**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending February 2022**

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

* Total Balance Available to Loan **$181**

**EDC Activities Report**

* Economic Development Corporation Business Website: 783 Visits; with 85.8% new visitors for month of February.

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

* Facebook: 700 “Likes” and 714 “Followers” The top post was about celebrating National Entrepreneurship Week by registering for the Entrepreneurship Orientation Day. This post reached 302 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 22** 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 desktop grant monitoring requested information for the Lincoln Street to Western Avenue grant project.
  + Submitted first draw request for the Lincoln Street to Western Avenue grant project.
  + Received notification that the 5th Avenue Downtown Project is complete. Two additional reports are due in 2022.
* 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**

* Four (4) New Business Inquires/Mtgs
* Five (5) Existing Business Visits/Mtgs
* Expansion/Acquisition Resources One (1) Businesses
* 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
* Submitted EDA quarterly reports for the Saratoga Industrial Park Project
* Attended Saratoga Industrial Park Project design update meeting between City of Antigo and Ayres Associates
* Approved 2 new LCEDC Revolving Loans.

**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

**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**

* Spoke at Town of Rolling and Town of Norwood Regarding Wittenberg Wireless PSC Fiber Proposal and Grant Application
* Resolution was passed to creation a Broadband Commission instead of a task force.
* 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**

* Presented with local Entrepreneur at Committee of the Whole and School Board Meeting
* 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.

**Meetings/Trainings attended**

1. Regional Broadband
2. CDBG Grant Application Training
3. PACE of Wisconsin Meetings
4. Ice Age Trail Lunch & Learn
5. SBA Navigator Grant Trainings
6. Langlade County Board
7. Grow North
8. Langlade County Forestry & Recreation
9. County Administration
10. Towns Association
11. HeART Committee
12. EDA Webinar
13. Governors Conference on Economic Development
14. Antigo School Board
15. Town of Rolling
16. Town of Norwood
17. Support to Communities Webinar
18. WWBIC
19. NEWCAP
20. Geo Software Training

**Tourism Development**

* Tourism Website: 5,875 visits, with 82.9% new visitors forMonths of February:

Top referral site: Travel Wisconsin Top keywords searched: Langlade County Snowmobile Trail

* Google Analytics: 289,773 impressions with 1,303 clicks in February 2022.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 2 visits to Langlade County Page in the month of February.
* App Downloads: 2 downloads in February 2022
* Recreation Information Requests: 106 Recreation Requests in February 2022

Top Request: Visitor Guides & ATV/UTV Maps

* Distributed:920 of the 2022 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 25, 2022.
* Facebook: 12,473 “Likes” and 12,499 “Followers” The top post was about North Trail Store in Elcho was featured in Only In Your State. This post reached 13,682 people with 920 reactions, comments, & shares, and 1,146 post clicks.
* Instagram: 303 “Followers” as of February 2022.
* Everbridge: There have been 1,228 people that have registered since June 1, 2016.
* alcinfo.com: 247 visits in the month of February:

langladecounty.org: 0 referrals langladecountyedc.org: 14 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.
* Updating Travel Wisconsin Winter Snow Report bi-weekly for snowmobiling, downhill skiing, and cross-country skiing.
* Received JEM Grant notification of award for the Antigo Lions Club marketing of the Antigo Off-Road Races.
* Met with Langlade County Forestry & Recreation Department for introductions and talk about fairgrounds and county signs.
* Working with the City of Antigo and Langlade County Forestry & Recreation Department on Go To Spot signs.
* Finalized social media videos with Discover Mediaworks to promoting specific Langlade County activities on Facebook, Messenger, and Instagram.
* Utilizing the social media videos by running social media campaigns of snowmobiling and Kettlebowl Ski Hill.
  + Snowmobiling video reached 24,430 people with 857 clicks
  + Kettlebowl Ski Hill video reached 17,313 people with 497 clicks