**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending January 2020**

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

* Total Balance Available to Loan **$63,154**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$63,745**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,446 Visits; with 88.7% new visitors for month of January.

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

Development Corp

**--** Facebook: 308 “Likes” The top post was about Skarlupka Manufacturing recently upgraded to energy-efficient lighting in their facility. This post reached 250 people with 13 post clicks, and 150 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 Youth Retention Team and shared information on School to Work Program, Discussed Career Pathway Updates from Antigo, Elcho and White Lake and NTC and Updated Group on Inspire Grow North
* Image Enhancement Project (Downtown Antigo)
* Continue to work with City of Antigo for 5th Ave Reconstruction Project along with filling empty buildings in our 5th Ave Corridor

**Business Development/Retention and Expansion Activities**

* Eight (8) New Business Inquiries
* Three (3) Existing Business visit
* Followed up on past business inquiries
* Submitted Reimbursement request for Downtown Entrepreneur Grant
* Submitted CDBG reports to DEHCR for 5th Ave Reconstruction Project.

**Workforce Development**

* Working with NTC and Workforce Development Board on a possible grant for Workforce Training Opportunities for Langlade County Inmates
* 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.
* Enhancing Collaborative Marketing Opportunities for our Northwood’s Region on The Forestry Industry

**Entrepreneurship**

* The Spring Entrepreneurial Training Program will be held on Thursday from February 20 through April 16. The Entrepreneurial Orientation Day will be on Thursday, February 13, 2020. The Entrepreneurial Training Program is offered in partnership with SBDC at UW-Steven Point. Reimbursements and startup grants are funded through the Suick Family Foundation. The first Business Education Series workshop will be on Managing Your Online Presence on Thursday, March 12. Three additional workshops will be held in April, September, and October. Have been marketing these entrepreneurial offerings on the Breakfast Club and in print.

**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.

**Meetings/Trainings attended**

1. ITBEC
2. Grow North
3. HeART Grant Implementation collaboration
4. Manufacturing Council
5. Community Center Committee
6. My Tax Accountant webinar
7. Langlade County Executive Committee
8. Rural Development with SiteCast
9. Aspirus Langlade Hospital Board MTG
10. Youth Retention Team Meeting
11. Wood Collaborative
12. North Central Regional Planning

**Tourism Development**

**--** Tourism Website: 4,131 visits, with 76.5% new visitors forMonths of January:

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

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 6 visits to Langlade County Page in the month of January.

**--** App Downloads: 20 downloads in January 2020

**--** Recreation Information Requests: 92 Recreation Requests in January 2020**;**

Top Request: Snowmobile Map

**--** Distributed:2,744 of the 2020 Langlade County Discovery Guide have been distributed from the Economic Development Corporation Office since December 9, 2019.

**--** Facebook: 11,318 “Likes.” The top post was about the Langlade County snowmobile trail system re-opening January 2, 2020. This post reached 11,944 people with 691 post clicks, and 277 reactions, comments, and shares.

**--** Everbridge: There have been 887 people that have registered since June 1, 2016.

**--** alcinfo.com: 336 visits in the month of January:

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

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
* Distributed the 2020 Langlade County Discovery Guide to advertisers and other entities throughout Langlade County.
* 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.
* Attended the Antigo School District Family Engagement meeting
* Attended the Green Bay RV & Camping Show. Attendees took 540 Langlade County Discovery Guides.
* Participated in the Department of Tourism Quarterly Public Relation Tourism Call In
* Attended the Langlade County Forestry Committee meeting