**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending March 2020**

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

* Total Balance Available to Loan **$76,812** 
  + County RLF account was closed.

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$57,161**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 2,809 Visits; with 83.8% new visitors for month of March.

**Top referral sites: Alcinfo.com Top keywords searched: Langlade County COVID-19 Resources**

**--** Facebook: 337 “Likes” The top post was about Langlade County developed a Unified Command team to keep the community informed of the COVID-19 situation and to follow/like the Langlade County Emergency Management Facebook page for up-to date community information. This post reached 667 people with 47 engagements.

**Economic Development Information:**

**COVID-19**

* Developed a Langlade County COVID-19 resource page for community and small business information.
* Working with Langlade County businesses to help them navigate the numerous COVID-19 relief programs.
* Participated in webinars offered through Wisconsin Manufacturers & Commerce (WMC), Wisconsin Economic Development Corporation (WEDC), Small Business Administration (SBA), International Economic Development Council (IEDC), Northwood’s Small Business, Travel Wisconsin, and U.S Travel Association.

**Implementation Efforts from the Strategic Summit**

* Image Enhancement Project (Downtown Antigo)
* Continue to work with City of Antigo for 5th Ave Reconstruction Project along with MSA to complete necessary documents for the administration of the RLF Close Grant
* Reviewing empty buildings and potential uses on our 5th Ave Corridor

**Business Development/Retention and Expansion Activities**

* One (1) New Business Inquiries
* Eight (8) Businesses Retention Strategy Sessions
* Submitted CDBG reports to DEHCR for the City of Antigo 5th Avenue Downtown project.
* Working with City of Antigo on EDA grant for Industrial Park.
* Attended NDC Mixed Use Development Financing Workshop
* Approved and closed one (1) Community Development Loan

**Workforce Development**

* Worked with businesses regarding COVID-19 Disruption and Unemployment Resources
* Continue to review Data regarding Workforce comparisons throughout the county, region, and state
* Job Center hours were suspended during the COVID-19 at the Antigo Public Library

**Entrepreneurship**

* The Spring Entrepreneurial Training Program started Thursday from February 20 with 7 students creating 5 business plans. Graduation is April 16. **Due to the COVID-19 restrictions, the ETP program is being offered virtually**. 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.
* Five people attended the first Business Education Series workshop on Managing Your Online Presence on Thursday, March 12. Three additional workshops will be held in April, September, and October. The April 16 offering on “Choosing the Right Small Business Accounting Software” will be held via live stream webinar. 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 will come back together to work on several key components with Career Pathways once we reevaluate the economic needs.

**Meetings/Trainings attended**

1. City of Antigo Economic Development Committee
2. Certified Site Development Webinar
3. Loan Review Board
4. Opportunity Zone Webinar
5. Grow North Workforce
6. Impact 7
7. Aspirus Langlade Hospital Board MTG
8. Grow North
9. Langlade County Strategic Planning

**Tourism Development**

**--** Tourism Website: 1,888 visits, with 77.2% new visitors forMonths of March:

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

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 15 visits to Langlade County Page in the month of March.

**--** App Downloads: 4 downloads in February 2020

**--** Recreation Information Requests: 47 Recreation Requests in March 2020; Mailed our 134 Guides and Scenic Byway Maps from advertisement in Midwest Living Scenic Byway requests

Top Request: ATV Map

**--** Distributed:3,392 of the 2020 Langlade County Discovery Guide have been distributed from the Economic Development Corporation Office since December 9, 2019.

**--** Facebook: 11,392 “Likes.” The top post was a shared post was about the Langlade County Snowmobile Trails closing on 3/10/2020. This post reached 22,395 people with 1,106 post clicks, and 622 reactions, comments, and shares.

**--** Everbridge: There have been 949 people that have registered since June 1, 2016.

**--** alcinfo.com: 636 visits in the month of March:

langladecounty.org: 2 referrals langladecountyedc.org: 293 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
* Continued 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 Everbridge webinar on new administrative interface.
* Participated in Nicolet-Wolf River Scenic Byway meeting.
* Had booth at the Antigo High School Teen Health Fair. Attendees took 148 items.
* Added Langlade County information on the four seasons and biking to the NorthCentralWisconsin.com “Best Ways” pages. These pages will be used for ITBEC marketing.
* Renewed Jack Lake Campground domain.
* Registered to attend the Wisconsin Governor’s Council on Tourism conference but was postponed until May 26-28. Viewed Travel Wisconsin video updates that were being released at the conference.
* Participated in webinars offered through Travel Wisconsin and U.S Travel Association on the COVID-19 information.
* Participated in Travel Wisconsin’s survey on how COVID-19 is affecting tourism and tourism businesses.