**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending November 2021**

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

* Total Balance Available to Loan **$67,661**

**EDC Activities Report**

* Economic Development Corporation Business Website: 840 Visits; with 85.4% new visitors for month of November.

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

* Facebook: 701 “Likes” and 711 “Followers” The top post was about welcoming Harper’s Mercantile to downtown Antigo. This post reached 211 people with 29 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 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.
* 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**

* Six (6) New Business Inquires/Mtgs
* Four (4) Existing Business Visits/Mtgs
* Langlade County Microbusiness Grant Info to Business/promoted in all local media
* Spoke on Breakfast Club gave overview of programs
* 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
* Working with Antigo Housing Authority on childcare facility

**Entrepreneurship**

* Graduated Seven (7) students in the Fall ETP Course.
* Continuing to reach out to past ETP students with upcoming business education programs and grant opportunities.

**Broadband**

* Continue to attend broadband webinars and work with regional partners
* Sent updates on all broadband activities to the Broadband Working group and partners
* Working with Langlade County GIS to update mapping

**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.
* MC the Antigo High School Career Fair panel

**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. Regional Broadband
2. UW Institute on Business
3. Antigo High School Career Fair
4. 2023 CDBG-PF Application Comment Session
5. Langlade County Board
6. Langlade County Land Conservation
7. Grow North
8. Met with Boldt Company for potential Projects
9. NTC Antigo Campus Mtg
10. Met with Commercial Lenders from Incredible Bank on potential Antigo/Langlade County Projects

**Tourism Development**

* Tourism Website: 1,612 visits, with 84.5% new visitors forMonths of November:

Top referral site: Facebook Top keywords searched: Antigo Christmas Parade and Chili Cook Off

* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 0 visits to Langlade County Page in the month of November.
* App Downloads: 7 downloads in November 2021
* Recreation Information Requests: 24 Recreation Requests in November 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: 12,343 “Likes” and 12,346 “Followers” The top post was hunters being aware that Langlade County ATV/UTV trails are open through November 30. This post reached 9,069 people with 145 likes, comments, & shares, and 246 post clicks.
* Instagram: 294 “Followers” as of November 2021.
* Everbridge: There have been 1,153 people that have registered since June 1, 2016.
* alcinfo.com: 276 visits in the month of November:

langladecounty.org: 0 referrals langladecountyedc.org: 15 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.
* Attended Langlade County Forestry Committee meeting.
* Virtually attended Travel Wisconsin’s Winter Campaign webinar.
* Virtually attended Travel Wisconsin’s Extranet Training for the new Travel Wisconsin Winter Snow Report.
* Held ITBEC Marketing meeting to discuss 2022 marketing plan.
* Held introductory meeting with new Langlade County Forest Administrator.