**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending November 2020**

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

* Total Balance Available to Loan **$109,860**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$70,212**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,132 Visits; with 88.2% new visitors for month of November.

Top referral sites: Alcinfo.com Top keywords searched: Mennonite Store in Elton, WI

**--** Facebook: 444 “Likes” The top post was about the Antigo Fifth Avenue opening to traffic. This post reached 2,627 people with 265 reaction, comments & shares and 843 post clicks.

**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.
* Attended virtual CDBG Implementation Training for the City of Antigo 2021 5th Avenue to Western Street 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
* Conducting In-House Housing study for City of Antigo
* Working with Langlade County on Strategic Plan Efforts

**Business Development/Retention and Expansion Activities**

* (12) New Business Inquires
* (5) Existing Business Visits
* Assisted businesses in applying for the Phase 2 We’re All In Grant and other CARES ACT GRANTS
* Attended weekly construction meetings for the City of Antigo 5th Avenue Downtown project and conducted employee interviews for the CDBG grant requirements.
* Attended CDBG Grant Award meeting with the City of Antigo and Ayres & Associates for the upcoming CDBG grant project from Lincoln Street to Western Avenue.
* Working with City of Antigo on EDA grant for Industrial Park
* Working with City of Antigo on new Housing Developments
* Working with Langlade County on Grant possibilities for County Projects

**Workforce Development**

* 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**

* Wrote two grants for the Entrepreneurship 2021 Program
* Graduated 8 students in November from the ETP Fall 2020 Program
* Additional Business Education Series Virtual workshops were held focusing on Using Your Business Plan.
* Met with GRID at Nicolet College.

**Broadband**

* Working with Cirrinity on Mapping of Broadband in Langlade County
* Wrote a grant for Technology for Seniors and Veterans
* Participated in the virtual Wisconsin’s Broadband Task Force meeting.

**Education**

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

**Meetings/Trainings attended**

1. City Planning Commission
2. City/County Leadership
3. Non-Profit Grant Webinar
4. Central Wisconsin Economic Development Funding Meeting
5. City Council
6. Langlade County Transportation
7. Senior Fair
8. Antigo Visual Arts Group Meeting
9. Langlade County Board
10. Loan Review Board

**Tourism Development**

**--** Tourism Website: 1,605 visits, with 86.3% new visitors forMonths of November:

Top referral site: travelwisconsin.com Top keywords searched: Augustyn Springs Langlade County

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 1 visit to Langlade County Page in the month of November.

**--** App Downloads: 7 downloads in November 2020

**--** Recreation Information Requests: 48 Recreation Requests in November 2020

an increase of 19 items mailed out compared to November 2019.

Top Request: Snowmobile Map

**--** Distributed:5,189 of the 2020 Langlade County Discovery Guide have been distributed from the Economic Development Corporation Office since December 9, 2019.

**--** Facebook: 11,595 “Likes.” The top post was about Langlade County ATV/UTV Trails closing on December 1, 2020. This post reached 3,122 people with 83 engagements.

**--** Everbridge: There have been 1,063 people that have registered since June 1, 2016.

**--** alcinfo.com: 262 visits in the month of November:

langladecounty.org: 0 referrals langladecountyedc.org: 20 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage. End of Season ATV/UTV Trail closing notification was sent out to Park & Trail Everbridge registers.
* Continued distributed the 2020 Langlade County Discovery Guide to advertisers and other entities throughout Langlade County.
* Updated Jack Lake Campground website with closed for the season information.
* Continued the Search Engine Marketing campaign.
* Continued working with Langlade County Historical Society for the new Langlade County Welcome Center.
* Cross-country skiing was promoted in the November issue of the Silent Sport Magazine.
* Working with the Antigo/Langlade County Chamber of Commerce on development of the guide.
* Updated tourism website for Winter.
* Finalized Up North Action Magazine ad for the December/January issue.
* Virtually attended Nicolet-Wolf River Scenic Byway meeting.
* Reviewed Google web positioning with Konect. Additional keywords were added.
* Attended Wisconsin’s Outdoor Recreation virtual webinar on “Promoting Economically Vital Outdoor Tourism”
* Attended Travel Wisconsin’s virtual webinar on winter lodging.
* Took Travel Wisconsin’s Fall Color Report survey.
* Updated Travel Wisconsin’s Winter Snow Report.