**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending August 2020**

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

* Total Balance Available to Loan **$87,959**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$65,579**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 2,235 Visits; with 88.8% new visitors for month of August.

Top referral sites: Alcinfo.com Top keywords searched: Howard Wagner Antigo, WI

**--** Facebook: 371 “Likes” The top post was welcoming Truck’s Place Family Restaurant to Antigo. This post reached 82 people with 26 post clicks, and 8 reactions, comments, and shares.

**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), and Northwood’s Small Business.
* Closed on an Emergency Response Loan for local new business

**Implementation Efforts from the Strategic Summit**

* Image Enhancement Project (Downtown Antigo)
* Working with the City of Antigo and MSA to complete necessary documents for the administration of the RLF Close Grant with the 5th Ave Project
* Reviewing empty buildings with owners and real estate professionals and potential uses on our 5th Ave Corridor: Marketed Empty buildings on Locate In Wisconsin and potential developers
* Spoke to 3 new potential business for location in the downtown corridor
* Developing LCEDC Funding Committee

**Business Development/Retention and Expansion Activities**

* Two (2) Existing Business Visits
* Five (5) New Business Inquiry
* Attended weekly construction meetings for the City of Antigo 5th Avenue Downtown project and conducted employee interviews for the CDBG grant requirements.
* Received notification that the City of Antigo was awarded another CDBG grant to complete utility reconstruction on 5th Avenue from Lincoln Street to Western Avenue.
* Working with City of Antigo on EDA grant for Industrial Park
* Working with Langlade County on Grant possibilities for County Projects
* Communication to Businesses Regarding State COVID-19 Survey/Grants/PPP Programs
* Participated in Mergers & Alliances webinar
* Participated in Wisconsin Women Business Initiative Corporation Forum as Potential Business Funding Partners

**Workforce Development**

* Provided Wage Comparison Rates based on industry and classification of job for Employers
* Continue to review data regarding workforce comparisons throughout the county, region, and state
* Job Center hours are still suspended during the COVID-19 at the Antigo Public Library

**Entrepreneurship**

* Fall Entrepreneurship Program will be virtual and in person dates set for September 17th through November 19, 2020
* Additional Business Education Series Virtual workshops are being held monthly.
* Participated in ETP Panel through SBDC.

**Broadband**

* Mailed out 4,400 Broadband Needs Survey to Langlade County Residents in partnership with Heart Project and Aspirus Langlade Hospital in July. Over 1,700 surveys were returned. Results of survey will be tallied and reported in September’s report.
* Updated COVID-19 Community 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. Langlade County Finance Committee
2. Langlade County Strategic Planning
3. Langlade County Board
4. Aspirus Langlade Hospital Board
5. Rural Development webinar
6. HeART Coalition
7. Timecare Bank

**Tourism Development**

**--** Tourism Website: 3,658 visits, with 87.0% new visitors forMonths of August:

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

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 38 visits to Langlade County Page in the month of August.

**--** App Downloads: 18 downloads in August 2020

**--** Recreation Information Requests: 190 Recreation Requests in August 2020

Top Request: Other Inquiries

**--** Distributed:5,092 of the 2020 Langlade County Discovery Guide have been distributed from the Economic Development Corporation Office since December 9, 2019.

**--** Facebook: 11,542 “Likes.” The top post was about the first day of filming with Discover Mediaworks to promote Langlade County recreational assets. This post reached 2,504 people with 550 post clicks, and 81 reactions, comments, and shares.

**--** Everbridge: There have been 1,058 people that have registered since June 1, 2016.

**--** alcinfo.com: 277 visits in the month of August:

langladecounty.org: 1 referral langladecountyedc.org: 34 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
* Sent out Everbridge notification on County Road M road closure going into White Lake due to the new fire station construction.
* 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.
* Launched Search Engine Marketing campaign.
* Launched the digital marketing campaign.
* Filmed digital short footage of ATV/UTVing, Jack Lake outdoor recreation activities, Elcho Music in the Park and Springbrook Trail.
* Participated on the Breakfast Club promoting Max Koepke performing for the Elcho Music in the Park and the Discover Mediaworks filming.
* Working with Langlade County Historical Society for the new Langlade County Welcome Center.
* Submitted the Welcome Center and Antigo Downtown as “What’s New in Wisconsin” to Travel Wisconsin.
* Kayaking down the Wolf River print ad in August Silent Sport Magazine. Worked with Silent Sport Magazine on September print ad.
* Preparing 2021 Langlade County Tourism Guide.
* Promoted Nicolet – Wolf River Scenic Byway free filming opportunities for business along the byway.
* Presented recreational opportunities in Langlade County to the new teachers in the Unified School District of Antigo and the White Lake School District.