**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending March 2021**

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

* Total Balance Available to Loan **$145,659**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: **1,924 Visits; with 89.4% new visitors for month of March**.

Top referral sites: Alcinfo.com Top keywords searched: County forest revenue Langlade County

**--** Facebook: **585 “Likes” and 648 “Followers” The top post Antigo Floral’s success story video**. This post reached 1,129 people with 278 post clicks and 200 reactions comments, & shares.

**Economic Development Information:**

**COVID-19**

* Continue to monitor resources for business and community during the COVID-19 pandemic one being the new Restaurant Revitalization Fund
* 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.
* Attended second CDBG public hearing for 5th Avenue Project.
* Submitted reports for the new CDBG Project Lincoln to Western and 5th Ave Downtown Reconstruction 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**

* (9) New Business Inquires/Mtgs
* (8) 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
* Continue to Meet with Stakeholders regarding potential Expansion and Development Projects

**Workforce Development**

* Attended Antigo High School Community Conversation on Employing Students with Disabilities.
* 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
* Attended Entrepreneurial webinar “Start in Wisconsin”
* Attended IEDC Entrepreneurship webinar on new EDP credentials
* Received 4 new Downtown Entrepreneurship Grant Applications

**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
* Sent out Quarterly Broadband Update to Stakeholders

**Education**

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

**Meetings/Trainings attended**

1. Fairgrounds Promotional Discussions
2. Langlade County Administrative Meeting
3. Forest County Economic Development Partnership
4. Grow North
5. Antigo City Public Works
6. Antigo City Council
7. Langlade County Forestry & Recreation Committee
8. Senior Health Fair
9. NorthLakes Community Clinic
10. Loan Review Board
11. Aspirus Board
12. CWED Board
13. Antigo City Citizen Participation
14. WEDA Housing Webinar
15. ITBEC Board
16. HeART Project
17. QuickBook Online Training
18. Langlade County Board

**Tourism Development**

**--** Tourism Website: 2,605 visits, with 83.5% new visitors forMonths of March:

Top referral site: travelwisconsin.com Top keywords searched: Antigo Off Road Race

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 4 visits to Langlade County Page in the month of March.

**--** App Downloads: 4 downloads in March 2021

**--** Recreation Information Requests: 200 Recreation Requests in March 2021; this is 153 more request than March 2020

Top Request: ATV Map (new 2021-2022 ATV Maps were March 24, 2021)

**--** Distributed:545 of the 2021 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 18, 2021.

**--** Facebook: 11,646 “Likes” and 11,906 “Followers” The top post was about the Langlade County Snowmobile Trail closing on March 2, 2021. This post reached 2,612 people with 221 post clicks and 27 reactions comments, & shares.

**--** Everbridge: There have been 1,128 people that have registered since June 1, 2016.

**--** alcinfo.com: 806 visits in the month of March:

langladecounty.org: 0 referrals langladecountyedc.org: 22 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage. Sent out notice on Snowmobile Trail Closing on March 2, 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.
* Renewed Jack Lake Campground domain.
* Updated Jack Lake Campground websites availability.
* Continued 2021 Google Ads Marketing campaign with Kim Swisher Communication.
* Continued working with Langlade County Historical Society for the new Langlade County Welcome Center. Langlade County Welcome Center outdoor sign and vestibule neon sign was installed. Vestibule will open on April 1st. The museum’s interior is being renovated. Grand opening the end of May.
* Developing a Langlade County Tourism Information binder for staff and volunteers to refer to when they don’t know answers to visitor questions.
* Discover Wisconsin video was finalized. The winter video was not promoted being that the trails were closed. The video is available for viewing on Discover Wisconsin’s YouTube Channel and our video gallery. A promotion will run the end of November into December.
* Winter Discover Wisconsin Bobber Blog was release. The blog will be promoted at the end of November into December.
* Discover Wisconsin digital campaign was switched from winter to summer activities.
* Attended the Breakfast Club promoting the Winter Video, Everbridge/Alcinfo.com, and the Welcome Center.
* Continue to updated Travel Wisconsin’s Winter Snow Report.
* Compiled 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. Report goes live April 7.
* Attended Antigo Lion Club meeting on collaborative destination event marketing.
* Attended virtual Nicolet-Wolf River Scenic Byway meeting.
* Attended the Langlade County Forestry & Recreation Department Committee meeting.
* Virtual attended Wisconsin Governors Conference on Tourism.
* Attended ITBEC Marketing meeting for Travel Wisconsin’s FAM Tour Co-Op Program.
* Reviewed Langlade County Arrivalist Data.
* Half page ad was in the Spring Up North Action Magazine promoting mountain biking, ATV, and kayaking on the Wolf River.