**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending October 2021**

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

* Total Balance Available to Loan **$187,245**

**EDC Activities Report**

* Economic Development Corporation Business Website: 957 Visits; with 89.2% new visitors for month of October.

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

* Facebook: 699 “Likes” and 710 “Followers” The top post was a free two-day small business academy for starting a new business. This post reached 127 people with 7 engagements.

**Economic Development Information:**

**Implementation Efforts from the Strategic Summit**

* Image Enhancement Project (Downtown Antigo)
* Marketed Mainstreet Bounce Back Program to new or existing businesses moving into vacant properties. Wrote six (6) letters for Langlade County businesses.
* Continue working on the City of Antigo 5th Avenue Downtown project and the new CDBG grant project from Lincoln Street to Western Avenue.
  + Submitted semi-annual reports.
* 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

**Business Development/Retention and Expansion Activities**

* 7 New Business Inquires/Mtgs
* 4 Existing Business Visits/Mtgs
* Langlade County Microbusiness Grant Info to Business/promoted in all local media
* Spoke on Breakfast Club promoting business grant Opportunities
* Business Retention Survey and scheduling virtual or in person visits
* Provided Information on additional Grants for Small Businesses and Economic Opportunities for City and County
* Continue to Meet with Stakeholders regarding potential Expansion and Development Projects

**Workforce Development**

* Brought Forward Services to be housed in NTC to help with Workforce Development Challenges
* Continue to review data regarding workforce comparisons throughout the county, region, and state
* Community Business Conversations regarding Workforce Challenges, Possible COVID Mandates by Federal Government and Refugee Resettlement Conversations
* Working with Northcentral Wisconsin Regional Planning Commission on Regional Recovery Efforts and Grow North Regional Economic Development that include workforce and childcare.
* Working with Inspire Grow North, Regional Economic Development on Talent Cultivation
* Toured Antigo and the Wood Technology Center of Excellent building with Office of rural Prosperity.

**Entrepreneurship**

* The Fall ETP Course started on September 23, 2021 in person and virtual. There are 9 students taking the Fall ETP Course. Graduation is November 18, 2021.
* Continuing to reach out to past ETP students with upcoming business education programs and grant opportunities.

**Broadband**

* PSC Grant Application was awarded for fiber to our Elcho and Kent Road Communications Towers
* 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 and will be part of the panel discussion during AHS Career Days in November.
* Attended Logging Educational Days for Students at Noboken School Forest.

**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.
* Submitted CDBG-CV Microenterprise Business Assistance Program Grant semi-annual reports and other requested documentation.
* Attended mandatory training for the CDBG-CV Microenterprise Business Assistance Program Grant.

**Meetings/Trainings attended**

1. Regional Broadband
2. County Finance
3. City/County Leadership
4. 4-H Tech Change Makers
5. Entrepreneur Partnership Grant Webinar
6. Neighborhood Grant Webinar
7. Grow North
8. SBA webinar
9. City Council
10. COVID Mandate Webinar
11. Logging Education Day
12. Sports Complex/Community Center Meeting
13. Rotary Club
14. IEDC Class
15. Towns Association
16. Aspirus Langlade Hospital Board Meeting
17. HeART Project

**Tourism Development**

* Tourism Website: 2,578 visits, with 86.3% new visitors forMonths of October:

Top referral site: Facebook Top keywords searched: Langlade County Specific Events

* Google Analytics: 13,996 impressions with 117 clicks in October 2021.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 3 visits to Langlade County Page in the month of October.
* App Downloads: 6 downloads in October 2021
* Recreation Information Requests: 25 Recreation Requests in October 2021

Top Request: Recreation & ATV Maps

* Distributed:1,465 of the 2021 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 18, 2021.
* Facebook: 12,344 “Likes” and 12,345 “Followers” The top post was about Shoe Sensation opening. This post reached 4,482 people with 39 likes, comments, & shares, and 213 post clicks.
* Instagram: 289 “Followers” as of October 2021.
* Everbridge: There have been 1,151 people that have registered since June 1, 2016.
* alcinfo.com: 422 visits in the month of October:

langladecounty.org: 0 referrals langladecountyedc.org: 12 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.
* Started selling 2022 Langlade County Visitor Guide ads.
* 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.
* Partnering with Discover Mediaworks to create social media videos promoting specific activities.
* Working with the City of Antigo and Langlade County Ice Age Trail Alliance on marketing the Antigo Ice Age Trail Community new designation.
* The City of Antigo was designated as an Ice Age Trail Community at the Welcome Center Open House.
* Promoted the Ice Age National Scenic Trail Mammoth Hike Challenge and Antigo being designated as an Ice Age Trail Community.
* Attended Langlade County Forestry Committee meeting.
* Held Welcome Center Open House
* Virtually attended Travel Wisconsin’s Extranet Training for the new Travel Wisconsin website.