**ECONOMIC DEVELOPMENT CORPORATION**

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

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

* Total Balance Available to Loan **$304,313**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$74,381**

**Retention and Expansion Activities**

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

**-**- Four (4) Business Expansion Project

**--** Three (3) New Business Inquiries

**Tourism Development**

***--*** Tourism Website: 1,605 visits, with 66.79% new visitors forMonths of March:

Top referral site: travelwisconsin.com Main Keyword Searched: Langlade county ATV trails

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

**--** App Downloads: 22 downloads in March, 2016 **total downloads 3,386**

**--** Recreation Information Requests: 87 Recreation Requests in March, 2017**;**

Top Request: Other Information Requests like camping, paddling, art, food and winery, horses, museums, etc.

**--** Distributed:1,527 2017 Recreation Maps from the Economic Development Corporation Office since January 2017.

**--** Facebook: 10,688 “Likes.” The top post was about Pickerel’s 26th Annual St. Patrick’s Day Parade. This post reached 5,750 people with 177 reactions, comments & shares and 571 post clicks.

**--** Everbridge: There have been 376 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 25 referrals back to the langladecounty.org website and 29 referrals to the langladecountyedc.org website.

**Other Tourism Information:**

* Continued updating alcinfo.com webpage.
* Continued sending out Everbridge mass notifications.
* 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. Database surveys were be sent out in March and on-site surveys will be put in business in April.
* Attended the Amron Health Fair and the Antigo High School Teen Health Fair.
* Attended the Ice Age Trail meeting.
* Tourism webpage was updated to spring/summer colors and pictures.
* Met with Lisa Beck from Discover Wisconsin.

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 626 Visits; with 73.48% new visitors for month of March.

Top referral sites: alcinfo.com Main Keyword Searched: Antigo first

**--** Facebook: 186 “Likes” The top post reached 429 people. The post was about still being able to sign up for the Entrepreneurial Course even if they did not attend the Exploring Entrepreneurial Workshop. There were 11 reactions, comments & shares and 15 post clicks.

**Other Economic Development Information:**

* **Workforce Development Efforts**: LCEDC is providing more resources for both employees and employers along with entrepreneurs.
* 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 March.
* 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.
* Attended Community Development Block Grant Application Training in Wausau.
* Presentation to Aspirus Langlade Hospital Planning Committee on Potential Opportunities
* Held the Exploring Entrepreneurial Workshop to learn more about our Entrepreneurship Training Course to be held on April 6-June 1. There is a minimum of 5 students for the class to be offered. The workshop and course was promoted on the Breakfast Club. Radio ads and in print.
* Participated in Department of Administrations Revolving Loan Fund webinar for the semi-annual report.
* Attended Workshop for Wisconsin Business Development and highlighted topic on SBA loan opportunities for small businesses
* Updated Revolving Loan Fund Manual
* Meetings/Trainings attended:

1. Grow North
2. City of Antigo Finance, Personnel and Legislative
3. Downtown Vision Session Workshops
4. CoVantage Credit Union Community Development Financial Institute
5. Antigo/Langlade County Workforce Development Focus Group
6. Langlade County Loan Review Board
7. Visions Northwest Wood Collaboration
8. Northcentral Wisconsin ITBEC