

2019 LCEDC Measurements

Economic Development Activities

Continue to explore new funding avenues for LCEDC:

- 1. Awarded \$1,000 from Wisconsin Public Service for 2019 ED Efforts**
- 2. Awarded \$20,000 Grant from Suick Family Foundation for 2019 ETP Program**
- 3. Awarded \$5,000 from AT&T for 2019 ETP Program**
- 4. Wrote a grant in October 2019 to WEDC for \$10,000 towards Operational Costs for Implementation of ETP Program in 2019**
- 5. Awarded \$15,000 for administration of CDBG Public Facilities Grant for the City of Antigo Downton Reconstruction Project**
- 6. Awarded \$13,040.00 from Hotel/Motel Room Tax Commission for Langlade County Tourism Marketing**

Business Development/Retention and Expansion Activities

- 1. New Business Inquiry: 47 business inquiries 26 Business Visits**
- 2. One (1) Revolving Loan Closed totaling \$75,000 and created 3 FTE jobs**
- 3. Seven (7) approved Downtown Entrepreneur Grants: Total \$519,000 business investment with \$170,622 grant awarded**
- 4. Collaborative Effort on City of Antigo, Langlade County, CoVantage Credit Union and LCEDC on refunding the Entrepreneur's Grant Program for our Downtown Corridor**
- 5. Seven (7) approved Façade Grants; Total \$591,000 business investment with \$100,000 grant awarded**
- 6. Implemented Façade Pilot Program for 2019 Painting to upgrade second stories of buildings in downtown Antigo**
- 7. Administered and monitored and closed out Community Development Block Grant for City of Antigo Gowan Road/Field Street Project**
- 8. Attended weekly and quarterly meetings and presented at various organizations regarding the Close-Out program of the Revolving Loan Fund**
- 9. Final Close Out of Revolving Loan Fund and Awarded \$1,495,873.00 for Downtown 5th Avenue Project**
- 10. Administration of the Revolving Loan Fund, Community Development Fund, Public Improvement Fund, Façade Grant Program and Downtown Entrepreneur Grant**
- 11. Collaboration efforts with Peace Lutheran Church and The WellSpring Group for Daycare Center Support and Best Practices for a new license Daycare Facility**
- 12. Collaborative effort with City of Antigo and Waukesha Bearings Expansion Project**

Workforce Development: 2019 Focused Efforts From LCEDC Summit

Labor Pool Improvement Project

- 1. Continue to meet with key partners to be educated on the resources that are available in order to connect businesses with residents, students and out of area individuals to help with workforce needs in Langlade County**
- 2. Hosted a Future Workforce and Labor Market Overview Workshop**
- 3. Key focused labor pool retention effort was to located a satellite office of the Job Center here in Antigo. A Job Center Team was formed and The Job Center of Antigo open their office in April at the Library holding hours on every Tuesday.**
- 4. Implemented Marketing Strategies for awareness of the Job Center to both residents and employers.**
- 5. Implemented and lead the Community Response Team Effort regarding Merit Gear Closure.**
- 6. Collaborated with NTC Business and Industry Implementing a “Move to Manufacturing” Program here in Langlade County**
- 7. A Young Professional project team created to develop a marketing campaign to attract young families/30 something professionals to Langlade County.**

Education: Youth retention program

- 1. Implemented a Youth Project Team with school districts Antigo, White Lake, Elcho, NTC and Industry on several key components on connecting industry with students**
- 2. First Youth Summit held in White Lake**
- 3. Participated with AHS School District Academic and Career Planning Day with tours of industry and panel discussion**
- 4. Participated in a Day for NTC Campaign for local scholarships for students**
- 5. Assisted in the Logging Education Day**
- 6. Assisting in Inspire Grow North Project, a platform used to connect industry with students**

Image Enhancement Project for 5th Avenue

- 1. Developed a cohesive plan to utilize the Revolving Loan Fund Close Out Program to apply for eligible downtown reconstruction project**
- 2. Administered and closed out the RLF Program with an award of \$1,495,873 for downtown 5th Avenue Project**
- 3. Administered both the Downtown Antigo Façade and Entrepreneur Grant Programs with total image enhancements of over 1.1 million invested by businesses in downtown.**

Entrepreneurship

- 1. Expanded the Entrepreneurial Program to host nine (9) business education series**
- 2. Graduated 6 new students in Spring of 2019 with 6 new students graduating in Fall of 2019. Bringing the total number of graduates to 58 since the program was implemented in 2015**
- 3. In 2019 four (2) new businesses started from the ETP Course in Langlade County and one (1) expanded**
- 4. In 2019 (to date) three (3) Entrepreneur Graduates were awarded a total of \$6,400 in business start- up grants**
- 5. Continue to focus on Local Food System with a new Entrepreneur that purchased building in downtown Antigo**
- 6. Continue to work with key partners like SBDC, WWBIC, and NEWCAP to assist entrepreneurial candidates**

Broadband

- 1. Continue to support Cirrinity and the efforts on expanding fiber and broadband opportunities in Langlade County by attending and presenting data at town hall meetings throughout the County**
- 2. Continue to collect data to determine the unserved and underserved areas in Langlade County to seek opportunities to expand broadband**
- 3. Continue to work with the Public Service Commission of Wisconsin for grant opportunities and new technology that can serve the needs of rural areas**

Tourism

Tourism plays a direct role in Economic Development. Keri has been an excellent facilitator to marketing all of the tourism activities and opportunities in our county.

- **Revamped the LangladeCounty.org website to give the website a fresh new updated look. The mobile website version feels like an app, but the app is still available.**
- **Collaborate with Langlade County Forestry Department and City of Antigo Park and Recreation Department to market Langlade County Recreational Opportunities for tourism by participating in 4 outdoor shows, manage Langlade County Veterans Memorial Park and Jack Lake Campground website, produce 1st edition Langlade County Discovery Guide, promote and manage alcinfo.com website, and market on several websites, radio and print avenues.**
- **Continue to participate in a regional tourism effort through Northcentral Wisconsin ITBEC Group by marketing Langlade County as part of a region approach.**
- **Participated in Nicolet-Wolf River Scenic Byway meetings and was awarded a second year JEM Grant for \$35,000 marketing effort.**
- **Participated in the Department of Tourism's SEM (Search Engine Marketing) Co-Op from May through October 2019.**
- **Collaborate with City of Antigo Park and Recreation Department to continue promoting Langlade County to City of Antigo residents and youth.**
- **Continued sending out Everbridge mass notification on trail updates and participating in joint marketing of Everbridge and Alcinfo.com.**

Continue to focus efforts based on Economic Summit and efforts that have been in action:

- a) **Funding Opportunities for LCEDC**
- b) **Workforce Development**
- c) **Business Retention and Expansion**
- d) **Entrepreneur Program**
- e) **Young Professional Group/Leadership Langlade County**
- f) **Direct Marketing for face to face industry sectors/business to expand to Langlade County**
- g) **Community Development/Placemaking**
- h) **Broadband**