**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending May 2021**

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

* Total Balance Available to Loan **$191,295**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: **1,191 Visits; with 90.8% new visitors for month of May**.

Top referral sites: Alcinfo.com Top keywords searched: Langlade County Economic Development

**--** Facebook: **648 “Likes” and 717 “Followers” The top post Welcome Center is hiring Travel Information Aide**. This post reached 489 people with 11 likes, 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)
* Continue working on the City of Antigo 5th Avenue Downtown project and the new CDBG grant project from Lincoln Street to Western Avenue.
  + Submitted desktop grant monitoring information for the 5th Ave Downtown project
* Attended Pre-Construction meeting for the Lincoln Street to Western Avenue CDBG grant.
* 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.
* Wisconsin Public Radio interview on bring business to Downtown Antigo.

**Business Development/Retention and Expansion Activities**

* (6) New Business Inquires/Mtgs
* (4) Existing Business Visits/Mtgs
* Restaurant Revitalization Grants Info to Businesses
* Wisconsin Tomorrow Small Business Recovery Grant Info to Businesses
* Working on Business Retention Survey and scheduling virtual or in person visits
* Provided Information on additional Grants for Small Businesses
* Working with City of Antigo on EDA grant for Industrial Park
* Continue to Meet with Stakeholders regarding potential Expansion and Development Projects

**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**

* New Fall ETP Course starting on September 23, 2021 in person and virtual
* Continuing to reach out to past ETP students with upcoming business education programs and grant opportunities
* Attended IEDC Entrepreneurship webinar on new EDP credentials

**Broadband**

* Attend Rural Summit on Community Broadband Projects
* Working on County Wide Broadband Proposal for Internet Providers
* Prepared for upcoming Broadband Committee meeting

**Education**

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

**Meetings/Trainings attended**

1. Sustainable Forestry Conference
2. Grow North Housing Committee
3. City Public Housing Meetings
4. Senior Center Open House
5. Virtual Rural Summit
6. City Council
7. City/County Leadership
8. Broadband Regional Committee
9. City Manufacturing Meeting
10. Aspirus Langlade Hospital Board
11. Antigo City Council
12. CWED Board
13. Antigo Farmers Market
14. City FPNL
15. HeART Project
16. Grow North
17. Manufacturing Meeting
18. Langlade County Forestry & Recreation Committee
19. ITBEC Board
20. Senior Health Fair
21. Sober Living Open House
22. Antigo Housing Authority Annual Meeting
23. Loan Review Board

**Tourism Development**

**--** Tourism Website: 2,578 visits, with 85.9% new visitors forMonths of May:

Top referral site: Travel Wisconsin Top keywords searched: Antigo Lions Roaring Raceway

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

**--** App Downloads: 9 downloads in May 2021

**--** Recreation Information Requests: 69 Recreation Requests in May 2021

Top Request: ATV/UTV Map

**--** Distributed:1,005 of the 2021 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 18, 2021.

**--** Facebook: 11,712 “Likes” and 11,978 “Followers” The top post was about Elcho’s first Music in the Park on May 26. This post reached 3,041 people with 90 reactions, comments, & shares.

**--** Everbridge: There have been 1,114 people that have registered since June 1, 2016.

**--** alcinfo.com: 336 visits in the month of May:

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

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
* 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.
* Updated Jack Lake Campground website with availability reserveable site information.
* 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 anticipated for June 12th.
* The vestibule is stocked twice a week. There have been 229 items taken from April 1 through May 31.
* LCEDC Board hired a part-time Travel Information Aide to staff the Welcome Center for 15 hours per week.
* 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 aired on May 18 promoting outdoor recreation in Langlade County.
* The Antigo filming for Discover Wisconsin video has been set for June 3-5.
* The new trail reports for the hiking/biking trail on Travel Wisconsin has been promoted in radio ads on Wisconsin Radio Network. The Office of Outdoor Recreation selected to promote the Nicolet Roche Mountain Bike Trail on May 27-30 and May 31 radio ads.
* 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 MK Triathlon & Splash-N-Dash.
* Continued 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.
* Reviewed Langlade County Arrivalist Data.
* Met with Travel Wisconsin’s Regional Tourism Specialist to tour the Welcome Center.
* Half page ad was in the June 2021 edition of the Up-North Action Magazine promoting kayaking on the Wolf River, mountain biking, and ATV.
* Worked with the HeART Project at the Senior Health Fair.