**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending April 2020**

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

* Total Balance Available to Loan **$80,712** 
  + County RLF account was closed.

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$58,452**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,936 Visits; with 78.2% new visitors for month of March.

**Top referral sites: Alcinfo.com Top keywords searched: Langlade County coronavirus**

**--** Facebook: 343 “Likes” The top post was about LCEDC’s new local Emergency Loan Program for qualified businesses. This post reached 807 people with 78 engagements.

**Economic Development Information:**

**COVID-19**

* Continuing to update the Langlade County COVID-19 resource page for community and small businesses.
* 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.
* Created and marketed LCEDC’s Small Business Emergency Response Loan Program

**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
* Helping Current Downtown Businesses Navigate through various relief programs to help them stay open

**Business Development/Retention and Expansion Activities**

* Fourteen (14) Businesses Retention Strategy Sessions
* One (1) New Business Inquiry
* Submitted CDBG reports and information 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
* Communication to Businesses Regarding State COVID19 Survey

**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 graduated 5 students. **Due to the COVID-19 restrictions, the ETP graduation was held 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.
* Nine people attended the second Business Education Series workshop on Choosing the Right Small Business Accounting Software on April 16 via live stream. Two additional workshops will be held in 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. Working with Heart Project on a County-Wide Broadband Needs Survey
* Updated Resource page with all WI-FI spots for residents that may not have broadband access

**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 Committee of the Whole
2. City of Antigo City Council
3. Langlade County Board
4. Grow North Workforce
5. Aspirus Langlade Hospital Board MTG
6. Grow North Board Meeting
7. Langlade County Strategic Planning
8. HeART

**Tourism Development**

**--** Tourism Website: 1,651 visits, with 86.4% new visitors forMonths of April:

Top referral site: travelwisconsin.com Top keywords searched: Langlade County WI

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

**--** App Downloads: 11 downloads in April 2020

**--** Recreation Information Requests: 27 Recreation Requests in April 2020

Top Request: Other Inquires

**--** Distributed:4,217 of the 2020 Langlade County Discovery Guide have been distributed from the Economic Development Corporation Office since December 9, 2019.

**--** Facebook: 11,423 “Likes.” The top post was about the Langlade County ATV/UTV trails not opening May 1. The ATV/UTV trails will remain closed until conditions improve and are inspected by Forestry Department staff and ATV clubs. This post reached 19,416 people with 2,225 post clicks, and 449 reactions, comments, and shares.

**--** Everbridge: There have been 955 people that have registered since June 1, 2016.

**--** alcinfo.com: 358 visits in the month of April:

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 Jack Lake Campground website with COVID-19 information.
* Participated in webinars offered through Travel Wisconsin, U.S Travel Association, Resonance, Miles Partnership, and SCORE on tourism recovery during COVID-19.
* Conference call with the Chequamegon Nicolet National Forestry on closure and opening of the forest land.
* Submitted Nicolet-Wolf River Scenic Byway information to Turner for consideration for Wisconsin’s Best Road Trips.
* Update Northcentralwisconsin.com website for spring/summer rotators.
* Developing a digital marketing campaign.
* Developing a Langlade County Tourism Council.
* Attended Facebook Live training on creating Facebook campaign groups.
* Participated in Video Chat Basics course.