**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending November 2019**

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

* Total Balance Available to Loan **$39,028**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$91,987**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 926 Visits; with 87.3% new visitors for month of November.

Top referral sites: co.langlade.wi.us Top keywords searched: Langlade County Economic

 Development Corp

**--** Facebook: 304 “Likes” The top post was about encouraging people to shop locally this holiday season for Small Business Saturday. This post reached 303 people with 14 post clicks, and 23 reactions, 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 Human Resource Planning Group to create a new Langlade County Human Resource Management Group to have quarterly networking and information sessions
	+ Worked with NTC to help implement Move to Manufacturing Program
	+ Young Professional Team Leader gave a team meeting overview to the Board of Directors
* 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
* Met with Create Portage County to Discuss Possible Relationship to Bring Forward Economic Development Strategies
* Submitted Reimbursement request for Downtown Entrepreneur Grant and Façade Grants
* Submitted final CDBG reports to DEHCR for Gowan Road/Field Street Project and 5th Ave Reconstruction Project.

**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 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**

* 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.
* Participated in the Antigo High School Career Fair

**Meetings/Trainings attended**

1. Grow North Strategic Planning Retreat
2. Grow North Workforce Cultivation MTG
3. City of Antigo Economic Development Committee
4. WHEDA Workshop
5. HeART Grant Implementation collaboration
6. North Central Regional Planning Loan Fund
7. Aspirus Langlade Hospital Board
8. Northern Lakes Advisory Committee
9. Create Portage County

**Tourism Development**

**--** Tourism Website: 1,282 visits, with 80.6% new visitors forMonths of November:

Top referral site: travelwisconsin.com Top keywords searched: Antigo Christmas Parade

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 5 visits to Langlade County Page in the month of November.

**--** App Downloads: 10 downloads in November 2019

**--** Recreation Information Requests: 29 Recreation Requests in November 2019**;**

Top Request: Rec and ATV Maps

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

**--** Facebook: 11,211 “Likes.” The top post was about a safe ice thickness reminder. This post reached 2,652 people with 55 post clicks, and 55 reactions, comments, and shares.

**--** Everbridge: There have been 876 people that have registered since June 1, 2016.

**--** alcinfo.com: 285 visits in the month of November:

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

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage. Sent out notification on the ATV/UTV trail closing on December 1, 2019.
* Worked with 5 Star Marketing to create the 2020 Langlade County Discovery Guide. The guide will be available in early December.
* Switched to winter themes on website and Facebook account.
* Updated bi-weekly the winter trail report for snowmobiling, downhill skiing, and cross-country skiing on Travel Wisconsin website.
* Attended Fall Tourism Conference
* Participated in Nicolet-Wolf River Scenic Byway meeting
* Showed County Management candidates around after interview.