**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending July 2020**

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

* Total Balance Available to Loan **$81,085**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$63,931**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,468 Visits; with 86.4% new visitors for month of July.

Top referral sites: Alcinfo.com Top keywords searched: Agriculture in Wisconsin

**--** Facebook: 363 “Likes” The top post was about the Amron holding a Drive Thru, On-Site Job Fair on July 14, 2020. This post reached 3,324 people with 216 post clicks, and 91 reactions, comments, and shares.

**Economic Development Information:**

**COVID-19**

* Wrote and submitted 62 Letters of Acknowledgement for Businesses to apply for the WERE ALL IN GRANT in a total of 111 applications from Langlade County were submitted
* 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, and US Travel.
* Created and marketed LCEDC’s Small Business Emergency Response Loan Program. Awarded 3 SB-ERL.

**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
* Completed 1 Downtown Entrepreneur Grant Reimbursement Submission and working with one business on a potential Grant application

**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.
* 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

**Workforce Development**

* Unemployment Rate for Langlade County ending June 30, 2020 was at 8.1% decreasing 2.2% from May and 4.9% from April
* 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.

**Broadband**

* Mailed out 4,400 Broadband Needs Survey to Langlade County Residents in partnership with Heart Project and Aspirus Langlade Hospital. Results of survey will be tallied and reported in August’s report.
* 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. Langlade County Board
2. Langlade County Strategic Planning
3. Grow North Board Meeting
4. Grow North Workforce
5. ITBEC
6. HeART

**Tourism Development**

**--** Tourism Website: 3,308 visits, with 83.8% new visitors forMonths of July:

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

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 49 visits to Langlade County Page in the month of July.

**--** App Downloads: 19 downloads in July 2020

**--** Recreation Information Requests: 131 Recreation Requests in July 2020

Top Request: Other Inquiries

**--** Distributed:4,817 of the 2020 Langlade County Discovery Guide have been distributed from the Economic Development Corporation Office since December 9, 2019.

**--** Facebook: 11,535 “Likes.” The top post was a notice to ATV/UTVers that the trailhead out of Antigo is closed until further notice due to washouts. This post reached 3,006 people with 36 post clicks, and 79 reactions, comments, and shares.

**--** Everbridge: There have been 1,053 people that have registered since June 1, 2016.

**--** alcinfo.com: 379 visits in the month of July:

langladecounty.org: 4 referrals langladecountyedc.org: 70 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.
* Participated in webinars offered through Travel Wisconsin and U.S Travel Association on tourism recovery during COVID-19.
* Discussed destination marketing plan with Langlade County Forest & Recreation Department
* Launched Search Engine Marketing campaign.
* Launched the digital marketing campaign.
* Planned for upcoming digital short filming of ATV/UTVing, Jack Lake outdoor recreation activities, and Elcho Music in the Park.
* Working with Langlade County Historical Society for the new Langlade County Welcome Center.
* Mountain Biking print ad in July Silent Sport Magazine. Worked with Silent Sport Magazine on August and September print ad.
* Preparing 2021 Langlade County Tourism Guide.
* Added Aspirus Community Resource (Aunt Bertha) link to Alcinfo.com portal website for people to find Langlade County resources.
* Attended Nicolet – Wolf River Scenic Byway virtual meeting.
* Attended Langlade County Forestry and Water & Land Use Planning Committee meeting.
* Attended Scout Camp County Park tour.
* Wolf River in Langlade County was featured with Tourism Secretary Designee Sara Meaney in an interview with WTMJ Milwaukee.
* Submitted rafting, kayaking, or tubing down the Wolf River and hiking the Ice Age Trail for consideration of “Unique Ways to See Fall Colors” to Travel Wisconsin/Turner.
* Submitted information on Langlade County beaches to the Wausau Daily Journal.