**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending October 2020**

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

* Total Balance Available to Loan **$99,873**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$68,564**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,608 Visits; with 89.0% new visitors for month of October.

Top referral sites: Alcinfo.com Top keywords searched: Bucks Rubs Seasoning

**--** Facebook: 399 “Likes” The top post was about the We're All In Small Business Grant-Phase 2 applications being accepted from October 19th through November 12th. This post reached 69 people with 11 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.
* 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

**Business Development/Retention and Expansion Activities**

* (10) 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.
* 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; First Virtual Job Shadow schedule on November 25th with Antigo High School
* 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
* Virtually attend Forward Service’s Regional meeting.
* Assisted in the Discover Wisconsin filming at the Wood Technology Center of Excellence.

**Entrepreneurship**

* The class started on September 17th and will run Thursday through November 19, 2020. There are a total of 8 students from Langlade County participating in the class.
* Additional Business Education Series Virtual workshops are being held monthly.

**Broadband**

* Discussed Broadband survey results on the Breakfast Club.
* Submitted Broadband Pilot Program Application for Langlade County
* Discussed Broadband expansion opportunities with local providers.

**Education**

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

**Meetings/Trainings attended**

1. Virtual WEDA Fall Conference
2. Grow North
3. Grow North Workforce Development
4. Grow North Executive Committee
5. Manufacturing Council
6. Senior Fair
7. WHEDA
8. City Council
9. City Committee of the Whole
10. City Public Works
11. Aspirus Board
12. Langlade County Board
13. Langlade County Finance Committee
14. Langlade County Strategic Planning
15. HeART Coalition
16. Loan Review Board
17. North Central Regional Planning

**Tourism Development**

**--** Tourism Website: 2,508 visits, with 85.5% new visitors forMonths of October:

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

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

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

**--** Recreation Information Requests: 67 Recreation Requests in October 2020

an increase of 26 items mailed out compared to October 2019.

Top Request: Recreation 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: 11,606 “Likes.” The top post was about Langlade County’s first snowfall on October 16. This post reached 4,127 people with 107 post clicks, and 227 reactions, comments, and shares.

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

**--** alcinfo.com: 300 visits in the month of October:

langladecounty.org: 0 referrals langladecountyedc.org: 44 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
* Discussed Everbridge capabilities with Langlade County’s HeART Coalition coordinator to assist with sending out senior newsletters.
* 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 2020 closing date.
* Continued the Search Engine Marketing campaign.
* Discover Mediaworks reported that the Discover Wisconsin 7-minute film call “A True Wisconsin Hidden Gem: Langlade County” was release September 17 was one of the top performing videos. The video is of ATV/UTVing, Jack Lake outdoor recreation activities, Elcho Music in the Park and how the management of the county forest has created the outdoor recreation opportunities.
* Continued working with Langlade County Historical Society for the new Langlade County Welcome Center.
* Fall hiking print ad in October issue and cross-country skiing for November issue of the Silent Sport Magazine.
* Wrapped up selling 2021 Langlade County Tourism Guide advertisements. Working with the Antigo/Langlade County Chamber of Commerce on development of the guide.
* Attended the Langlade County Forestry & Recreation Committee meeting.
* Updated NorthcentralWisconsin.com website for Winter.