**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending January 2022**

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

* Total Balance Available to Loan **$42,326**

**EDC Activities Report**

* Economic Development Corporation Business Website: 955 Visits; with 84.1% new visitors for month of January.

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

* Facebook: 701 “Likes” and 714 “Followers” The top post was about Julie Berndt acquisition of Johnson Electric Coil Company. This post reached 175 people with 34 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 20 letters to date for Langlade County businesses.
* Continue working on the City of Antigo 5th Avenue Downtown project and CDBG Lincoln Street to Western Avenue grant project.
  + Submitted report for both projects.
* 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**

* Eight (8) 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
* Navigation Grant Program Implementation Workshop, Training, and Contact Submissions

**Workforce Development**

* 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.
* Spring 2022 ETP Class is scheduled to start in March 3, 2022 with Graduation on April 28th.

**Broadband**

* Held taskforce meeting and met with ISP Providers to discuss upcoming grant application
* Held discussions of creation a Broadband Commission instead of a task force.
* 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.
* Continue working with CDBG-CV Microenterprise Business Assistance Program Grant applicants for required documentation.

**Meetings/Trainings attended**

1. Regional Broadband
2. ITBEC Board
3. SBA Navigator Grant
4. Langlade County Board
5. Grow North
6. City Council
7. Langlade County Forestry & Recreation
8. County Administration
9. Towns Association

**Tourism Development**

* Tourism Website: 6,372 visits, with 83.1% new visitors forMonths of January:

Top referral site: Travel Wisconsin Top keywords searched: Pickerel Jump In

* Google Analytics: 369,833 impressions with 1,594 clicks in January 2022.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 7 visits to Langlade County Page in the month of January.
* App Downloads: 5 downloads in January 2022
* Recreation Information Requests: 130 Recreation Requests in January 2022

Top Request: Snowmobile Maps

* Distributed:80 of the 2022 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 25, 2022.
* Facebook: 12,418 “Likes” and 12,437 “Followers” The top post was about the Zone B of the snowmobile trails opening on January 8, 2022. This post reached 17,763 people with 315 reactions, comments, & shares, and 244 post clicks.
* Instagram: 300 “Followers” as of January 2022.
* Everbridge: There have been 1,226 people that have registered since June 1, 2016.
* alcinfo.com: 260 visits in the month of January:

langladecounty.org: 0 referrals langladecountyedc.org: 10 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
* Continued distributed 2022 Langlade County Visitor Guide that were received on January 25, 2021. The 2022 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 for answers to visitor’s questions.
* Continued 2022 Google Ads Marketing campaign with Kim Swisher Communication. See results above.
* Finalizing social media videos with Discover Mediaworks to promoting specific Langlade County activities on Facebook, Messenger, and Instagram.
* Updating Travel Wisconsin Winter Snow Report bi-weekly for snowmobiling, downhill skiing, and cross-country skiing.
* Met with Regional Travel Wisconsin Tourism Specialist to help the Antigo Lions Club apply for a JEM Grant for the Antigo Off-Road Races.
* Offered Langlade County Visitors Guides at the Northcentralwisconsin.com (ITBEC) booth at the Green Bay RV & Camping Show from January 27-30. People took 680 items.
* Utilizing the social media videos by running a social media campaigns of snowmobiling and Kettlebowl Ski Hill.
  + Snowmobiling video reached 13,835 people with 421 clicks for more information so far.
  + Kettlebowl Ski Hill video reached 9,383 people with 267 clicks for more information so far.