**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending December 2020**

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

* Total Balance Available to Loan **$126,094**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$71,949**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,228 Visits; with 90.3% new visitors for month of December.

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

**--** Facebook: 444 “Likes” The top post was about Amron’s on-site job fair on December 9, 2020. This post reached 1,286 people with 64 post engagements.

**Economic Development Information:**

**COVID-19**

* Continue to monitor resources for business and community during the COVID-19 pandemic
* Continuing to update the Langlade County COVID-19 resource page for community and small businesses.

**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 and interested buyers
* Participated in the Completion of the Langlade County Strategic Plan

**Business Development/Retention and Expansion Activities**

* (7) New Business Inquires
* (14) Existing Business Visits/Mtgs
* Provided Information on additional Grants for Small Businesses
* Continue working on the City of Antigo 5th Avenue Downtown project and the upcoming CDBG grant project from Lincoln Street to Western Avenue.
* Working with City of Antigo on EDA grant for Industrial Park
* Wrote and submitted two (2) Business Assistant Grants for City of Antigo Businesses in the Downtown Corridor and Langlade County Businesses

**Workforce Development**

* Working with Inspire Grow North, Regional Economic Development on Talent Cultivation;
* 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**

* Awarded the Suick Family Foundation Grant for 2021 ETP Program
* Three (3) ETP business plans were present to the LCEDC Executive Board.

**Broadband**

* Continue to work with partners throughout the state of enhancing Broadband in Langlade County

**Education**

* Working with Antigo, Elcho and White Lake School Districts on Career Pathways through Inspire Grow North.

**Meetings/Trainings attended**

1. Langlade County Finance
2. ITBEC Board
3. North Central Regional Planning Commission
4. SBA PPP Webinar
5. City Council
6. Langlade County Board
7. Antigo Visual Arts Group Meeting
8. Forward Service Community Call In
9. North Lake Community Clinic
10. Antigo Youth Outreach Program/Cares Time Bank/Habitat for Humanity

**Tourism Development**

**--** Tourism Website: 4,177 visits, with 89.9% new visitors forMonths of December:

Top referral site: travelwisconsin.com Top keywords searched: Antigo Parade

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 2 visits to Langlade County Page in the month of December.

**--** App Downloads: 17 downloads in December 2020

**--** Recreation Information Requests: 58 Recreation Requests in December 2020

Top Request: Snowmobile Map

**--** Distributed:5,189 of the 2020 Langlade County Discovery Guide have been distributed from the Economic Development Corporation Office since December 9, 2019.

**--** Facebook: 11,587 “Likes.” The top post was about starting to plan for outdoor winter activities by requesting information. This post reached 1,420 people with 95 engagements.

**--** Everbridge: There have been 1,065 people that have registered since June 1, 2016.

**--** alcinfo.com: 306 visits in the month of December:

langladecounty.org: 0 referrals langladecountyedc.org: 23 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. The 2021 Langlade County Visitor Guide will be available in January 2021. The 2021 is a partnership between LCEDC and the Antigo/Langlade County Chamber of Commerce & Visitor Center on the 2021 Langlade County Visitor Guide. The guide will be available in January 2021.
* Updated Jack Lake Campground website with 2021 reservation information and prices.
* Renewed Jack Lake Campground website hosting.
* Continued the Search Engine Marketing campaign.
* Continued working with Langlade County Historical Society for the new Langlade County Welcome Center.
* Completed Travel Wisconsin’s Wave 6 COVID-19 survey
* Virtually attended Wisconsin’s Outdoor Recreation virtual webinar on “Building Healthy, Resilient Communities through Outdoor Rec” and “Leveraging the Great American Outdoor Act & Land & Water Conservation Fund”
* Working with Discover Wisconsin on filming and digital campaign of winter activities in Langlade County.
* Continue to updated Travel Wisconsin’s Winter Snow Report.
* Attended Langlade County Forestry & Recreation Committee meeting.
* Virtually attended Nicolet-Wolf River Scenic Byway meeting.