**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending August 2021**

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

* Total Balance Available to Loan **$103,399**

**EDC Activities Report**

* Economic Development Corporation Business Website: **1,363 Visits; with 89.7% new visitors for month of August**.

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

* Facebook: **691 “Likes” and 776 “Followers” The top was about Amron’s On-Site Job Fair and to go to our website for other Langlade County job openings.** This post reached 227 people with 8 likes, comments, & shares and 3 post clicks.

**Economic Development Information:**

**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 first draw request for the downtown project.
* Reviewing empty buildings with owners, real estate professionals, and potential uses on our 5th Ave Corridor.
* Marketed empty buildings on Locate In Wisconsin and potential developers and interested buyers
* Marketed Mainstreet Bounce Back Program to new or existing businesses moving into vacant properties. Wrote eight (8) letters for Langlade County businesses.
* Working with local artist group on downtown murals.
* Working on implementing new downtown grant program.

**Business Development/Retention and Expansion Activities**

* 11 New Business Inquires/Mtgs
* 4 Existing Business Visits/Mtgs
* Community Navigator Grant Program Support Letter and attended meetings; award will be announced in September
* Wisconsin Tomorrow Small Business Recovery Grant Info to Businesses
* Langlade County Microbusiness Grant Info to Business/promoted in all local media
* 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. Orientation day is September 8, 2021.
* Working on a Fall ETP Appreciation Gathering
* Continuing to reach out to past ETP students with upcoming business education programs and grant opportunities.

**Broadband**

* PSC Grant Application was submitted for fiber to our Elcho and Kent Road Communications Towers: Announcement will be made in September
* Continue to attend broadband webinars and work with regional partners
* Sent updates on all broadband activities to the Broadband Working group and partners

**Education**

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

**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.

**Meetings/Trainings attended**

1. AVA Murals
2. Northcentral Workforce
3. Grow North
4. EDA ARPA Funds Webinars
5. CDBG – CV Public Hearing
6. Aspirus Langlade Hospital Board
7. City of Antigo Annual TIF
8. HeART Project
9. GRID Grant Opportunities
10. Northcentral Regional Planning
11. Grow North

**Tourism Development**

* Tourism Website: 3,687 visits, with 86.8% new visitors forMonths of August:

Top referral site: Travel Wisconsin Top keywords searched: Antigo American Legion Tournament

* Google Analytics: 95,065 impressions with 1,163 clicks in August 2021.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 6 visits to Langlade County Page in the month of August.
* App Downloads: 4 downloads in July 2021
* Recreation Information Requests: 78 Recreation Requests in August 2021

Top Request: Other Inquires

* Distributed:1,465 of the 2021 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 18, 2021.
* Facebook: 12,374 “Likes” and 12,663 “Followers” The top post was about Max Koepke performing for Elcho Music in the Park on August 4. This post reached 3,324 people with 12 likes, comments, & shares, and 18 post clicks.
* Instagram: 279 “Followers” as of August 2021.
* Everbridge: There have been 1,147 people that have registered since June 1, 2016.
* alcinfo.com: 407 visits in the month of August:

langladecounty.org: 0 referrals langladecountyedc.org: 17 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.
* Continue refining the Langlade County Tourism Information binder for staff and volunteers to refer to when they don’t know answers to visitor questions.
* Continued 2021 Google Ads Marketing campaign with Kim Swisher Communication. See results above.
* Working with the City of Antigo and Langlade County Ice Age Trail Alliance on marketing the Antigo Ice Age Trail Community new designation.
* Continued working with the other ITBEC counties on a FAM Tour to bring travel writers to the ITBEC counties.
* Half page ad was in the August/September 2021 edition of the Up-North Action Magazine promoting paddling, mountain biking, and ATV.
* Reviewed 2nd Quarter Arrivalist data with Hiebing.
* Attended the Nicolet-Wolf River Scenic Byway meeting.
* Completed the Office of Outdoor Recreation’s recreational survey.
* Reviewed Discover Mediaworks campaign.
* Attended Langlade County Forestry Committee meeting.
* Welcomed and presented to the new Unified School District of Antigo teachers.