wi.us Main Keyword Searched: ATV trails opening in Langlade County

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 28 visits to Langlade County Page in the month of April.

**--** App Downloads: 18 downloads in April, 2017 **total downloads 3,402**

**--** Recreation Information Requests: 56 Recreation Requests in April, 2017**;**

Top Request: ATV Maps

**--** Distributed:1,530 2017 Recreation Maps from the Economic Development Corporation Office since January 2017.

**--** Facebook: 10,728 “Likes.” The top post was about the ATV trails will be opening on May 1st at 7 am. This post reached 10,685 people with 291 reactions, comments & shares and 605 post clicks.

**--** Everbridge: There have been 392 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 41 referrals back to the langladecounty.org website and 27 referrals to the langladecountyedc.org website.

**Other Tourism Information:**

* Continued updating alcinfo.com webpage. New alcinfo.com responsive design was launched.
* Continued sending out Everbridge mass notifications.
* Continued marketing Everbridge and alcinfo.com webpage.
* Highway 55 in Langlade County has been designated at a National Scenic By-Way called Wolf River/Nicolet Scenic Byway. It is part of a 145 mile figure eight route. The DOT is working on signs along with a date of an official announcement. An app is being developed to promote area attractions on the first ever figure eight scenic by-way.
* Continuted Working with the City of Antigo and the Chamber on the City of Antigo’s Destination Assessement. Database survey winner was announced. On-site survey boxes were created. The boxes will be placed at business in May.
* Attended the Forestry Department meeting on expandeding the mountain bike trails at Jack Lake and wrote two letters of support for various funding opprtunities.
* Attended the DNR Listening session.
* Attended Travel Wisconsin webinar on the 2017 spring marketing plan for the Department of Tourism.