**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending August 2019**

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

* Total Balance Available to Loan **$2,214**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$87,992**

**EDC Activities Report**

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

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

**--** Facebook: 288 “Likes” The top post was about North Central Health Care set to purchase sober living recovery home in Langlade County. This post reached 127 people with 13 post clicks, and 20 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)
* RLF Close Program to Utilize for Downtown Street Project

**Business Development/Retention and Expansion Activities**

* Seven (7) New Business Inquiries
* Three (3) Existing Business visit
* Followed up on past business inquiries
* Downtown Entrepreneurial Grant Meetings and Promotion

**Workforce Development**

* Merit Gear Closure; Will meet in September to 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.
* 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.
* Business Education offerings will be held on September 19, 30, October 7, 14, and 31.

**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. Timber Tour
3. City of Antigo Economic Development Committee
4. Langlade County Executive Committee
5. Langlade County All-Hazards Mitigation Plan
6. Langlade County Finance
7. Economic Development & Health Webinar
8. DECHR Consolidation Plan Public Info
9. Langlade County Board
10. City of Antigo Room Commission
11. County Wide Tourism Plan/Welcome Center

**Tourism Development**

**--** Tourism Website: 3,617 visits, with 79.3% new visitors forMonths of August:

Top referral site: co.langlade.wi.us Top keywords searched: Langlade County ATV Trails

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 4 visits to Langlade County Page in the month of August.

**--** App Downloads: 11 downloads in August 2019

**--** Recreation Information Requests: 79 Recreation Requests in August 2019**;**

Top Request: ATV Map

**--** Distributed:2,285 of the 2019 Recreation Maps from the Economic Development Corporation Office since December 13, 2018.

**--** Facebook: 11,193 “Likes.” The top post was on the Langlade County ATV/UTV trail system re-opening after the July 19th storm. This post reached 32,493 people with 2,155 post clicks, and 978 reactions, comments, and shares.

**--** Everbridge: There have been 809 people that have registered since June 1, 2016.

**--** alcinfo.com: 235 visits in the month of August:

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

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications. Sent out notifications on ATV Trail System re-opening after the July 19th storm damage.
* Continued marketing Everbridge and alcinfo.com webpage.
* Continued attending meetings on creating a Welcome Center and Tourism Council/Bureau.
* Attended the Langlade County Forestry Committee meeting.
* Updated Jack Lake Campground website with updated information and photos provided.
* Presented recreational opportunities in Langlade County to the new teachers in the Unified School District of Antigo.
* Search Engine Marking campaign started in May and will run through October. Had 21,143 impressions with 1,379 people click through to our website in August.
* Met with 5 Star Marketing on developing a Langlade County Discovery Guide.
* Participated in the Travel Wisconsin Fall Campaign webinar.
* Ran Facebook Campaign on mountain biking in Langlade County. The campaign reached 14,768 people with 13,444 post engagements.
* Partnered with Travel Wisconsin at the Wisconsin State Fair on August 10, 2019 to promote Langlade County.
* Ran a mountain biking ad in the Silent Sports Magazine in August.