**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending February 2020**

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

* Total Balance Available to Loan **$70,631**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$95,955**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,190 Visits; with 88.6% new visitors for month of February.

Top referral sites: Alcinfo.com Top keywords searched: Langlade County Economic

Development Corp

**--** Facebook: 308 “Likes” The top post was about Amron holding an On-Site Job Fair on February 18. This post reached 2,113 people with 304 post clicks, and 36 reactions, comments, and shares.

**Economic Development Information:**

Implementation Efforts from the Strategic Summit

* Career Pathways:
* Professional Development Days with Antigo School District Teachers focusing on HealthCare Careers; Participants included; Aspirus Langlade Hospital, Langlade County Health and Human Services, NorthLakes Community Clinic, Northcentral Technical College Nursing Program, The Bay at Eastview, Dr. Mark A. Aldrich, DPM, Inc.
* 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 (Grand Opening of Flowers From The Heart and Sale of Building 1016 5th Ave)

**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 Flowers From the Heart
* Submitted CDBG documents to DEHCR for 5th Ave Reconstruction Project.
* Participated in CDBG Grant Application Training.
* Working with City of Antigo on EDA grant for Industrial Park.

**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. 2019 Workforce Profile.
* 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 started Thursday from February 20 with 7 students creating 5 business plans. Graduation is April 16. 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.
* Working on Self Development Event for Women

**Broadband**

* Continue to work with partners and key stake holders on enhancing broadband in Langlade County. Met with Cirrinity to discuss 2020 and 2021 projects and marketing strategies.

**Education**

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

**Meetings/Trainings attended**

1. ITBEC Marketing
2. WEDA Governors Conference on Economic Development
3. Grow North
4. How to Improve Your Non Profit Fundraising Efforts Site Cast presentation
5. Langlade County Executive Committee
6. City of Antigo Hotel Room Commission
7. City of Antigo Public Works Committee
8. County Executive

**Tourism Development**

**--** Tourism Website: 2,969 visits, with 78.6% new visitors forMonths of February:

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

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 17 visits to Langlade County Page in the month of February.

**--** App Downloads: 6 downloads in February 2020

**--** Recreation Information Requests: 93 Recreation Requests in February 2020**;**

Top Request: Other Inquires

**--** Distributed:3,075 of the 2020 Langlade County Discovery Guide have been distributed from the Economic Development Corporation Office since December 9, 2019.

**--** Facebook: 11,338 “Likes.” The top post was a shared post from Johnnie’s Resort on drone photos of the July 19 devastating storm. This post reached 1,959 people with 491 post clicks, and 65 reactions, comments, and shares.

**--** Everbridge: There have been 892 people that have registered since June 1, 2016.

**--** alcinfo.com: 429 visits in the month of February:

langladecounty.org: 0 referrals langladecountyedc.org: 5 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.
* Had booth at the Antigo Pride Night with information on Langlade County recreation, Alcinfo.com, and Everbridge.
* Assisted with the City of Antigo Winter Fun & Wellness Day.
* Attended the Tinley Park Fishing & Outdoor Show and sent material to Rockford Boat, Vacation and Fishing Show. Attendees took 210 Langlade County Discovery Guides