**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending May 2022**

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

* Total Balance Available to Loan **$67,839**

**EDC Activities Report**

* Economic Development Corporation Business Website: 1,191 Visits; with 86.2% new visitors for month of May.

Top referral sites: Facebook Top keywords searched: Langlade Springs

* Facebook: 784 “Likes” and 804 “Followers” The top post was about the Antigo Lions Club receiving a $20,000 JEM Grant. This post reached 2,082 people with 81 engagements and 70 post clicks.
* Instagram: Langlade County EDC on Instagram launched on April 10. There are 19 “Followers” as of May 2022.
* LinkedIn: 70 Followers with 21 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)
* Marketed Mainstreet Bounce Back Program to new or existing businesses moving into vacant properties. **Wrote 33** 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 for the 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
* Twenty (20) Existing Business Visits/Mtgs
* Attended Waukesha Bearings 50th Anniversary Celebration
* Navigation Grant Program Continue Training and Contact Submissions
* 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
* Attended Saratoga Industrial Park Project design update meeting between City of Antigo and Ayres Associates
* Recorded interview for video creation for Nicolet GRID/Navigator Project

**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
* Held discussion on local job fair with North Central Workforce.
* Childcare interview with Channel 7

**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 was April 28th.

**Broadband**

* 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
* Attended GEO Software Training and upcoming Speed Test Launch
* Working with Langlade County GIS to update mapping and other broadband efforts
* Held first Broadband Commission meeting.
* Spoke at the Land Information’s Officers Annual Meeting

**Education**

* 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. Second draw request is being developed.

**Meetings/Trainings attended**

1. City Economic Development
2. Regional Broadband Committee
3. SBA Navigator Grant Trainings
4. Langlade County Forestry Committee
5. NTC Hospitality Feasibility
6. Incubator Kitchen
7. Succession Planning Webinar
8. Grow North
9. Arrivalist Data
10. CWED
11. Wood Tech Capstone Panel
12. Manufacturing Council
13. Spring Regional Wisconsin Land Information Association
14. City Hotel/Motel Commission
15. Nicolet-Wolf River Scenic Byway
16. Building a Healthier Langlade County
17. ITBEC Board

**Tourism Development**

* Tourism Website: 3,817 visits, with 84.1% new visitors forMonths of May:

Top referral site: Facebook Top keywords searched: Antigo Memorial Day Parade

* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 2 visits to Langlade County Page in the month of May.
* App Downloads: 16 downloads in May 2022
* Recreation Information Requests: 94 Recreation Requests in May 2022

Top Request: Recreation Maps

* Distributed:1,210 of the 2022 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 25, 2022.
* Facebook: 12,808 “Likes” and 12,880 “Followers” The top post in May was about the ATV/UTV trails opening May 13th. This post reached 17,680 people with 561 reactions, comments, & shares, and 388 post clicks.
* Instagram: 329 “Followers” as of May 2022.
* Everbridge: There have been 1,250 people that have registered since June 1, 2016.
* alcinfo.com: 325 visits in the month of May:

langladecounty.org: 0 referrals langladecountyedc.org: 4 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 for funds to market the Antigo Lions Club Roaring Raceway Off-Road Race.
* Working with Langlade County Fair on promoting Charlie Berens. Presented proposal at the City of Antigo Hotel/Motel Meeting.
* Continued working with the City of Antigo and Langlade County Forestry & Recreation Department on Go To Spot signs. The 6x6 individual icons signs were approved.
* Posted first two monthly tourism blogs. Articles can be found on our tourism website.
* Both part-time Welcome Center Assistants started in May
* Partnered with 4-H Tech Changemakers and Langlade County Historical Society for the YouTube Channel Launch Party on May 12 at the Antigo · Langlade County Welcome Center
* Virtually attended the Ice Age Trail Lunch & Learn
* On the Breakfast Club, promoting the summer Welcome Center hours, Go to Spots, and Langlade County Historical Society YouTube Launch.