**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending January 2023**

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

* Total Balance Available to Loan **$92,087**

**EDC Activities Report**

* Economic Development Corporation Business Website: 1,444 Visits; with 79.7% new visitors for month of January.

Top referral sites: Facebook

* Facebook: 1,181 “Likes” and 1,318 “Followers” The top post in January was about a series of Ice Age Trail planning offerings. This post reached 512 people with 20 engagements.
* Instagram: Langlade County EDC on Instagram launched on April 10. There are 67 “Followers” as of January 2023.

**Economic Development Information:**

**Implementation Efforts from the Strategic Summit: Continuation**

* Image Enhancement Project (Downtown Antigo)
* Implemented new Downtown Antigo District Beautification Grant/COVID Impact Grant Program (SEARCH)
  + All available dollars have been committed and projects to be completed by Fall 2023
* Continue working on the City of Antigo CDBG Lincoln Street to Western Avenue grant project.
  + Working on Final Financial Completion documentation and submitted Single Audit Statement.
* 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
* Navigation Grant Program: Year two of the Navigation Grant Program with 115 businesses assisted to date.
* Langlade County Microbusiness Grant; 3 applications in progress;
* Working on an Acquisition Project with new potential buyers
* Attended Saratoga Industrial Park Project design update meeting between City of Antigo and Ayres Associates

**Workforce Development**

* The First Langlade County HR Group meeting was held and was a great success; Meetings will continue every other month on 3rd Friday of the month at 8:30 am.
* Working with stakeholders to possibly apply for a Childcare Grant Program “Dream UP”
* Working with Inspire Grow North, Regional Economic Development on Talent Cultivation

**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**

* Broadband Commission Meeting held and scored one project. Presented at Town of Summit and Town of Vilas for support of the project. Presented at County Administrative Committee as well. Grant application due Feb. 21, 2023.
* Continue to attend broadband webinars and work with regional partners on upcoming BEAD funding opportunities.

**Education**

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

**Meetings/Trainings attended**

1. Grow North Regional Economic Development Corp.
2. Broadband Grant Webinar
3. Regional Leadership Committee
4. Langlade County Forestry Committee
5. City Council
6. My Tax Accountant
7. Central Wisconsin Economic Development Fund Board
8. Town of Summit & Town of Vilas
9. Building a Healthier Langlade County
10. WEDA
11. Broadband Commission
12. CDBG Grant Application Training
13. Northcentral Regional Planning Board
14. City/County
15. Wisconsin Women’s In Business Incorporation
16. ITBEC Board
17. Human Resource Group
18. SBA Navigator

**Tourism Development**

* Tourism Website: 5,576 visits, with 83.8% new visitors forMonths of January:

Top referral site: Facebook

* App Downloads: 10 downloads in January 2023
* Recreation Information Requests: 88 Recreation Requests in January 2023

Top Request: Visitor Guide and Recreation Map

* Distributed:3,576 of the 2022 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 25, 2022. The 2023 Langlade County Visitor Guide arrived on January 23, 2023. LCEDC has distributed 708 guides.
* Facebook: 13,201 “Likes” and 13,710 “Followers” The top post in January was the announcement of Zone B opening on January 20, 2023. This post reached 10,643 people with 139 reactions, comments, & shares, and 288 post clicks.
* Instagram: 401 “Followers” as of January 2023.
* 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 117 visits to Langlade County Page in the month of January.
* alcinfo.com: 267 visits in the month of January:

langladecounty.org: 0 referrals langladecountyedc.org: 7 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
* Distributed 2023 Langlade County Visitor Guide that were received on January 23, 2023. The 2023 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 Winter Report for Langlade County on a weekly basis.
* Continued Social Siren Marketing social and digital marketing campaigns.
* Working with ITBEC Board on updating the ITBEC Bylaws to reflect tourism marketing.
* Wrote a support letter for snowmobile trail brushing reimbursement.
* Submitted three photos with captions to the Department of Transportation for their website page on the Nicolet-Wolf River Scenic Byway.
* Attended the Green Bay RV & Camping Show. Gave away 977 Langlade County Visitor Guides, ATV/UTV Maps, Jack Lake Campground brochures, and Jack Lake Primitive Camping brochures.