**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending September 2020**

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

* Total Balance Available to Loan **$94,143**

**COMMUNITY DEVELOPMENT FUND**

* Total Balance Available to Loan **$66,827**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: 1,335 Visits; with 89.3% new visitors for month of September.

Top referral sites: Alcinfo.com Top keywords searched: Langlade County Recreation

**--** Facebook: 387 “Likes” The top post was welcoming Michael’s Restaurant (formally Luigi’s Pasta & Pizza) to Antigo. This post reached 72 people with 34 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.
* 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
* Conducting In-House Housing study for City of Antigo
* Submitted TRAVEL Grant for LCEDC

**Business Development/Retention and Expansion Activities**

* (5) New Business Inquires
* 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

**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
* Provided Wage Comparison Rates based on industry and classification of job for Employers
* 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.

**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.
* Attended GRID (Nicolet College’s Entrepreneurial program) workshop

**Broadband**

* Mailed out 4,400 Broadband Needs Survey to Langlade County Residents in partnership with Heart Project and Aspirus Langlade Hospital in July. Over 1,700 surveys were returned. Report Submitted
* Submitted Broadband Pilot Program Application for Langlade County

**Education**

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

**Meetings/Trainings attended**

1. Langlade County Finance Committee
2. Langlade County Strategic Planning
3. HeART Coalition
4. Langlade County Public Property
5. City Council
6. Grow North
7. North Lakes Community Clinic
8. ITBEC
9. Rotary Club

**Tourism Development**

**--** Tourism Website: 3,429 visits, with 87.0% new visitors forMonths of September:

Top referral site: travelwisconsin.com Top keywords searched: Antigo Flea Market 2020

**--** Northcentralwisconsin.com: This is the portal website through ITBEC and we received 6 visits to Langlade County Page in the month of September.

**--** App Downloads: 23 downloads in September 2020

**--** Recreation Information Requests: 143 Recreation Requests in September 2020

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: 11,590 “Likes.” The top post was about the Langlade County Highways are signed and now open to ATV/UTVs. This post reached 10,786 people with 957 post clicks, and 549 reactions, comments, and shares.

-- Everbridge: There have been 1,059 people that have registered since June 1, 2016.

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

langladecounty.org: 4 referrals langladecountyedc.org: 33 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, 2020 closing date, and 2021 registration dates.
* Continued the Search Engine Marketing campaign.
* Continued the digital marketing campaign through Discovery Mediaworks.
* The Discover Wisconsin 7-minute film call “A True Wisconsin Hidden Gem: Langlade County” was release September 17. The digital short 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.
* Discover Wisconsin promoted Langlade County in The Bobber blog called “A Top Wisconsin Destination for Outdoor Enthusiasts and You’ve Probably Never Been There!”
* Participated on the Breakfast Club promoting the release of “A True Wisconsin Hidden Gem: Langlade County” film.
* Continued working with Langlade County Historical Society for the new Langlade County Welcome Center.
* Updated the Fall Color Report on the Travel Wisconsin website.
* Fall hiking print ad in September Silent Sport Magazine. Worked with Silent Sport Magazine on November print ad.
* Working with the Antigo/Langlade County Chamber of Commerce on selling 2021 Langlade County Tourism Guide advertisements and development of the guide.
* Attended the Nicolet – Wolf River Scenic Byway virtual meeting. Ten Langlade County business participated in the free Nicolet – Wolf River Scenic Byway filming opportunity.
* Attended the Langlade County Forestry & Recreation Committee meeting.
* Attended ITBEC marketing meeting to develop a 2021 ITBEC marketing plan.