**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending February 2019**

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

* Total Balance Available to Loan **$773,903**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$79,901**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,545 Visits; with 80.7% new visitors for month of February.

Top referral sites: co.langlade.wi.us Top keywords searched: Luigi’s Antigo

**--** Facebook: 273 “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 with at photo of the full room. This post reached 444 with 40 post clicks, and 21 reactions, comments, and shares.

**Economic Development Information:**

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

* Labor Pool Improvement Project (Youth Retention/Attraction, Job Center, Young Professional Teams)
* 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
* Attended the Opportunity Zone Conference

**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
  + Partnered with the Department of Workforce Development (DWD) to offer Future Workforce and Labor Market Overview seminar on February 20.
* 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 was 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.

**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.

**Meetings/Trainings attended**

1. Grow North Regional Economic Development
2. CDBG Application Training (Department of Administration)
3. CDBG Revolving Loan Fund Close Program
4. City of Antigo Planning Commission
5. WEDA Governor’s Conference on Economic Development
6. CoVantage Credit Union Blighted Area Grant Mtg
7. Langlade County Executive Committee
8. LCEDC Focus Efforts Planning Meetings
9. City/County Leadership
10. City of Antigo Room Commission Meeting
11. RLF-Close Preparation Meeting
12. Fairgrounds/Public Property
13. Antigo School District Teacher Presentation
14. City of Antigo Finance and Personnel
15. City of Antigo Council
16. Fairgrounds Committee
17. Manufacturing Council
18. STEAM Scouts
19. County Management Team

**Tourism Development**

**--** Tourism Website: 2,986 visits, with 80.4% new visitors forMonths of February:

Top referral site: AntigoTimes.com Top keywords searched: Langlade County Snowmobile Trails

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 8 visits to Langlade County Page in the month of February.

**--** App Downloads: 16 downloads in February 2019

**--** Recreation Information Requests: 53 Recreation Requests in February 2019**;**

Top Request: Snowmobile Maps

**--** Distributed:500 of the 2019 Recreation Maps from the Economic Development Corporation Office since December 13, 2018.

**--** Facebook: 10,887 “Likes.” The top post was the Langlade County Snowmobile Trail between intersections 44 and 66 in the Jack Lake area will be closed until further notice due to open water on the trail. This post reached 14,232 people with 2,298 post clicks, and 241 reactions, comments, and shares.

**--** Everbridge: There have been 696 people that have registered since June 1, 2016.

**--** alcinfo.com: 192 visits in the month of February:

langladecounty.org: 9 referrals langladecountyedc.org: 3 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.
* Had information available to promote Alcinfo.com/Everbridge, City Park Offerings, and tourism information at the Antigo Pride Night at the Antigo Middle School.
* Working the Northcentral Wisconsin booth at the Tinley Park Fishing & Outdoor Show in Chicago. Gave away 310 items with many good conversations about our area.
* Help at the Winter Fun & Wellness Day. Had Alcinfo.com/Everbridge and tourism information available.
* Attended Antigo School District Community Collaboration meeting to see how we can partner with the school district to help enhance community awareness.
* Attended Scenic By-Way meeting.
* Finished running a Facebook campaign on winter events in January and February. The campaign reached 43,833 people with 38,318 post engagements.
* Ran cross-county ski online ad on silentsports.net.
* Meeting with potential partners in creating a Tourism Council/Bureau