**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending May 2020**

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

* Total Balance Available to Loan **$71,842**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$60,546**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,973 Visits; with 86.1% new visitors for month of May.

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

**--** Facebook: 348 “Likes” The top post was about a $1,000 grant for licensed professional hairstylists and nail techs to assist in their pandemic relief and recovery. This post reached 634 people with 17 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, U.S Travel Association and Mile Partnership.
* Created and marketed LCEDC’s Small Business Emergency Response Loan Program. Granted two SB-ERL.

**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**

* Eight (8) Businesses Retention Strategy Sessions
* Four (4) New Business Inquiry
* Submitted CDBG information to DEHCR for the City of Antigo 5th Avenue Downtown project and attended pre-construction meeting.
* Working with City of Antigo on EDA grant for Industrial Park
* Communication to Businesses Regarding State COVID-19 Survey/Grants/PPP Programs

**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**

* Fall Entrepreneurship Program dates set for September 17th through November 19, 2020
* Two additional Business Education Series workshops will be held in September and October.
* Working on Self Development Event for Women

**Broadband**

* Continue to work with partners and key stake holders on enhancing broadband in Langlade County. Working with Heart Project on a County-Wide Broadband Needs Survey
* Updated COVID-19 Community Resource page with all WI-FI spots for residents that may not have broadband access
* Attended Broadband webinar.

**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
9. Antigo Housing Authority
10. Rail Commission

**Tourism Development**

**--** Tourism Website: 2,610 visits, with 83.7% new visitors forMonths of May:

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

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 4 visits to Langlade County Page in the month of May.

**--** App Downloads: 16 downloads in May 2020

**--** Recreation Information Requests: 65 Recreation Requests in May 2020

Top Request: Discovery Guide & ATV Map

**--** Distributed:4,382 of the 2020 Langlade County Discovery Guide have been distributed from the Economic Development Corporation Office since December 9, 2019.

**--** Facebook: 11,516 “Likes.” The top post was about the Langlade County ATV/UTV trails opening at noon on May 8, 2020. This post reached 35,049 people with 1,294 post clicks, and 1,558 reactions, comments, and shares.

**--** Everbridge: There have been 961 people that have registered since June 1, 2016.

**--** alcinfo.com: 314 visits in the month of May:

langladecounty.org: 4 referrals langladecountyedc.org: 118 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 and opening date.
* Participated in webinars offered through Travel Wisconsin, U.S Travel Association, Resonance, Miles Partnership, and Expedia Group on tourism recovery during COVID-19.
* Promoted National Travel & Tourism Week.
* Added Fall/Winter events to Travel Wisconsin website so the event can be considered for inclusion in the 2020 Travel Wisconsin Fall/Winter Event Guide.
* Continue to update the trail report on the Chequamegon Nicolet National Forestry opening forest land and trails.
* Continue developing a digital marketing campaign.
* Held first Langlade County Tourism Council meeting and developed a 2020 Destination Marketing Budget.
* Facebook Pixel was added to website to track audiences for future marketing campaigns. Google Analysis was enhanced to see gender, age, interest, and behavior flow through the website.
* Attended Facebook Live webinar on how Google & Social Media Work Together.
* Worked with Silent Sport Magazine on July print ad, online ad, and Out & About description.