**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending January 2021**

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

* Total Balance Available to Loan **$129,318**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$74,341**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,397 Visits; with 92.2% new visitors for month of January.

Top referral sites: Alcinfo.com

**--** Facebook: 493 “Likes” The top post was Little Wolf Express Lube opening in Antigo. This post reached 72 people with 18 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
* Working with local artist group on downtown murals.

**Business Development/Retention and Expansion Activities**

* (9) New Business Inquires
* (5) 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
* Writing application for the CDBG Langlade County Business Assistance Grant

**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**

* Awarded the Suick Family Foundation Grant for 2021 ETP Program
* Held ETP Orientation Night

**Broadband**

* Continue to work with partners throughout the state of enhancing Broadband in Langlade County
* Attended a Broadband Taskforce meeting with the Chair and CoVantage Credit Union

**Education**

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

**Meetings/Trainings attended**

1. Wood Collaborative
2. Paycheck Protection Program Webinar
3. County Forestry & Recreation Committee
4. Regional Planning
5. Langlade County Finance
6. ITBEC Board
7. Grow North
8. City Finance and Personal Committee
9. Rural Economic Development Summit
10. City/County Leadership
11. North Central Regional Planning Commission
12. Aspirus Board
13. Langlade County Board
14. Broadband Task Force Committee
15. Antigo Visual Arts Group Meeting
16. North Lake Community Clinic
17. Senior Fair Committee
18. Antigo Manufacturing Taskforce

**Tourism Development**

**--** Tourism Website: 2,472 visits, with 84.2% new visitors forMonths of January:

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

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 5 visits to Langlade County Page in the month of January.

**--** App Downloads: 11 downloads in January 2021

**--** Recreation Information Requests: 79 Recreation Requests in January 2021

Top Request: Discovery Guide/Visitor Guide

**--** Distributed:100 of the 2021 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 18, 2021.

**--** Facebook: 11,609 “Likes.” The top post was about the Championship Off-Road Races coming to the Langlade County Fairgrounds. This post reached 4,527 people with 368 post clicks and 3,443 reactions comments, & shares.

**--** Everbridge: There have been 1,084 people that have registered since June 1, 2016.

**--** alcinfo.com: 316 visits in the month of January:

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 until the 2021 Langlade County Visitor Guide was received on January 18, 2021. The 2021 guide is a partnership between LCEDC and the Antigo/Langlade County Chamber of Commerce & Visitor Center.
* Reviewed 2020 destination marketing with the City of Antigo Hotel/Motel Committee. Presented the 2021 LCEDC destination marketing plan.
* Attended the Jack Lake Campground website/reservation meeting.
* Working with Kim Swisher Communication on a 2021 Search Engine Marketing campaign.
* Continued working with Langlade County Historical Society for the new Langlade County Welcome Center.
* Working with Discover Wisconsin on filming and digital campaign of winter activities in Langlade County. The filming has been postponed twice because of the lack of snow.
* Continue to updated Travel Wisconsin’s Winter Snow Report.