**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending December 2018**

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

* Total Balance Available to Loan **$628,406**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$77,219**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,289 Visits; with 82.3% new visitors for month of December.

Top referral sites: co.langlade.wi.us

**--** Facebook: 264 “Likes” The top post was about Luigi’s purchasing the Refuge Restaurant building. This post reached 233 people with 43 post clicks, and 15 reactions, comments, and shares.

**Economic Development Information:**

Next Steps of Implementation of Efforts from the Strategic Summit Report are underway.

* Labor Pool Improvement Project
* Image Enhancement Project (Downtown Antigo)

**Business Development/Retention and Expansion Activities**

* 5 (5) New Business Inquiries
* Worked with Co-Vantage Credit Union, City of Antigo, and Langlade County to add additional funding to the Downtown Entrepreneurial Grant
* Attended City of Antigo Gowan Road/Field Street CDBG Weekly Construction Meetings
* Submitted CDBG information to DEHCR for the City of Antigo Gowan Road/Field Street project desk top monitoring.
* Participated in webinar on new Opportunity Zone and investment opportunities.
* Followed up on past business inquiries

**Workforce Development**

* Continue to review Data regarding Workforce comparisons throughout the county, region and state to focus on gaps and how to increase labor pool
* UMOS (Transitional Job Center) is renting LCEDC incubator office at NTC in room WT-130. They are open Tuesday through Thursday from 8:30-4:00 pm for open hours.
* Continue to work with Education Partners to find ways to have industry and students connect.

**Entrepreneurship**

* The final Business Education Series workshop on “Grow your Customer Base” was held. This is the last of the 2018 Business Essential Education Series which is part of the Entrepreneur Program. The 2019 Business Essential Series is posted on the EDC website and Facebook Page.
* The Fall Entrepreneurial Training Program (ETP) graduated 5 students with 4 business plans in December. The spring 2019 EPT class is set to start in March. The Entrepreneurial Training Program is offered in partnership with SBDC at UW-Steven Point. Reimbursements are funded through the Suick Family Foundation.
* Held a Swipe Smart Workshop for business owners presented by Northern Air Merchant Education Services on how the credit card processing system works and tips and best practices that reduced cost to business owners.

**Broadband**

* Continue to work with partners and key stake holders on enhancing broadband in Langlade County.

**Education**

* Working with Antigo School District on several key components with School Forest, Fab Lab, and Career Pathways.
* Working with a small taskforce group to implement a Youth Summit pilot program in White Lake in January 2019.
* Had booth at the Antigo School District’s Career Fair.

**Meetings/Trainings attended**

1. City Economic Development Committee
2. LCEDC Summit Planning Meetings
3. Grow North Regional Economic Development
4. Antigo City Council
5. City of Antigo Finance and Personnel
6. Antigo School District Engagement & Enrichment
7. Education Presentation on Economic Development in Langlade County
8. ITBEC
9. White Lake School/Partner MTG Youth Summit
10. Manufacture Council

**Tourism Development**

**--** Tourism Website: 1,434 visits, with 83.2% new visitors forMonths of December:

Top referral site: co.langlade.wi.us

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 0 visits to Langlade County Page in the month of December.

**--** App Downloads: 5 downloads and 29 updates on the new iOS version in December 2018

**--** Recreation Information Requests: 153 Recreation Requests in December 2018**;**

Top Request: Snowmobile Maps

**--** Distributed:4,152 of the 2018 Recreation Maps from the Economic Development Corporation Office since December 1, 2017. The new 2019 Langlade County Recreation Maps were received on December 13, 2019

**--** Facebook: 10,865 “Likes.” The top post was to request a free 2019-2020 Langlade County Snowmobile Map. This post reached 2,942 people with 279 post clicks, and 58 reactions, comments, and shares.

**--** Everbridge: There have been 688 people that have registered since June 1, 2016.

**--** alcinfo.com: 200 visits in the month of December:

langladecounty.org: 5 referrals langladecountyedc.org: 2 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications.
* Continued marketing Everbridge and alcinfo.com webpage.
* Participated in Nicolet-Wolf River Scenic Byway meetings.
* Apple approved the resubmission of the Langlade County App; therefore the app is now working on all plateforms!
* Held planning meeting on website and app redesign.
* Posted new 2019-2020 Langlade County Snowmobile Maps on website and sent out Facebook post on requesting the new map.