**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending July 2019**

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

* Total Balance Available to Loan **$891,299**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$86,652**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,242 Visits; with 86.6% new visitors for month of July.

Top referral sites: co.langlade.wi.us Top keywords searched: Langlade County Economic Development Corporation

**--** Facebook: 286 “Likes” The top post was about contacting LCEDC if your Langlade County business was affected by the July 19th storm. This post reached 295 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)

**Business Development/Retention and Expansion Activities**

* Three (3) New Business Inquiries
* Three (3) Existing Business visit
* Followed up on past business inquiries
* RLF Close Out Program

**Workforce Development**

* Merit Gear Closure; Continue to work with Community Response Team and 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.
* Job Center is offering times at the Antigo Public Library on Tuesdays with appointments and open hours. Press release was in the Antigo Daily Journal and Antigo Shoppers.
* 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.

**Entrepreneurship**

* The Fall Entrepreneurial Training Program Orientation Day is set for September 12 starting at 5:30 pm. The Fall Entrepreneurial Training Program will run on Thursdays starting on September 19 through November 14. The ETP program will be promoted using all local media. 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.

**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. Langlade County Executive Committee
3. LCEDC Focus Efforts Planning Meetings
4. City/County Leadership
5. Commercial Kitchen Feasibility Group
6. Board Agenda/Minutes Webinar
7. County Special Finance Committee Meeting
8. Antigo First
9. Day for NTC
10. Regional Planning Commission
11. County Wide Tourism Plan/Welcome Center

**Tourism Development**

**--** Tourism Website: 6,592 visits, with 79.7% new visitors forMonths of July:

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

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 10 visits to Langlade County Page in the month of July.

**--** App Downloads: 23 downloads in July 2019

**--** Recreation Information Requests: 70 Recreation Requests in July 2019**;**

Top Request: Visitor Guides and Recreation Map

**--** Distributed:2,245 of the 2019 Recreation Maps from the Economic Development Corporation Office since December 13, 2018.

**--** Facebook: 11,123 “Likes.” The top post was a shared posted on the aerial footage of some of the aftermath in the Pickerel and Lily area and that clean up will take some time! This post reached 26,905 people with 1,774 post clicks, and 4,218 reactions, comments, and shares.

**--** Everbridge: There have been 798 people that have registered since June 1, 2016.

**--** alcinfo.com: 243 visits in the month of July:

langladecounty.org: 4 referrals langladecountyedc.org: 2 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications. Sent out a notification on ATV Trail System closed due to storm damage.
* Continued marketing Everbridge and alcinfo.com webpage.
* Continued attending meetings on creating a Welcome Center and Tourism Council/Bureau.
* Participated on the Breakfast Club promoting the website redesign, event submission, and business listing submission.
* Search Engine Marking campaign started in May and will run through October. Had 17,373 impressions with 1,569 people click through to our website.
* Ran Facebook Campaign on ATV/UTVing in Langlade County. The campaign reached 23,036 people with 4,595 post engagements.
* Currently running Facebook Campaign on mountain biking in Langlade County.
* Working with HeART (Healthy Aging in Rural Towns) to enhance alcinfo.com.
* Attended Healthy Ways Walk recap meeting.