**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending August 2022**

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

* Total Balance Available to Loan **$92,977**

**EDC Activities Report**

* Economic Development Corporation Business Website: 1,775 Visits; with 83.6% new visitors for month of August.

Top referral sites: Facebook

* Facebook: 946 “Likes” and 996 “Followers” The top post in August was Lisa Haefs’ Suick Lure Company story. This post reached 3,745 people with 272 engagements and 243 post clicks.
* Instagram: Langlade County EDC on Instagram launched on April 10. There are 44 “Followers” as of August 2022.
* LinkedIn: 75 Followers with 10 page views in August

**Economic Development Information:**

**Implementation Efforts from the Strategic Summit**

* Image Enhancement Project (Downtown Antigo)
* Implemented new Downtown Antigo District Beautification Grant/COVID Impact Grant Program (SEARCH)
  + Three grant applications have been approved and disbursed.
* Marketed Mainstreet Bounce Back Program to new or existing businesses moving into vacant properties. **Wrote 39** letters to date for Langlade County businesses.
* Continue working on the City of Antigo CDBG Lincoln Street to Western Avenue grant project.
* 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**

* Seven (7) New Business Inquires/Mtgs
* Four (4) Existing Business Visits/Mtgs
* **Revolving Loan Fund Activity; 1 new loan closed; two loans paid in full**
* Navigation Grant Program Continue Training, Contact and 3516 Form Submissions: **75 Business Contacts with 31 of those Business secured $1,355,933 in loans and grants since December 2021.**
* Marketing Langlade County Microbusiness Grant
* Continue to Meet with Stakeholders regarding potential Expansion and Development Projects
* Attended Saratoga Industrial Park Project design update meeting between City of Antigo and Ayres Associates

**Workforce Development**

* Working with Regional Workforce Development Manager on Workforce Educational Meeting for Fall
* 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**

* Fall Entrepreneurship Course to begin on September 22, 2022 with Orientation Day on September 8, 2022.
* Partnering with regional resources to bring more Business Educational Training Courses to Langlade County
* Continuing to reach out to past ETP students with upcoming business education programs and grant opportunities.

**Broadband**

* Held 3rd Broadband Commission Meeting focusing on a Comprehensive Broadband Plan for the County
* Continue to Market the Broadband Speed Test
* 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

**Meetings/Trainings attended**

1. Grow North Regional Broadband Committee
2. Mammoth Hike Challenge
3. ITBEC FAM Tour
4. Grow North Board and Committee Mtgs
5. Broadband GEO Training
6. SBA Navigator Grant Trainings
7. City Council
8. PACE Board Meeting
9. WBD – Human Resource
10. Community Rec Center Conversations
11. UW-Extension Broadband
12. CWED
13. Nicolet Wolf River Scenic Byway
14. Travel Wisconsin Fall Campaign
15. City of Antigo Hotel/Motel Commission
16. Ken Close Publication

**Tourism Development**

* Tourism Website: 4,541 visits, with 82.7% new visitors forMonths of August:

Top referral site: Jack Lake Campground Top keywords searched: Langlade County Trail Report

* App Downloads: 23 downloads in August 2022
* Recreation Information Requests: 77 Recreation Requests in August 2022

Top Request: ATV/UTV Maps

* Distributed:3,349 of the 2022 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 25, 2022.
* Facebook: 12,872 “Likes” and 13,011 “Followers” The top post in August was promoting White Lake ATV Club. This post reached 4,025 people with 111 reactions, comments, & shares, and 178 post clicks.
* Instagram: 373 “Followers” as of August 2022.
* Everbridge: There have been 1,309 people that have registered since June 1, 2016.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 5 visits to Langlade County Page in the month of August.
* alcinfo.com: 327 visits in the month of August:

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.
* Started selling 2023 Langlade County Visitor Guide ads.
* 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.
* Started updating Langlade County’s Fall Color Report for Travel Wisconsin.
* Continued Social Siren Marketing new digital marketing campaigns.
* Continued working with Antigo Lions Club on reimbursement for market the Antigo Lions Club Roaring Raceway Off-Road Race.
* Continued working with the Langlade County Forestry & Recreation Department on Go To Spot sign posts.
* Continue to post monthly tourism blogs on our tourism website. August’s blog was on one-of-a-king ATV/UTVing experience and camping opportunities.
* Posted Al Murray’s articles on secluded fishing, paddling, and wildlife viewing and grouse and woodcock hunting opportunities
* Promoted Langlade County one day at the Wisconsin State Fair in the Travel Wisconsin booth. Fairgoers took 623 Langlade County items.
* Virtually attended Travel Wisconsin’s fall campaign webinar.
* Held photoshoot at Veterans Memorial Park.
* Attended Nicolet-Wolf River Scenic Byway meeting.
* Submitted Perdition Pines Haunted event to Turner for spooky experience request
* Virtually attended the Ice Age Trail Mammoth Hike Challenge stakeholders meeting.
* Antigo as an Ice Age Trail Community was promoted on the Ice Age Trail Alliance Facebook page on August 22.
* There were 1,177 items taken from the Antigo · Langlade County Welcome Center from April 4, 2022 through September 6, 2022.