**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending December 2019**

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

* Total Balance Available to Loan **$55,560**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$93,310**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 603 Visits; with 86.6% new visitors for month of December.

Top referral sites: langladecounty.org Top keywords searched: Langlade County Economic

Development Corp

**--** Facebook: 304 “Likes” The top post was about Savers Food Mart opening in Downtown Antigo. This post reached 118 people with 9 post clicks, and 7 likes, comments, and shares.

**Economic Development Information:**

Implementation Efforts from the Strategic Summit

* Labor Pool Improvement Project (Youth Retention/Attraction, Job Center, Young Professional Teams)
* Met with Business Consultant and Reviewed Action Items for Each Committee; Will Continue meeting in January
* Image Enhancement Project (Downtown Antigo)
* Continue to work with City of Antigo for 5th Ave Reconstruction Project

**Business Development/Retention and Expansion Activities**

* Four (4) New Business Inquiries
* Three (3) Existing Business visit
* Followed up on past business inquiries
* Submitted Reimbursement request for Downtown Entrepreneur Grant and Façade Grants
* Submitted CDBG reports to DEHCR for 5th Ave Reconstruction Project.
* Working with Langlade County to submit an WAM Grant for the Sober Living Facility.

**Workforce Development**

* Met with Merit Gear response team.
* Participated in Wisconsin Counties Forward Thinking on Job Creation webinar.
* 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 graduated five students. 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. The 2020 Entrepreneurial Training Program and Business Education Series offering dates were set.

**Broadband**

* Resolution Passed for support of Nsight LLC (Cellcom) for PSC Grant on Northwest portion of Langlade County
* Continue to work with partners and key stake holders on enhancing broadband in Langlade County.

**Education**

* Working with Antigo, Elcho and White Lake School Districts on several key components with Career Pathways.

**Meetings/Trainings attended**

1. ITBEC
2. Grow North
3. HeART Grant Implementation collaboration
4. Manufacturing Council
5. 1099 Webinar
6. Langlade County Board
7. City of Antigo Finance and Personnel
8. Loan Review Board

**Tourism Development**

**--** Tourism Website: 4,563 visits, with 81.0% new visitors forMonths of December:

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

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 1 visits to Langlade County Page in the month of December.

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

**--** Recreation Information Requests: 90 Recreation Requests in December 2019**;**

Top Request: Snowmobile Map

**--** Distributed:320 of the 2020 Langlade County Discovery Guide have been distributed from the Economic Development Corporation Office since December 9, 2019.

**--** Facebook: 11,272 “Likes.” The top post was about the snowmobile trails closing on December 28, 2019. This post reached 14,438 people with 754 post clicks, and 197 reactions, comments, and shares.

**--** Everbridge: There have been 884 people that have registered since June 1, 2016.

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

langladecounty.org: 1 referral langladecountyedc.org: 0 referral

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage. Sent out notification on the Snowmobile trail opening (12/21/19), closing (12/28/19), and re-opening (1/2/20).
* The 2020 Langlade County Discovery Guide was in the December/January Issue of Up North Action Magazine.
* The 2020 Langlade County Discovery Guide was available December 9 in the LCEDC office and in the 5 Star Marketing racks.
* Updated bi-weekly the winter trail report for snowmobiling, downhill skiing, and cross-country skiing on Travel Wisconsin website.
* Participated in Nicolet-Wolf River Scenic Byway meeting.
* Participated in Travel Wisconsin Winter webinar.