**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending March 2022**

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

* Total Balance Available to Loan **$7,597**

**EDC Activities Report**

* Economic Development Corporation Business Website: 1,175 Visits; with 84.9% new visitors for month of March.

Top referral sites: Facebook Top keywords searched: Langlade County COVID 19 Resources

* Facebook: 706 “Likes” and 721 “Followers” The top post was about LCEDC hiring a part-time Welcome Center Assistant. This post reached 2,190 people with 11 engagements and 103 post clicks.

**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 28** 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 Data 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

**Business Development/Retention and Expansion Activities**

* Two (2) New Business Inquires/Mtgs
* Seven (7) Existing Business Visits/Mtgs
* Closed on Two New LCEDC Revolving Loans for local Business Acquisitions
* 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

**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 started on March 3, 2022 with five students. Graduation will be April 28th.
* Held a Napkin Party at Wild Epitome

**Broadband**

* Spoke at Town of Rolling and Town of Norwood Regarding Wittenberg Wireless PSC Fiber Proposal and Grant Application
* Submitted Broadband Grant Application in partnership with Wittenberg Wireless
* 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. First draw request was processed and distributed.

**Meetings/Trainings attended**

1. Regional Broadband Committee
2. SBA Navigator Grant Trainings
3. Geo Software Training
4. Partner Up Grant Information Webinar
5. Grow North
6. Dream Up Childcare Webinar
7. Town of Rolling
8. Northern Community Steering Committee
9. IEDC Course for Professional Development
10. YMCA Feasibility
11. Governor’s Conference on Tourism
12. ITBEC Marketing
13. Langlade County Administration
14. Langlade County Forestry & Recreation
15. Central Wisconsin Economic Development Board
16. Grow North Workforce Cultivation
17. Building a Healthier Langlade County
18. Travel Wisconsin Summer Campaign Webinar
19. Tri-County ATV Meeting
20. Representative Calvin Callahan
21. FAM Tour
22. ITBEC Board

**Tourism Development**

* Tourism Website: 3,867 visits, with 82.6% new visitors forMonths of March:

Top referral site: Facebook Top keywords searched: Pickerel St. Patrick’s Day Parade

* Google Analytics: 150,982 impressions with 695 clicks in March 2022.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 0 visits to Langlade County Page in the month of March.
* App Downloads: 8 downloads in March 2022
* Recreation Information Requests: 48 Recreation Requests in March 2022

Top Request: ATV/UTV Maps

* Distributed:960 of the 2022 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 25, 2022.
* Facebook: 12,484 “Likes” and 12,527 “Followers” The top post was about Zone B closing on March 4. This post reached 18,211 people with 275 reactions, comments, & shares, and 801 post clicks.
* Instagram: 312 “Followers” as of March 2022.
* Everbridge: There have been 1,231 people that have registered since June 1, 2016.
* alcinfo.com: 294 visits in the month of March:

langladecounty.org: 0 referrals langladecountyedc.org: 30 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.
* Finished 2022 Google Ads Marketing campaign with Kim Swisher Communication on March 21. See results above.
* Working with Social Siren Marketing to start new digital marketing campaigns.
* Updating Travel Wisconsin Winter Snow Report weekly for snowmobiling, downhill skiing, and cross-country skiing.
* Updated Travel Wisconsin’s Hiking and Biking Reports that went live March 8.
* Attended JEM Grant check presentation the Antigo Lions Club marketing of the Antigo Lions Club Roaring Raceway Off-Road Race.
* Continued working with Antigo Lions Club for funds to market the Antigo Lions Club Roaring Raceway Off-Road Race
* Working with the City of Antigo and Langlade County Forestry & Recreation Department on Go To Spot signs.
* Attended Travel Wisconsin Summer Campaign webinar.
* Held ITBEC Marketing meeting to continue developing the 2022 marketing campaign.
* Virtually attended the ITBEC motorized FAM Tour meeting.
* Attended WIGCOT (Wisconsin Governor’s Conference on Tourism)
* Virtually attended the Tri-County ATV Quarterly Meeting
* Met with Calvin Callahan, Wisconsin State Assembly, at the Langlade County Historical Society Museum & Welcome Center to promote preserving local history