**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending September 2019**

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

* Total Balance Available to Loan **$15,640**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$89,332**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,063 Visits; with 82.2% new visitors for month of September.

Top referral sites: antigotimes.com Top keywords searched: Luigi’s Restaurant & Evergreen Store

**--** Facebook: 296 “Likes” The top post was about Tapped Maple Syrup being nominated for the Coolest Thing Made In Wisconsin and casting votes. This post reached 285 people with 35 post clicks, and 21 likes, 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**

* Two (2) New Business Inquiries
* Two (2) Entrepreneurial Start Up Business Referrals
* Four (4) Existing Business visit
* Followed up on past business inquiries
* Downtown Entrepreneurial Grant Meetings and Promotion
* Submitted CDBG reports to DEHCR for Gowan Road/Field Street Project and 5th Ave Reconstruction Project.

**Workforce Development**

* Merit Gear Closure; Met 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 started on September 19 with five students. The program will run on Thursdays through November 14. 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 was held on September 19 & 30. There are additional presentations on 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. City of Antigo Council
3. Langlade County Finance Committee
4. Loan Review Board
5. Grow North Economic Summit
6. CDBG Implementation Training
7. Aspirus Board Retreat
8. Day for NTC

**Tourism Development**

**--** Tourism Website: 2,278 visits, with 82.3% new visitors forMonths of September:

Top referral site: travelwisconsin.com Top keywords searched: Langlade County ATV Trails

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 7 visits to Langlade County Page in the month of September.

**--** App Downloads: 14 downloads in September 2019

**--** Recreation Information Requests: 88 Recreation Requests in September 2019**;**

Top Request: Other Inquires

**--** Distributed:2,383 of the 2019 Recreation Maps from the Economic Development Corporation Office since December 13, 2018.

**--** Facebook: 11,207 “Likes.” The top post about thanking the volunteers that gave up some of their Labor Day weekend to help with snowmobile trail cleanup. This post reached 1,682 people with 262 post clicks, and 36 reactions, comments, and shares.

**--** Everbridge: There have been 817 people that have registered since June 1, 2016.

**--** alcinfo.com: 218 visits in the month of September:

langladecounty.org: 2 referrals langladecountyedc.org: 0 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.
* Search Engine Marking campaign started in May and will run through October. Had 14,588 impressions with 883 people click through to our website in September.
* Started selling Langlade County Discovery Guide ads with 5 Star Marketing.
* Ran Facebook Campaign on viewing fall colors in Langlade County. The campaign reached 23,677 people with 14,102 post engagements. The campaign will run through October 4.
* Ran a fall hiking online ad in the Silent Sports website in September.
* Attended Nicolet – Wolf River Scenic Byway meeting and Travel Wisconsin JEM grant check presentation.
* Attended ITBEC Marketing meeting.