**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending April 2022**

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

* Total Balance Available to Loan **$56,822**

**EDC Activities Report**

* Economic Development Corporation Business Website: 628 Visits; with 90.6% new visitors for month of April.

Top referral sites: Facebook Top keywords searched:

* Facebook: 753 “Likes” and 760 “Followers” The top post was about taking the broadband speed test. This post reached 439 people with 5 engagements and 15 post clicks.
* Instagram: Langlade County EDC on Instagram launched on April 10.
* LinkedIn: 67 Followers with 16 page views

**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 33** letters to date for Langlade County businesses.
* Continue working on the City of Antigo CDBG Lincoln Street to Western Avenue grant project.
	+ Submitted follow up desktop grant monitoring requested information and response letter for the Lincoln Street to Western Avenue grant project.
	+ Submitted Semi-Annual Narrative Report
* 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
* Collaborating with the School District of Antigo and AVA to have students create a mural

**Business Development/Retention and Expansion Activities**

* Four (4) New Business Inquires/Mtgs
* Three (3) Existing Business Visits/Mtgs
* Navigation Grant Program Continue Training and Contact Submissions
* Continued working with PACE Wisconsin on a potential project in Langlade County
* Continue to submit necessary paperwork for Langlade County Microbusiness Grant
* Continue to Meet with Stakeholders regarding potential Expansion and Development Projects
* Navigation Grant Program Continue Training and Contact Submissions
* Attended Saratoga Industrial Park Project design update meeting between City of Antigo and Ayres Associates
	+ Submitted Quarterly Grant Reports

**Workforce Development**

* Working with Northcentral Wisconsin Regional Planning Commission on Regional Recovery Efforts and Grow North Regional Economic Development that include workforce and childcare.
* Proceed to work with a local Entrepreneur to open a new Childcare Facility and work with industry partners regarding partnerships and grant programs
* Working with Inspire Grow North, Regional Economic Development on Talent Cultivation
* Held discussion on local job fair with North Central Workforce.
* Presented at Nicolet College on childcare

**Entrepreneurship**

* Continuing to reach out to past ETP students with upcoming business education programs and grant opportunities.
* Spring 2022 ETP Class started on March 3, 2022 with five students. Graduation was April 28th.

**Broadband**

* Implemented Broadband Speed Test Program and Marketed with flyers, Radio, TV, Newsletter and Email
* Continue working with Bertram Wireless on Langlade County Radio Communications Project
* Continue to attend broadband webinars and work with regional partners
* Attended GEO Software Training and upcoming Speed Test Launch
* 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.
* Continue working with CDBG-CV Microenterprise Business Assistance Program Grant applicants for required documentation. Second draw request is being developed.

**Meetings/Trainings attended**

1. Regional Broadband Committee
2. SBA Navigator Grant Trainings
3. Sustainable Forestry Conference
4. Community Walk for Wellness
5. Arrivalist Data
6. Grow North
7. Langlade County Transportation
8. City Hotel/Motel Commission
9. WEDA
10. HeART
11. Building a Healthier Langlade County

**Tourism Development**

* Tourism Website: 3,069 visits, with 86.7% new visitors forMonths of April:

Top referral site: Jack Lake Campground Top keywords searched: Langlade County Events

* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 0 visits to Langlade County Page in the month of April.
* App Downloads: 22 downloads in April 2022
* Recreation Information Requests: 60 Recreation Requests in April 2022

Top Request: ATV/UTV Maps

* Distributed:1,100 of the 2022 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 25, 2022.
* Facebook: 12,675 “Likes” and 12,736 “Followers” The top post in April was about the ATV/UTV trails not opening May 1st. This post reached 12,293 people with 206 reactions, comments, & shares, and 294 post clicks.
* Instagram: 321 “Followers” as of April 2022.
* Everbridge: There have been 1,244 people that have registered since June 1, 2016.
* alcinfo.com: 960 visits in the month of April:

langladecounty.org: 0 referrals langladecountyedc.org: 0 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.
* Update Travel Wisconsin’s Hiking and Biking Reports weekly.
* Launched Social Siren Marketing new digital marketing campaigns.
	+ The Antigo · Langlade County Welcome Center has been added to Google My Business
* Continued working with Antigo Lions Club for funds to market the Antigo Lions Club Roaring Raceway Off-Road Race. Presented proposal at the City of Antigo Hotel/Motel Meeting
* Continued working with the City of Antigo and Langlade County Forestry & Recreation Department on Go To Spot signs. The 6x6 individual icons signs were approved.
* Contracting with local journalist for monthly tourism and business blogs.
* Attended county wide Langlade County ATV Club meeting.
* Developed new Langlade County Tourism logo
* Hired two part-time Welcome Center Assistants
* Partnering with 4-H Tech Changemakers and Langlade County Historical Society for a YouTube Channel Launch Party on May 12 at the Antigo · Langlade County Welcome Center
* Presented at the Wisconsin Rural Summit the collaborative effort to get the Nicolet – Wolf River Scenic Byway designation