**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending June 2021**

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

* Total Balance Available to Loan **$85,473**

**EDC Activities Report**

**--** Economic Development Corporation Business Website: **1,090 Visits; with 88.6% new visitors for month of June**.

Top referral sites: Langlade County & NCWRPC Top keywords searched: Langlade Economic Development

**--** Facebook: **664 “Likes” and 670 “Followers” The top was a shared post on bb’s Pizza article in Business News.** This post reached 264 people with 23 likes, comments, & shares and 45 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.
  + **Received no findings on desktop grant monitoring 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.

**Business Development/Retention and Expansion Activities**

* (12) New Business Inquires/Mtgs
* (10) Existing Business Visits/Mtgs
* 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. Orientation day is September 8, 2021.
* Continuing to reach out to past ETP students with upcoming business education programs and grant opportunities.

**Broadband**

* Gathering 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
* Prepared for upcoming 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 one being the new Restaurant Revitalization Fund and Wisconsin’s Tomorrow Grant Program
* Continuing to update the Langlade County COVID-19 resource page for community and small businesses.

**Meetings/Trainings attended**

1. North Lake Community Clinic
2. CDBG Labors Standards Webinar
3. Grow North
4. City FPNL
5. City Council
6. WWBIC
7. Langlade County Finance
8. WCA Broadband Webinar
9. AVA Murals
10. GRID Grant Opportunities
11. Aspirus Langlade Hospital Board
12. HeART Project
13. USDA Placemaking Webinar
14. Langlade County Forestry & Recreation Committee
15. Broadband Regional Committee
16. Map Your Broadband Webinar

**Tourism Development**

**--** Tourism Website: 4,174 visits, with 78.1% new visitors forMonths of June:

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

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

**--** App Downloads: 11 downloads in June 2021

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

Top Request: ATV/UTV Map

**--** Distributed:1,205 of the 2021 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 18, 2021.

**--** Facebook: 11,743 “Likes” and 11,725 “Followers” The top post was about upcoming 4th of July events. This post reached 4,382 people with 59 reactions, comments, & shares, and 175 post clicks.

**--** Everbridge: There have been 1,129 people that have registered since June 1, 2016.

**--** alcinfo.com: 357 visits in the month of June:

langladecounty.org: 0 referrals langladecountyedc.org: 6 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.
* Welcome Center opened on June 12. Still working on final touches to the interior of the Welcome Center.
* Article on Welcome Center was on WJFW.
* Promoted the Welcome Center and Langlade County events on the Breakfast Club.
* 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 new graphics on reservations.
* Continued 2021 Google Ads Marketing campaign with Kim Swisher Communication.
* Completed a Facebook campaign promoting the 15 second Northwoods video. The paid campaign through the Langlade County: The County of Trails Facebook page ran through June 2. A 6 second Northwoods video Facebook campaign was 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 video was released on June 24. The video is viewable in our video gallery.
* The Bobber Blog, the official Blog of Discover Wisconsin, promoted the Antigo and the video with their blog on “Plan Your Summer Vacation to Antigo This Summer.
* Working with the City of Antigo and Langlade County Ice Age Trail Alliance on applying to be designated as an Ice Age Trail Community.
* 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.
* 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 Memorial Weekend travel report to Travel Wisconsin.