**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending September 2022**

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

* Total Balance Available to Loan **$63,342**

**EDC Activities Report**

* Economic Development Corporation Business Website: 1,220 Visits; with 84.7% new visitors for month of September.

Top referral sites: Facebook

* Facebook: 989 “Likes” and 1,067 “Followers” The top post in September was about LCEDC being a resource for Gabby to open Antigo Daycare. This post reached 776 people with 51 engagements and 77 post clicks.
* Instagram: Langlade County EDC on Instagram launched on April 10. There are 49 “Followers” as of September 2022.
* LinkedIn: 76 Followers with 13 page views in September

**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 40** 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**

* Four (4) New Business Inquires/Mtgs
* Seven (7) Existing Business Visits/Mtgs
* **Revolving Loan Fund Activity: 2 new loans approved**
* 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 and creation of new HR Group in Langlade County
* 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. Grow North Board and Committee Mtgs
3. SBA Navigator Grant Trainings
4. ITBEC Marketing
5. Ice Age Community Presentation
6. Ice Age Trail Lunch & Learn
7. Northern Community Steering Committee
8. PACE
9. Grow North Dream Up
10. County Public Facilities
11. Regional Leadership Council
12. Antigo School District Strategic Plan Session
13. CDBG Training
14. Building a Healthier Langlade County
15. ITBEC FAM Tour
16. Community Rec Center Conversations
17. Workforce Development
18. SBA
19. Grow North Workforce Cultivation
20. Broadband – Cirrinity
21. ITBEC

**Tourism Development**

* Tourism Website: 3,678 visits, with 84.5% new visitors forMonths of September:

Top referral site: Facebook

* App Downloads: 14 downloads in September 2022
* Recreation Information Requests: 74 Recreation Requests in September 2022

Top Request: ATV/UTV Maps

* Distributed:3,419 of the 2022 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 25, 2022.
* Facebook: 12,907 “Likes” and 13,114 “Followers” The top post in September was notifying ATV/UTV riders of sections of closed trail. This post reached 16,091 people with 277 reactions, comments, & shares, and 954 post clicks.
* Instagram: 379 “Followers” as of September 2022.
* Everbridge: There have been 1,312 people that have registered since June 1, 2016.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 3 visits to Langlade County Page in the month of September.
* alcinfo.com: 299 visits in the month of September:

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.
* Continued 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.
* Update Travel Wisconsin’s Fall Color Report for Langlade County.
* 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. September’s blog was on things to do to view fall colors.
* Virtually presented the Ice Age Trail Community Highlights for the Mammoth Hike Challenge in October.
* Talked about fall colors and the Mammoth Hike Challenge on the Breakfast Club
* Placed Mammoth Hike Challenge posters out in the community.
* Updating the Langlade County Recreation Map for 2023.
* The Motorized FAM (familiarization) Tour writer was in Langlade County September 25-26. He ate and stayed at Crab N Jack’s on Sunday. Then on Monday morning, Jamee Peters took the travel writer out on the Nicolet Roche trails to mountain bike. Kurt was very pleased by his visit and wants to come back on winter.