**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending September 2021**

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

* Total Balance Available to Loan **$115,154**

**EDC Activities Report**

* Economic Development Corporation Business Website: **953 Visits; with 86.3% new visitors for month of September**.

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

* Facebook: 697 “Likes” and 788 “Followers” The top post was about Flowers from the Heart on Fifth’s the Business News article on how they expanded their business while navigating the pandemic and road construction. This post reached 375 people with 35 engagements.

**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 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
* Marketed Mainstreet Bounce Back Program to new or existing businesses moving into vacant properties. Wrote eight (8) letters for Langlade County businesses.
* Continue Working with local artist group on downtown murals and projects.

**Business Development/Retention and Expansion Activities**

* 19 New Business Inquires/Mtgs
* 5 Existing Business Visits/Mtgs
* Marketed Mainstreet Bounce back Vacancy Building Grant Program
* Langlade County Microbusiness Grant Info to Business/promoted in all local media
* Business Retention Survey and scheduling virtual or in person visits
* Provided Information on additional Grants for Small Businesses
* Continue to Meet with Stakeholders regarding potential Expansion and Development Projects

**Workforce Development**

* 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
* Continue to review data regarding workforce comparisons throughout the county, region, and state
* Working with Forward Services with getting their offices located at Northcentral Technical College to become more of the Workforce hub

**Entrepreneurship**

* New Fall ETP Course started on September 23, 2021 in person and virtual. There are 9 students from Langlade County taking the Fall ETP Course. Orientation day was September 8, 2021.
* 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 hopefully made in October
* 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.

**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.
* Held public hearing for the CDBG-CV Microenterprise Business Assistance Program Grant.
* 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. Antigo Housing Authority
2. Grow North
3. Art Grant Webinar
4. Destination Marketing Organization Webinar
5. WWBIC West Webinar
6. Workforce Innovation Webinar
7. CWED Board
8. HeART Project
9. CDBG – CV Public Hearing
10. Grow North Workforce Cultivation
11. Northlakes Community Clinic
12. White Lake Governors Panel
13. ITBEC Board
14. WEDA Governors Conference on Economic Development

**Tourism Development**

* Tourism Website: 2,892 visits, with 88.4% new visitors forMonths of September:

Top referral site: Facebook Top keywords searched: specific event listings

* Google Analytics: 17,136 impressions with 204 clicks in September 2021.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 10 visits to Langlade County Page in the month of September.
* App Downloads: 2 downloads in September 2021
* Recreation Information Requests: 67 Recreation Requests in September 2021

Top Request: Recreation Map

* Distributed:1,465 of the 2021 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 18, 2021.
* Facebook: 12,386 “Likes” and 12,683 “Followers” The top post was about getting outside to take in the fall colors. This post reached 1,882 people with 36 likes, comments, & shares, and 60 post clicks.
* Instagram: 283 “Followers” as of September 2021.
* Everbridge: There have been 1,149 people that have registered since June 1, 2016.
* alcinfo.com: 334 visits in the month of September:

langladecounty.org: 0 referrals langladecountyedc.org: 9 referrals

**Other Tourism Information:**

* Submitted a Destination Marketing Grant to DOA
* 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.
* Virtually attended the Ice Age Trail Lunch & Learn.
* Promoted the Ice Age National Scenic Trail Mammoth Hike Challenge and Antigo being designated as an Ice Age Trail Community with Joe Jopek on the Breakfast Club.
* Virtually attended “How to Use Emoji in Digital Marketing to Drive Engagement” workshop.
* Half page ad was in the October/November 2021 edition of the Up-North Action Magazine promoting the Welcome Center.
* Attended Langlade County Forestry Committee meeting.