**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending October 2019**

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

* Total Balance Available to Loan **$26,981**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$90,666**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,032 Visits; with 87.2% new visitors for month of October.

Top referral sites: silentsports.net Top keywords searched: Langlade County Economic

Development Corp

**--** Facebook: 297 “Likes” The top post was about Amron holding an on-site job fair on October 23, 2019. This post reached 963 people with 37 post clicks, and 15 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)
  + Met with both our Job Center and Youth Retention Team in October to review next projects and steps. New HR Group is Being Formed.
* Image Enhancement Project (Downtown Antigo)
  + Attended Antigo First Street Design Meeting, Spoke about current Grant opportunities
* RLF Close Program to Utilize for Downtown Street Project
  + Final Close Out Report And Money Sent In October

**Business Development/Retention and Expansion Activities**

* Eight (8) New Business Inquiries
* Two (2) Existing Business visit
* Followed up on past business inquiries
* Met with Create Portage County to Discuss Possible Relationship to Bring Forward Economic Development Strategies
* Submitted Reimbursement request for Downtown Entrepreneur Grant
* Submitted CDBG reports to DEHCR for Gowan Road/Field Street Project and 5th Ave Reconstruction Project.

**Workforce Development**

* Worked with NTC Business and Industry to Connect Interested Manufactures to a new program called Moved to Manufacturing.
* Continue to review Data regarding Workforce comparisons throughout the county, region, and state to focus on gaps and how to increase labor pool under our Labor Pool Improvement Project.
* 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 were held 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. WEDA Fall Conference
2. Langlade County Executive Committee
3. Heart collaboration
4. Langlade County Board
5. Breakfast Club
6. City/County Leadership
7. Aspirus Langlade Hospital Board
8. Antigo First – Cone Zone
9. North Central Regional Planning Commission

**Tourism Development**

**--** Tourism Website: 2,920 visits, with 84.4% new visitors forMonths of October:

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

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 11 visits to Langlade County Page in the month of October.

**--** App Downloads: 13 downloads in October 2019

**--** Recreation Information Requests: 41 Recreation Requests in October 2019**;**

Top Request: Visitor Guide and Other Inquires

**--** Distributed:2,673 of the 2019 Recreation Maps from the Economic Development Corporation Office since December 13, 2018.

**--** Facebook: 11,214 “Likes.” The top post was about the effect of the July 19 storm on hunting plans this year if you hunt in the Chequamegon-Nicolet National Forest. This post reached 1,632 people with 197 post clicks, and 21 reactions, comments, and shares.

**--** Everbridge: There have been 858 people that have registered since June 1, 2016.

**--** alcinfo.com: 348 visits in the month of October:

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

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
* Met with Sheriff Westen and Detective Doemel on Everbridge utilization and promotion.
* Continued attending meetings on creating a Welcome Center and Tourism Council/Bureau.
* Updated Jack Lake Campground website.
* Search Engine Marking campaign started in May and will run through October 31st. Had 17,411 impressions with 1,518 people click through to our website in October. October had the highest click through rate for the campaign.
* Met with Langlade County business owner with 5 Star Marketing for ad sales in the Langlade County Discovery Guide.
* Fall Colors Facebook Campaign ended October 4. The campaign reached 24,048 people with 32,482 impressions and 19,471 post engagements.
* Participated in Travel Wisconsin call in and marketing survey.
* Discussed grants for Langlade County Scout Campgrounds.