**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending February 2021**

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

* Total Balance Available to Loan **$137,060**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,391 Visits; with 92.1% new visitors for month of February.

Top referral sites: Alcinfo.com Top keywords searched: Langlade County Property Taxes

**--** Facebook: 539 “Likes” The top post was about NTC’s Wood Technology Center of Excellence training opportunities video. This post reached 286 people with 13 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)
* Virtually attended Federal Resources for Creative Community Development webinar.
* Attended Bid Opening for new CDBG Project Lincoln to Western
* 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
* Working with local artist group on downtown murals.
* Working on implementing new downtown grant program

**Business Development/Retention and Expansion Activities**

* (8) New Business Inquires
* (3) Existing Business Visits/Mtgs
* Working on Business Retention Survey and scheduling virtual or in person visits
* 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
* Writing application for the CDBG Langlade County Business Assistance Grant
* Attended Business Retention webinar offered through WEDA
* Attended WEDA webinar on the CRA Network Survey

**Workforce Development**

* Attended Antigo Manufacturing Meeting regarding Students and Workforce Careers Here in Langlade County
* 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**

* Spring ETP Program is in session with 10 students attending either virtually or in person. Graduation is April 9, 2021.
* Continuing to reach out to past ETP students with upcoming business education programs

**Broadband**

* Continue to work with partners throughout the state of enhancing Broadband in Langlade County
* Working with local Internet Provider for a proposal on broadband in north western part of County
* Attended a Broadband Taskforce meeting

**Education**

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

**Meetings/Trainings attended**

1. Langlade County Public Property
2. Langlade County Finance
3. WEDA Annual Meeting
4. City Council
5. Grow North
6. Broadband Task Force Committee
7. CWED
8. North Central Regional Planning Recovery Plan Meeting
9. City Finance, Personnel, & Legislative Committee
10. Langlade County Board
11. HeART Project
12. County Forestry & Recreation Committee
13. Antigo Manufacturing Taskforce

**Tourism Development**

**--** Tourism Website: 4,118 visits, with 81.7% new visitors forMonths of February:

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

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

**--** App Downloads: 12 downloads in February 2021

**--** Recreation Information Requests: 51 Recreation Requests in February 2021

Top Request: Snowmobile Map

**--** Distributed:300 of the 2021 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 18, 2021.

**--** Facebook: 11,618 “Likes.” The top post was about the Langlade County Snowmobile Trail opening on February 6, 2021. This post reached 15,143 people with 704 post clicks and 481 reactions comments, & shares.

**--** Everbridge: There have been 1,093 people that have registered since June 1, 2016.

**--** alcinfo.com: 329 visits in the month of February:

langladecounty.org: 0 referrals langladecountyedc.org: 10 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage. Sent out notice on Snowmobile Trail Opening on February 6, 2021.
* Continued distributed 2021 Langlade County Visitor Guide that were received on January 18, 2021. The 2021 guide is a partnership between LCEDC and the Antigo/Langlade County Chamber of Commerce & Visitor Center.
* Attended the Jack Lake Campground website/reservation meeting on the design of the new website/reservation system.
* Started 2021 Search Engine Marketing campaign with Kim Swisher Communication.
* Continued working with Langlade County Historical Society for the new Langlade County Welcome Center. Installed vestibule brochure rack and maps. Waiting on signage to be installed for vestibule opening. The museum’s interior is being renovated. Grand opening the end of May.
* Filmed winter Discover Wisconsin video on February 5-7, but digital campaign of winter activities in Langlade County has been running since January. The release of the winter video is forthcoming.
* Continue to updated Travel Wisconsin’s Winter Snow Report.
* Contacted clubs to compile a list of trail reports for the new hiking/biking trail report for Travel Wisconsin. LCEDC will submit trail reports similar to the Winter Snow Report.
* Attended virtual Nicolet-Wolf River Scenic Byway meeting.
* Attended the Langlade County Forestry & Recreation Department Committee meeting.
* Completed Travel Wisconsin Recovery Survey.