**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending December 2022**

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

* Total Balance Available to Loan **$87,216**

**EDC Activities Report**

* Economic Development Corporation Business Website: 1,278 Visits; with 79.6% new visitors for month of December.

Top referral sites: Facebook

* Facebook: 1,122 “Likes” and 1,219 “Followers” The top post in November was about Andi Gretzinger, founder of North Wood Blooms, met with students in the entrepreneurship training program. This post reached 1,835 people with 265 engagements.
* Instagram: Langlade County EDC on Instagram launched on April 10. There are 58 “Followers” as of December 2022.
* LinkedIn: 80 Followers with 14 page views in December.

**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)
  + Five grant applications have been approved and disbursed.
* Continue working on the City of Antigo CDBG Lincoln Street to Western Avenue grant project.
  + Submitted project completion documentation and final draw request
* 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
* Four (4) Existing Business Visits/Mtgs
* **Met with Deputy Secretary Sam Rikkers from WEDC and Toured Businesses who have received the Mainstreet Bounceback Grant**
* Marketed Mainstreet Bounce Back Program to new or existing businesses moving into vacant properties.
  + **Wrote 54** letters to date for Langlade County businesses.
* Navigation Grant Program: LCEDC Continues to exceed expectations and has assisted 92 businesses with total financing secured at 1,642,999 dollars and secured $390,000 in grants.
* 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
* Finalized the Office of Outdoor Recreation customized Live + Work Where You Play Outside in Wisconsin brochure for LCEDC.

**Entrepreneurship**

* 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**

* Working with two ISP Providers to submit Proposals for the 2023 PSC Grant
* Downloaded Final Data Report on Speed Test and Working with LC GIS to Map out
* Continue to attend broadband webinars and work with regional partners

**Education**

* Working with Antigo, Elcho and White Lake School Districts on Career Pathways through Inspire Grow North

**Meetings/Trainings attended**

1. ITBEC Board
2. Rural Child Presentation
3. SBA Navigator
4. Kerber Rose Year End Webinar
5. Towns Unit Meeting
6. Workforce Round Table
7. Ice Age Trail Lunch & Learn
8. Regional Leadership Committee
9. Governor Evers Virtual Budget Presentation
10. City Council
11. Nicolet Wolf River Scenic Byway
12. WEDA
13. Wisconsin Law Change on LLCs
14. Grow North
15. Cirrinity
16. ITBEC Marketing
17. Breakfast Club

**Tourism Development**

* Tourism Website: 3,877 visits, with 85.2% new visitors forMonths of December:

Top referral site: Facebook

* App Downloads: 12 downloads in December 2022
* Recreation Information Requests: 67 Recreation Requests in December 2022

Top Request: Snowmobile Maps

* Distributed:3,576 of the 2022 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 25, 2022.
* Facebook: 13,123 “Likes” and 13,406 “Followers” The top post in December was the announcement that the City ice skating rinks were open. This post reached 20,744 people with 614 reactions, comments, & shares, and 1,006 post clicks.
* Instagram: 401 “Followers” as of December 2022.
* Everbridge: There have been 1,328 people that have registered since June 1, 2016.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 30 visits to Langlade County Page in the month of December.
* alcinfo.com: 241 visits in the month of December:

langladecounty.org: 0 referrals langladecountyedc.org: 7 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.
* Finalized the Langlade County Recreation Map with sponsor number for the 2023 Langlade County Visitor Guide
* Continue refining the Langlade County Tourism Information binder for staff and volunteers for answers to visitor’s questions.
* Update Travel Wisconsin’s Winter Report for Langlade County on a weekly basis. Travel Wisconsin will be adding snowshoeing, skijoring, and winter fat biking under the cross-country ski category. Working with Travel Wisconsin to list all Langlade County cross-country skiing, snowshoeing, skijoring, and winter fat biking.
* Continued Social Siren Marketing new digital marketing campaigns.
* Continued working with the Langlade County Forestry & Recreation Department on Go To Spot signs.
* Continue to post monthly tourism blogs on our tourism website. December’s blog was on snowmobiling in Langlade County.
* Working with ITBEC Board on updating the ITBEC Bylaws to reflect tourism marketing.
* Finalized with the Office of Outdoor Recreation on customizing the Live + Work Where You Play Outside in Wisconsin brochure for LCEDC.
* Wrote a support letter for an ATV trail connector route.
* FAM Tour article was released on The Manual mentioning Langlade County’s Nicolet Roache Mountain Bike Trail. Article can be read at <https://www.themanual.com/travel/off-road-travel-guide-for-wisconsin/>.
* Virtually attended the Ice Age Trail Lunch & Learn to learn that 170 people checked in at Antigo during the Mammoth Hike Challenge that occurred in October.
* Attended the Nicolet-Wolf River Scenic Byway meeting.
* Held ITBEC Marketing meeting to create 2023 marketing plan.
* Updated to the tourism website was made. “Build Your Adventure” was added and the trail report is now searchable by activity.
* Presented website updated to the tourism website on the Breakfast Club.
* Interviewed on tourism impact with WAOW – Channel 9