**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending April 2021**

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

* Total Balance Available to Loan **$179,937**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: **1,916 Visits; with 82.6% new visitors for month of April**.

Top referral sites: Alcinfo.com Top keywords searched: Angie Close Langlade County

**--** Facebook: **620 “Likes” and 624 “Followers” The top post A.P. Construction & Finishing’s success story video**. This post reached 557 people with 103 post clicks and 64 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.
* Submitted second CDBG public hearing for 5th Avenue Project to DEHCR.
* 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
* (3) Existing Business Visits/Mtgs
* Partnered with Central Wisconsin Economic Development Fund Staff and did a Round Robin with local financial institutions educating them on our business’s resources and available participation funds
* Working on Business Retention Survey and scheduling virtual or in person visits
* Provided Information on additional Grants for Small Businesses
* Submitted four (4) Downtown Entrepreneurial Grants to City of Antigo EDC Committee
* 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
* Held meetings financial institution and CWED to promote the CWED fund.

**Workforce Development**

* Working with Northcentral Wisconsin Regional Planning Commission on Regional Recovery Efforts that include workforce, and Childcare.
* 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**

* Graduated 9 new ETP students in April bringing total graduation of 81 students since 2015
* 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

**Broadband**

* Sent out Quarterly Broadband Update to Stakeholders
* Working on County Wide Broadband Proposal for Internet Providers

**Education**

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

**Meetings/Trainings attended**

1. City Economic Development Committee
2. Antigo City Council
3. DOA Micro Business Assistance Webinar
4. Inclusa Collaborative Meeting
5. Polk County Housing Overview
6. Langlade County Transportation
7. Grow North
8. NCRP Regional Recovery Update
9. Langlade County Finance Committee
10. HeART Project
11. Langlade County Administrative Meeting
12. Antigo City Public Works
13. Langlade County Forestry & Recreation Committee
14. Senior Health Fair
15. Langlade County Board

**Tourism Development**

**--** Tourism Website: 3,582 visits, with 83.0% new visitors forMonths of April:

Top referral site: YouTube.com Top keywords searched: Langlade County Events

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

**--** App Downloads: 8 downloads in April 2021

**--** Recreation Information Requests: 109 Recreation Requests in April 2021; this is 82 more request than April 2021

Top Request: Recreational Map

**--** Distributed:845 of the 2021 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 18, 2021.

**--** Facebook: 11,668 “Likes” and 11,640 “Followers” The top post was about the Langlade County ATV/UTV Trails opening on May 1, 2021. This post reached 11,305 people with 270 post clicks and 295 reactions comments, & shares.

**--** Everbridge: There have been 1,094 people that have registered since June 1, 2016.

**--** alcinfo.com: 635 visits in the month of April:

langladecounty.org: 0 referrals langladecountyedc.org: 18 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage. Sent out notice on ATV/UTV Trail Opening on May 1, 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.
* Attended a Wolf River Territory meeting on developing a room tax in the town of Langlade.
* Updated Jack Lake Campground website with availability reserve able site information.
* Promoted the Langlade County Outdoor Recreation Survey on our website and through social media. There was 3,038 views of the posts and 143 people clicked on the link to the survey.
* Continued 2021 Google Ads Marketing campaign with Kim Swisher Communication.
* Continued working with Langlade County Historical Society for the new Langlade County Welcome Center. The vestibule opened on April 1st. The museum’s interior is still being renovated. Grand opening the end of May.
* LCEDC Board approved hiring a part-time Travel Information Aide to staff the Welcome Center for 15 hours per week
* Awarded dollars from City of Antigo Hotel/Motel Commission to cover extra costs for the buildout of the Welcome Center and for funding the position of a part-time Travel Aide
* The vestibule is stocked twice a week. Each time there has been items taken.
* Developing a Langlade County Tourism Information binder for staff and volunteers to refer to when they don’t know answers to visitor questions.
* Started a Facebook campaign promoting the 15 second Northwoods video. The paid campaign through the Langlade County: The County of Trails Facebook page will run through June 2. You are not able to see the post on our Facebook feed as it is a paid promotion in the Fox Valley, Milwaukee, Madison areas.
* Working with Discover Mediaworks on The Cabin podcast to be aired May 18 promoting outdoor recreation in Langlade County.
* The Antigo filming for Discover Wisconsin video has been set for June 4-5.
* Virtually attended SBDC’s Gen Z Marketing Strategies class.
* Attended the Breakfast Club promoting the Welcome Center, Alcinfo.com calendar of events, and signing up for Everbridge to receive severe weather alerts.
* The new trail reports for the new hiking/biking trail on Travel Wisconsin went live on April 7. The reports are updated weekly on Thursdays.
* Working with the City of Antigo and Langlade County Ice Age Trail Alliance on applying to be designated as an Ice Age Trail Community.
* Attended Antigo Lion Club meeting on collaborative destination event marketing.
* Participated in the Traveler email Co-Op Program promoting the Antigo Off Road Races
* ATV/UTVing was promoted in the Travel Wisconsin Social Media Co-Op on April 23-26. You are not able to see the post on Travel Wisconsin’s Facebook feed as it is a paid promotion. There were 234 clicks to the tourism website for more information.
* Working with the other ITBEC counties on a FAM Tour to bring travel writers to the ITBEC counties.
* Attended the Langlade County Forestry & Recreation Department Committee meeting.
* Virtual attended Wisconsin Governors Conference on Tourism.
* Attended ITBEC Marketing meetings for Travel Wisconsin’s FAM Tour Co-Op Program. Information has been submitted on unique activities have been submitted to the marketing group.
* Reviewed Langlade County Arriva list Data.
* Half page ad was in the May 2021 edition of the Up-North Action Magazine promoting mountain biking, ATV, and kayaking on the Wolf River.
* Working with the HeART Project on promoting the Senior Health Fair.