**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending November 2022**

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

* Total Balance Available to Loan **$74,254**

**EDC Activities Report**

* Economic Development Corporation Business Website: 1,280 Visits; with 84.9% new visitors for month of November.

Top referral sites: Facebook

* Facebook: 1,059 “Likes” and 1,194 “Followers” The top post in November was Lisa Haefs’ Entrepreneurial Program story. This post reached 753 people with 74 engagements.
* Instagram: Langlade County EDC on Instagram launched on April 10. There are 56 “Followers” as of November 2022.
* LinkedIn: 79 Followers with 11 page views in November.

**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.
  + Working on project completion documentation submission
* 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
* Marketed Mainstreet Bounce Back Program to new or existing businesses moving into vacant properties.
  + **Wrote 49** 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
  + CDBG monitoring was finalized with no findings
* 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
* Working with the Office of Outdoor Recreation on customizing the Live + Work Where You Play Outside in Wisconsin brochure for LCEDC.

**Entrepreneurship**

* Fall Entrepreneurship Course graduated 14 students.
* 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 5th 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
* Moderated the Unified School District of Antigo’s Career Day business panel.

**Meetings/Trainings attended**

1. Grow North Executive
2. Grow North Speed Networking Event
3. Langlade County Forestry & Rec Committee
4. NTC Wood Science Dedication
5. Regional Leadership Committee
6. ITBEC Bylaw Sub-group
7. PACE
8. Langlade County Manufacturing Council
9. Grow North
10. WEDA
11. Building a Healthier Langlade County
12. SBA Navigator
13. City Council
14. Career Day

**Tourism Development**

* Tourism Website: 2,593 visits, with 85.7% new visitors forMonths of November:

Top referral site: Facebook

* App Downloads: 8 downloads in November 2022
* Recreation Information Requests: 69 Recreation Requests in November 2022

Top Request: Recreation 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: 12,981 “Likes” and 13,448 “Followers” The top post in November was the announcement of the ATV/UTV trail system closing on December 1, 2022. This post reached 11,941 people with 118 reactions, comments, & shares, and 161 post clicks.
* Instagram: 392 “Followers” as of November 2022.
* Everbridge: There have been 1,315 people that have registered since June 1, 2016.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 1 visit to Langlade County Page in the month of November.
* alcinfo.com: 236 visits in the month of November:

langladecounty.org: 0 referrals langladecountyedc.org: 1 referral

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
  + ATV/UTV December 1st closure notification was sent out to the Park & Trails subscribers and Recreation keywords.
* 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 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 Hiking and Biking Reports weekly.
* Update Travel Wisconsin’s Winter Report for Langlade County. 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.
  + Go To Spot lumber was purchased for the County Go To Spot Signs.
* Continue to post monthly tourism blogs on our tourism website. November’s blog was on hunting in Langlade County.
* Working with ITBEC Board on updating the ITBEC Bylaws to reflect tourism marketing.
* Met with two different entities for applying for Travel Wisconsin’s JEM grant. One for destination marketing and the other for marketing a new event.
* Had tourism booth at the Unified School District of Antigo’s Middle School Parents Night.
* Working with the Office of Outdoor Recreation on customizing the Live + Work Where You Play Outside in Wisconsin brochure for LCEDC.
* Completed the Mammoth Hike Challenge survey.
* Virtually attended Travel Wisconsin’s Winter Campaign webinar.