**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending March 2019**

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

* Total Balance Available to Loan **$796,925**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$81,251**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 2,222 Visits; with 80.6% new visitors for month of March.

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

**--** Facebook: 276 “Likes” The top post was about Amron holding a job fair on March 20 from 12:30 to 4:00 pm at their facility.  This post reached 1,382 with 67 post clicks, and 25 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**

* Three (3) New Business Inquiries
* Four (4) Existing Business visits
* One (1) Business Expansion Project
* 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 by appointments only.
* Continue to work with Education Partners to find ways to have industry and students connect.

**Entrepreneurship**

* The second of four Business Education Series workshops will be held on April 18 on “Talent Attraction and Retention Tools for Businesses.”
* The free Entrepreneurial Training Program Orientation Day will be held on April 4 to learn about taking the Entrepreneurial Training Program. 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. The ETP program was promoted on the Breakfast Club.

**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. City of Antigo Economic Development Committee
3. CDBG 2nd Public Hearing for Gowan Road/Field St.
4. CDBG Application Public Hearing
5. Langlade County Executive Committee
6. LCEDC Focus Efforts Planning Meetings
7. UW-Extension Cooperative Business Model
8. Antigo School District Academic & Career Planning
9. Sober Living
10. Senior Center Ad-Hoc Committee
11. City of Antigo Room Commission Meeting
12. Langlade County Comprehensive Plan
13. Langlade County Wheel Tax
14. Fairgrounds Promotional Committee
15. City/County Leadership
16. Wood Collaborative
17. W-2 Community Steering Committee
18. Antigo Housing Authority
19. Antigo Downtown Planning Presentation
20. ITBEC
21. City of Antigo Committee of the Whole

**Tourism Development**

**--** Tourism Website: 2,641 visits, with 77.4% new visitors forMonths of March:

Top referral site: antigo-city.org Top keywords searched: Langlade County Snowmobile Trails

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

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

**--** Recreation Information Requests: 36 Recreation Requests in March 2019**;**

Top Request: Visitor Guide

**--** Distributed:1,335 of the 2019 Recreation Maps from the Economic Development Corporation Office since December 13, 2018.

**--** Facebook: 10,902 “Likes.” The top post was the Langlade County Snowmobile Trail closing zone B and other sections in Zone A. This post reached 5,410 people with 582 post clicks, and 110 reactions, comments, and shares.

**--** Everbridge: There have been 701 people that have registered since June 1, 2016.

**--** alcinfo.com: 190 visits in the month of March:

langladecounty.org: 5 referrals langladecountyedc.org: 3 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications. Sent out snowmobile closing notifications through Everbridge Park & Trail signups and the “Recreation” keyword.
* Continued marketing Everbridge and alcinfo.com webpage.
* Working with DMI on website and app redesign.
* Worked in the Northcentral Wisconsin booth at the Milwaukee Journal Sentinel Outdoor Show. Gave away 337 items with many good conversations about our area.
* Had informational booth to promote tourism information, City Park offerings, and Alcinfo.com/Everbridge at the Amron Health Fair and the Antigo Teen Health Fair. Participants took 225 items between the two shows.
* Attended Antigo School District Community Collaboration meeting to see how we can partner with the school district to help enhance community awareness. We will be having Langlade County tourism information at the Read Around the World event at West Elementary on April 11.
* Held meetings with potential partners in creating a Welcome Center and Tourism Council/Bureau
* Renewed Jack Lake Campground website domain.
* Participated in the Scenic By-Way meeting.
* Working with Madden Media on Search Engine Marking campaign to run May through October.
* Canoeing ad in April’s issue of Silent Sport Magazine.