**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending July 2022**

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

* Total Balance Available to Loan **$83,004**

**EDC Activities Report**

* Economic Development Corporation Business Website: 1,575 Visits; with 81.0% new visitors for month of July.

Top referral sites: Facebook

* Facebook: 850 “Likes” and 887 “Followers” The top post was about white water rafting the Wolf River and living in Langlade County. This post reached 835 people with 62 engagements and 27 post clicks.
* Instagram: Langlade County EDC on Instagram launched on April 10. There are 29 “Followers” as of July 2022.
* LinkedIn: 75 Followers with 21 page views in July

**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)
  + Two grant applications have been approved and disbursed.
* Marketed Mainstreet Bounce Back Program to new or existing businesses moving into vacant properties. **Wrote 38** 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**

* Twelve (12) New Business Inquires/Mtgs
* Five (5) Existing Business Visits/Mtgs
* Attended the Governor’s Tour here in Antigo to some businesses that have received Bounceback Grants
* Navigation Grant Program Continue Training, Contact and 3516 Form Submissions
* Working with client on PACE Application
* 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
* 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 2nd 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. Tammy Baldwin Representative
3. Travel Wisconsin Website Stakeholders
4. WEDC Site Selection
5. Grow North Board and Committee Mtgs
6. Hotel/Motel Commission
7. Forestry Committee
8. City Council
9. PSC Broadband
10. PACE Board Meeting
11. HeART
12. Arrivalist Data
13. Workforce Development
14. Community Rec Center Conversations & Tour
15. ITBEC FAM Tour
16. Governor Evers
17. Northcentral Regional Planning
18. SBA Navigator Grant Trainings
19. Unified School District of Antigo Strategic Plan
20. Childcare

**Tourism Development**

* Tourism Website: 7,330 visits, with 81.6% new visitors forMonths of July:

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

* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 3 visits to Langlade County Page in the month of July.
* App Downloads: 19 downloads in July 2022
* Recreation Information Requests: 94 Recreation Requests in July 2022; up 55 items from July 2021

Top Request: Recreation Maps

* Distributed:1,959 of the 2022 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 25, 2022.
* Facebook: 12,857 “Likes” and 12,967 “Followers” The top post in July was the lineup for the Langlade County Fair. This post reached 1,782 people with 28 reactions, comments, & shares, and 21 post clicks.
* Instagram: 360 “Followers” as of July 2022.
* Everbridge: There have been 1,305 people that have registered since June 1, 2016.
* alcinfo.com: 277 visits in the month of July:

langladecounty.org: 0 referrals langladecountyedc.org: 3 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.
* 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.
* The 6x6 Go To Spot icons signs were distributed to the Unified School District of Antigo. 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. July’s blog was on Michelle Koss and the MK Splash-N-Dash.
* Had a booth at the Langlade County Fair. Fairgoers took 298 items from the tourism booth.
* Virtually attended Travel Wisconsin’s stakeholders meeting to discuss Travel Wisconsin’s website design.