**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending May 2019**

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

* Total Balance Available to Loan **$861,527**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$83,950**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,397 Visits; with 81.5% new visitors for month of May.

Top referral sites: co.langlade.wi.us Top keywords searched: Luigi’s menu in Antigo, WI

**--** Facebook: 282 “Likes” The top post was about Leadercast 2019 being offered at the Northcentral Technical College - Antigo Campus on Friday, May 31, 2019.  This post reached 161 people.

**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)
* Held Annual Meeting with Presentations

**Business Development/Retention and Expansion Activities**

* Four (4) New Business Inquiries
* One (1) Existing Business visit
* One (1) Previous Business Inquiry
* One Façade and Entrepreneur Grant Approved
* Followed up on past business inquiries

**Workforce Development**

* Merit Gear Closure; Implemented a “Community Response Team” To help with Workforce Development and next steps for the dislocated workers
* Continue to review Data regarding Workforce comparisons throughout the county, region and state to focus on gaps and how to increase labor pool
* 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.
* Working with Regional Inspire Grow North to implement program for Career Pathways
* Participated in the Elcho School District Mock Interviews and question and answer session.

**Entrepreneurship**

* There are 6 students taking the Entrepreneurial Training Program which will create 4 business plans. The 2019 Spring EPT class will graduate on June 13. 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!
* The AT&T check presentation was held at the LCEDC Annual meeting on May 20. A press release was sent to local news outlets.

**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. Hire Up Event
2. Grow North Regional Economic Development
3. Grow North Workforce Development Board
4. City of Antigo Economic Development Committee
5. City of Antigo Room Commission Meeting
6. City of Antigo City Council
7. Rail Commission
8. CDBG Construction Meeting
9. City of Antigo Finance and Personnel
10. Manufacturing Council
11. Langlade County Executive Committee
12. Langlade County Board
13. LCEDC Focus Efforts Planning Meetings
14. City/County Leadership
15. Downtown Public Hearing for 5th Ave
16. Antigo Housing Authority Annual Meeting
17. ITBEC
18. Partners Program Student Presentation
19. NTC Collaboration
20. Workforce Response Team

**Tourism Development**

**--** Tourism Website: 3,143 visits, with 83.8% new visitors forMonths of May:

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 17 visits to Langlade County Page in the month of May.

**--** App Downloads: 17 downloads in May 2019

**--** Recreation Information Requests: 98 Recreation Requests in May 2019**;**

Top Request: Rec Map

**--** Distributed:2,020 of the 2019 Recreation Maps from the Economic Development Corporation Office since December 13, 2018.

**--** Facebook: 10,998 “Likes.” The top post was about the ATV/UTV Trail System opening on May 17 at noon. This post reached 21,957 people with 1,041 post clicks, and 1,006 reactions, comments, and shares.

**--** Everbridge: There have been 721 people that have registered since June 1, 2016.

**--** alcinfo.com: 193 visits in the month of May:

langladecounty.org: 4 referrals langladecountyedc.org: 9 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.
* The website redesign was launched on May 20th. Still working with DMI on issues with the site.
* Continued attending meetings on creating a Welcome Center and Tourism Council/Bureau
* Search Engine Marking campaign started in May and will run through October. Had 414 people click through to our website.
* Paddling the Wolf River ad ran on Silent Sport Magazine online in May.
* Participated in the Travel Wisconsin Summer Marketing Campaign webinar
* Attended the Healthy Ways Walk photo and promotional meeting
* Attended the Department of Tourism Stakeholders meeting
* Attended Nicolet-Wolf River Scenic Byway meeting