**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending January 2019**

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

* Total Balance Available to Loan **$632,820**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$78,558**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,656 Visits; with 84.0% new visitors for month of January.

Top referral sites: co.langlade.wi.us

**--** Facebook: 267 “Likes” The top post was about Langlade County Economic Development Corporation partnering with the Department of Workforce Development to present Future Workforce and Labor Market Overview seminar on January 29. This post reached 161.

**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**

* Seven (7) New Business Inquiries
* Three (3) Existing Business visits
* One (1) Business Expansion Project
* Followed up on past business inquiries
* Closed on one (1) Revolving Loan
* Re-submitted CDBG information to DEHCR for the City of Antigo Gowan Road/Field Street project desk top monitoring.
* Attended the Opportunity Zone webinar

**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 by appointments only.
* Continue to work with Education Partners to find ways to have industry and students connect.

**Entrepreneurship**

* The first of four Business Education Series workshops will be held on February 28 on “Business Planning for Existing Businesses.”
* The 2019 spring EPT class is set for April 11 through June 6. The Entrepreneurial Training Program is offered in partnership with SBDC at UW-Steven Point. Reimbursements are funded through the Suick Family Foundation.
* Local Food Systems Grow North Group held a meeting on creating a data base for Langlade County and how to create a sustainable food system for local producers.

**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.
* A small taskforce held the White Lake Youth Summit pilot program to find out values of the youth to be shared with business leaders.

**Meetings/Trainings attended**

1. Langlade County Executive Committee
2. LCEDC Focus Efforts Planning Meetings
3. Antigo School District Community Collaboration
4. Grow North Regional Economic Development
5. Northwoods Rail Commission
6. Breakfast Club
7. White Lake School/Partner MTG Youth Summit
8. City/County Leadership
9. Antigo School District, Dr. Julie Sprague
10. County Board Strategic Planning
11. City Public Works Committee
12. RLF-Close Preparation Meeting

**Tourism Development**

**--** Tourism Website: 3,494 visits, with 80.1% new visitors forMonths of January:

Top referral site: co.langlade.wi.us

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 3 visits to Langlade County Page in the month of January.

**--** App Downloads: 22 downloads in January 2019

**--** Recreation Information Requests: 104 Recreation Requests in January 2019**;**

Top Request: Snowmobile Maps

**--** Distributed:400 of the 2019 Recreation Maps from the Economic Development Corporation Office since December 13, 2018.

**--** Facebook: 10,872 “Likes.” The top post was the Langlade County Snowmobile Trail System will be opening at 5 pm today, Friday, January 11, 2019.This post reached 2,204 people with 226 post clicks, and 38 reactions, comments, and shares.

**--** Everbridge: There have been 690 people that have registered since June 1, 2016.

**--** alcinfo.com: 180 visits in the month of January:

langladecounty.org: 4 referrals langladecountyedc.org: 5 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications. Sent out snowmobile opening notifications through Everbridge Park & Trail signups and the “Recreation” keyword.
* Continued marketing Everbridge and alcinfo.com webpage.
* Held planning meeting on website and app redesign.
* Attended Langlade County Forestry Committee meetings.
* Attended the Green Bay RV & Camping Show. Gave away 977 items.
* Working with Madden Media on search engine marketing (SEM) for the ITBEC website for more impressions for Langlade County.
* Running a Facebook campaign on winter events in January and February. The campaign will end on February 15. So are the campaign has reached 25,639 people with 18,951 post engagements.