**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending July 2021**

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

* Total Balance Available to Loan **$97,475**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: **1,410 Visits; with 88.8% new visitors for month of July**.

Top referral sites: co.langlade.wi.us Top keywords searched: Langlade County Economic Development

**--** Facebook: **664 “Likes” and 692 “Followers” The top was Great Northern Campground’s Success Story video.** This post reached 535 people with 56 likes, comments, & shares and 51 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.
* Attended Pre-Construction meeting for the Lincoln Street to Western Avenue CDBG grant.
* 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
* Working with local artist group on downtown murals.
* Working on implementing new downtown grant program.

**Business Development/Retention and Expansion Activities**

* (4) New Business Inquires/Mtgs
* (12) 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**

* Gathered support letters to include in the PSC Grant Application for fiber to our Elcho and Kent Road Communications Towers
* Attended Wisconsin Counties Association ARPA Funding Webinar that was sponsored by Grow North
* Working on County Wide Broadband Proposal for Internet Providers
* Held Broadband Committee meeting

**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. Grow North Housing
2. Town of Neva
3. PSC/Grow North Broadband Webinar
4. AVA Murals
5. GRID Grant Opportunities
6. HeART Project
7. Broadband Committee
8. Boys & Girls Club of the Northwoods Feasibility Interview
9. Nicolet-Wolf River Scenic Byway
10. County Board

**Tourism Development**

**--** Tourism Website: 4,904 visits, with 80.3% new visitors forMonths of July:

Top referral site: Travel Wisconsin Top keywords searched: Langlade County Fair

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

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

**--** Recreation Information Requests: 39 Recreation Requests in July 2021

Top Request: Visitor Guide & Rec Map

**--** Distributed:1,275 of the 2021 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 18, 2021.

**--** Facebook: 12,346 “Likes” and 12,333 “Followers” The top post was about ATV/UTVers being aware of downed trees after a severe thunderstorm. This post reached 5,980 people with 180 reactions, comments, & shares, and 143 post clicks.

**--** Everbridge: There have been 1,140 people that have registered since June 1, 2016.

**--** alcinfo.com: 1,058 visits in the month of July:

langladecounty.org: 0 referrals langladecountyedc.org: 11 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.
* Updated Jack Lake Campground website with 46 of 48 sites now reservable.
* Continued 2021 Google Ads Marketing campaign with Kim Swisher Communication.
* Completed a Facebook campaign promoting the 6 second Northwoods video Facebook campaign that started in June. Locals are not able to see the post on our Facebook feed as it is a paid promotion in the Fox Valley, Milwaukee, Madison, and Chicago areas.
* The Antigo Ice Age Trail Community application was submitted and excepted. Working with the City of Antigo and Langlade County Ice Age Trail Alliance on marketing the 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 July 2021 edition of the Up-North Action Magazine promoting kayaking on the Wolf River, mountain biking, and ATV. Submitted new photos for the August/September ad.
* Reviewed web position with Konect.
* Attended the Nicolet-Wolf River Scenic Byway meeting.