**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending April 2019**

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

* Total Balance Available to Loan **$846,333**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$82,599**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,434 Visits; with 78.5% new visitors for month of April.

Top referral sites: co.langlade.wi.us Top keywords searched: Luigi’s Antigo & Langlade County Economic Development

**--** Facebook: 282 “Likes” The top post was about Karl’s Transport receiving a legislative citation for their dedication to community service by bringing awareness to causes on the sides of their trailers.  This post reached 1,842 with 489 post clicks, and 211 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**

* Eight (8) New Business Inquiries
* One (1) Existing Business visits
* One Façade and Entrepreneur Grant Approved
* 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.
* Job Center is currently offering times at the Antigo Public Library on Tuesdays with appointments and open hours
* Continue to work with Education Partners to find ways to have industry and students connect.

**Entrepreneurship**

* The second of four Business Education Series workshops was held on April 18 on “Talent Attraction and Retention Tools for Businesses.”
* The free Entrepreneurial Training Program Orientation Day was held on April 4 to learn about taking the Entrepreneurial Training Program. The 2019 spring EPT class began on April 18 and will graduate on June 13. There are 6 students, with four business plans. The Entrepreneurial Training Program is offered in partnership with SBDC at UW-Steven Point. Reimbursements and start up grants are funded through the Suick Family Foundation and AT&T Foundation. The ETP program was promoted using all local media!

**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. Food Sustainability Webinar
2. City of Antigo Economic Development Committee
3. City of Antigo Room Commission Meeting
4. Grow North Workforce Development Board
5. Grow North Regional Economic Development
6. Sustainable Forestry Conference
7. Langlade County Executive Committee
8. Langlade County Board Special meeting
9. Langlade County Board Monthly
10. Wolf River Territories Group Meeting
11. Village of White Lake
12. LCEDC Focus Efforts Planning Meetings
13. City/County Leadership
14. CoVantage Program Meeting
15. Wood Collaborative

**Tourism Development**

**--** Tourism Website: 1,324 visits, with 83.3% new visitors forMonths of April:

Top referral site: co.lanlade.wi.us Top keywords searched: Langlade County Fair 2019

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 5 visits to Langlade County Page in the month of April.

**--** App Downloads: 12 downloads in April 2019

**--** Recreation Information Requests: 26 Recreation Requests in April 2019**;**

Top Request: Visitor Guide & Rec Map

**--** Distributed:1,485 of the 2019 Recreation Maps from the Economic Development Corporation Office since December 13, 2018.

**--** Facebook: 10,907 “Likes.” The top post was about how one week makes a difference in Wisconsin Northwoods. Langlade County had 12 inches of snow one week. Then the next week the snow is mostly gone due the rain. This post reached 1,998 people with 596 post clicks, and 25 reactions, comments, and shares.

**--** Everbridge: There have been 716 people that have registered since June 1, 2016.

**--** alcinfo.com: 303 visits in the month of April:

langladecounty.org: 12 referrals langladecountyedc.org: 16 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.
* Partnered with the Antigo School District to help enhance community knowledge of Langlade County at the Read Around the World event at West Elementary. Student and adults were encouraged to find locations in Langlade County on the Langlade County Recreation Map.
* Held meetings with potential partners in creating a Welcome Center and Tourism Council/Bureau
* Working with Madden Media on Search Engine Marking campaign to run May through October.
* Paddling the Wolf River ad ran in April and May’s issue of Silent Sport Magazine.
* Attended Digital Social Media Conference
* Attended Langlade County Forest & Recreation Committee meeting.
* Participated in ITBEC Marketing Committee meeting.