**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending June 2020**

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

* Total Balance Available to Loan **$76,136**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$62,016**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,294 Visits; with 84.5% new visitors for month of June.

Top referral sites: Alcinfo.com Top keywords searched: April’s Pooch Parlor & Polar Dairy Farm Owners

**--** Facebook: 352 “Likes” The top post was about the Paycheck Protection Program PPP funds were still available for small businesses, sole proprietors, independent contractors, nonprofits and tribal businesses whose operations were impacted by the COVID-19 pandemic. This post reached 440 people with 16 engagements.

**Economic Development Information:**

**COVID-19**

* Wrote and submitted 58 Letters of Acknowledgement for Businesses to apply for the WERE ALL IN GRANT
* 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, Travel Wisconsin, U.S Travel Association and Mile Partnership.
* Created and marketed LCEDC’s Small Business Emergency Response Loan Program. Granted two 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
* Reviewing empty buildings and potential uses on our 5th Ave Corridor
* Helping Current Downtown Businesses Navigate through various relief programs to help them stay open

**Business Development/Retention and Expansion Activities**

* Four (4) Businesses Retention Strategy Sessions
* Six (6) 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**

* Worked with businesses regarding COVID-19 Disruption and Unemployment Resources
* Continue to review data regarding workforce comparisons throughout the county, region, and state
* Job Center hours were suspended during the COVID-19 at the Antigo Public Library

**Entrepreneurship**

* Fall Entrepreneurship Program dates set for September 17th through November 19, 2020
* Two additional Business Education Series workshops will be held in September and October.
* Working on Self Development Event for Women

**Broadband**

* Continue to work with partners and key stake holders on enhancing broadband in Langlade County. Working with Heart Project on a County-Wide Broadband Needs Survey
* 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. USDA Rural Development
2. Langlade County Transportation
3. Langlade County Historical Society Board
4. City of Antigo City Council
5. Langlade County Strategic Planning
6. Aspirus Langlade Hospital Board
7. City/County Leadership Team
8. Grow North Board Meeting
9. Grow North Workforce
10. North Lakes Community Clinic

**Tourism Development**

**--** Tourism Website: 2,260 visits, with 83.9% new visitors forMonths of June:

Top referral site: travelwisconsin.com Top keywords searched: Langlade County Fair 2020

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

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

**--** Recreation Information Requests: 49 Recreation Requests in June 2020

Top Request: Recreation Map

**--** Distributed:4,697 of the 2020 Langlade County Discovery Guide have been distributed from the Economic Development Corporation Office since December 9, 2019.

**--** Facebook: 11,528 “Likes.” The top post was about the Victor’s Country Store, the New ice cream store in Pickerel. This post reached 1,709 people with 267 post clicks, and 62 reactions, comments, and shares.

**--** Everbridge: There have been 967 people that have registered since June 1, 2016.

**--** alcinfo.com: 371 visits in the month of June:

langladecounty.org: 3 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 and opening date.
* Participated in webinars offered through Travel Wisconsin, U.S Travel Association, Resonance, Miles Partnership, and Expedia Group on tourism recovery during COVID-19.
* Continue developing a digital marketing campaign.
* Working with Langlade County Historical Society for the new Langlade County Welcome Center.
* Held Langlade County Tourism Council meeting and developed a 2020 Destination Marketing Budget.
* Worked with Silent Sport Magazine on August print ad.
* Added 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.
* Presented 2020 destination marketing budget to the City of Antigo Hotel/Motel Room Tax Commission.
* Met with the new Langlade County Nicolet Welcome Services representative.