**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending June 2022**

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

* Total Balance Available to Loan **$73,236**

**EDC Activities Report**

* Economic Development Corporation Business Website: 2,268 Visits; with 78.0% new visitors for month of June.

Top referral sites: Facebook

* Facebook: 788 “Likes” and 810 “Followers” The top post was about Julie Berndt’s success story post. This post reached 828 people with 75 engagements and 96 post clicks.
* Instagram: Langlade County EDC on Instagram launched on April 10. There are 22 “Followers” as of June 2022.
* LinkedIn: 72 Followers with 19 page views

**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 36** 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**

* Six (6) New Business Inquires/Mtgs
* Seventeen (17) Existing Business Visits/Mtgs
* Navigation Grant Program Continue Training, Contact and 3516 Form Submissions
* PACE Wisconsin Program Resolution and Ordinance Approved in Langlade County
* Five (5) Applications Awarded for 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**

* Awarded the PSC 2022 Grant for Fiber to the Home Project in Polar, Rolling, and Norwood.
* 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 working with Cirrinity on broadband expansion projects in Langlade County.
* 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
* Attended the first Unified School District of Antigo’s strategic planning meetings.

**Meetings/Trainings attended**

1. Regional Broadband Committee
2. City of Antigo Finance & Personnel
3. Town Association Unit Meeting
4. SBA Navigator Grant Trainings
5. Grow North
6. Central Wisconsin Economic Development
7. City/County Leadership
8. Unified School District of Antigo Strategic Plan
9. Community Rec Center Conversations & Tour
10. Northcentral Regional Planning
11. PACE Public Hearing/Adoption

**Tourism Development**

* Tourism Website: 6,919 visits, with 83.4% new visitors forMonths of June:

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

* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 7 visits to Langlade County Page in the month of June.
* App Downloads: 14 downloads in June 2022
* Recreation Information Requests: 99 Recreation Requests in June 2022

Top Request: Recreation Maps

* Distributed:1,860 of the 2022 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 25, 2022.
* Facebook: 12,847 “Likes” and 12,928 “Followers” The top post in June was about County Road K out of Elcho is now open to ATV/UTV traffic. This post reached 11,076 people with 153 reactions, comments, & shares, and 160 post clicks.
* Instagram: 346 “Followers” as of June 2022.
* Everbridge: There have been 1,302 people that have registered since June 1, 2016.
* alcinfo.com: 937 visits in the month of June:

langladecounty.org: 0 referrals langladecountyedc.org: 12 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 market the Antigo Lions Club Roaring Raceway Off-Road Race.
* The 6x6 individual icons signs were received and distributed to the City of Antigo and Langlade County Forestry & Recreation Department to put up. 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.
* Had a booth at the Community Walk for Wellness event on the Springbrook Trail.
* Worked with Unified School District of Antigo on an information sheet to hand out to summer school students promoting events and the community calendar.