**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending December 2021**

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

* Total Balance Available to Loan **$50,136**

**EDC Activities Report**

* Economic Development Corporation Business Website: 740 Visits; with 85.7% new visitors for month of December.

Top referral sites: alcinfo.com Top keywords searched: Langlade County COVID 19 Resources

* Facebook: 701 “Likes” and 713 “Followers” The top post was about learning about the history of the poinsettias, how a Frisch’s Greenhouse has found its poinsettias niche, and the economic impact these plants have on the economy. This post reached 183 people with 19 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 19 letters to date 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 project completion documentation for Downtown Project and final draw request.
* Reviewing empty buildings with owners, real estate professionals, and potential uses on the 5th Ave Corridor.
* Marketed empty buildings on Locate In Wisconsin and potential developers and interested buyers

**Business Development/Retention and Expansion Activities**

* Two (2) New Business Inquires/Mtgs
* Four (4) Existing Business Visits/Mtgs
* Expansion/Acquisition Resources for Three (3) Businesses
* Childcare Needs assessment with businesses
* Continue to submit necessary paperwork for Langlade County Microbusiness Grant
* 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
* Closed on one LCEDC Revolving Loan.
* Navigation Grant Program Implementation Workshop

**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

**Entrepreneurship**

* Continuing to reach out to past ETP students with upcoming business education programs and grant opportunities.
* Six Fall ETP graduates presented business plans to LCEDC Executive Committee to be considered for the Entrepreneurial Start-Up Business Grant that is funded through the Suick Family Foundation.
* Spring 2022 ETP Class is scheduled to start in February.
* Wrote one grant application for funding of ETP Program in 2022

**Broadband**

* Held taskforce meeting and met with two ISP Providers to discuss upcoming grant application
* Continue to attend broadband webinars and work with regional partners
* Working with Langlade County GIS to update mapping and other broadband efforts

**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.
* Submitted CDBG-CV Microenterprise Business Assistance Program Grant requested documentation.

**Meetings/Trainings attended**

1. ITBEC Board
2. SBA Navigator Grant
3. Langlade County Board
4. Regional Broadband
5. Grow North
6. PSC Broadband Webinar
7. City Council
8. HeART
9. UW Institute on Business
10. Manufacturing Council
11. EDA Funding Opportunities Workshop
12. NCWRP Annual Meeting
13. CWED
14. Broadband Committee

**Tourism Development**

* Tourism Website: 4,187 visits, with 85.3% new visitors forMonths of December:

Top referral site: Facebook Top keywords searched: Langlade County Snowmobile Trails

* Google Analytics: 215,823 impressions with 1,061 clicks in December 2021.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 7 visits to Langlade County Page in the month of December.
* App Downloads: 16 downloads in December 2021
* Recreation Information Requests: 124 Recreation Requests in December 2021

Top Request: Recreation Maps

* Distributed:1,665 of the 2021 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 18, 2021.
* Facebook: 12,383 “Likes” and 12,392 “Followers” The top post was about the zone A of the snowmobile trails opening on January 1, 2022. This post reached 16,298 people with 530 likes, comments, & shares, and 542 post clicks.
* Instagram: 298 “Followers” as of December 2021.
* Everbridge: There have been 1,226 people that have registered since June 1, 2016.
* alcinfo.com: 278 visits in the month of December:

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.
* Continued working with Antigo/Langlade County Chamber of Commerce & Visitor Center on the development of the 2022 Langlade County Visitor Guide.
* Continue refining the Langlade County Tourism Information binder for staff and volunteers for answers to visitor’s 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.
* Updating the Travel Wisconsin Winter Snow Report for snowmobiling, downhill skiing, and cross-country skiing.
* Promoted Langlade County winter activities in interviewed with Channel 9
* Met with Regional Travel Wisconsin Tourism Specialist
* Virtually attended the Ice Age Trail Lunch & Learn
* Virtually attended Nicolet-Wolf River Scenic Byway meeting
* Promoted winter activities, trail reports, and Welcome Center vestibule on the Breakfast Club