**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending April 2023**

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

* Total Balance Available to Loan **$108,122**

**EDC Activities Report**

* Economic Development Corporation Business Website: 1,124 Visits; with 83.0% new visitors for month of April.

Top referral sites: Facebook

* Facebook: 1,281 “Likes” and 1,429 “Followers” The top post in April was about how LCEDC meets one on one with business owners on achieving its goals. This post reached 1,833 people with 165 engagements.
* Instagram: Langlade County EDC on Instagram launched on April 10, 2022. There are 75 “Followers” as of April 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
* 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
* Eleven (11) Existing Business Visits/Mtgs
* Navigation Grant Program: Year two of the Navigation Grant Program. Total goal 250 business contacts; at 60% of goal as of 03/31/2023
* Langlade County Microbusiness Grant; 4 applications approved 4 applications in progress;
* Submitted EDA Reports as Requested for Industrial Project. Attended meeting on future of project.
* Awarded the OEI grant for Solar Project at Wastewater Treatment Plan – Attended Onboarding Webinar and assisted with grant reports.

**Workforce Development**

* Antigo Childcare Project was awarded a Rural Development Award
* Langlade County Childcare Taskforce meeting was held
* 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. Course are on the EDC website at <https://langladecountyedc.org/events/>
* Continuing to reach out to past ETP students with upcoming business education programs and grant opportunities.
* The spring 2023 Entrepreneurial Training Program class graduated 7 students.

**Broadband**

* The BEAD planning Grant was submitted. Attended BEAD Funding webinar
* Attended BEAD Funding webinar
* Langlade County Broadband Taskforce Meeting was held
* Continue to work on mapping with NCRPC

**Meetings/Trainings attended**

1. BEAD Funding
2. Early Childhood Workforce Engagement Forum
3. WEDC roundtable
4. Child Care Task Force
5. Stretch Your Dollars Webinar
6. NITA (National Telecommunications and Information Administration)
7. Broadband Commission
8. Sustainable Forestry Conference
9. Langlade County Transportation MTG
10. Building a Healthier Langlade County
11. Grow North Regional Economic Dev
12. Northcentral Workforce Development
13. Wastewater Treatment Plan Solar Project
14. Saratoga EDA Grant
15. Wisconsin Rural Summit
16. Wisconsin DOT BIL Grant
17. Wisconsin Rural Partners Summit

**Tourism Development**

* Tourism Website: 2,814 visits, with 86.8% new visitors forMonths of April:

Top referral site: Facebook

* App Downloads: 8 downloads in April 2023
* Recreation Information Requests: 56 Recreation Requests in April 2023

Top Request: Other Inquires from the Northcentralwisconsin.com (ITBEC Tourism website) request.

* Distributed:1,302 of the 2023 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 23, 2023.
* Facebook: 13,364 “Likes” and 13,774 “Followers” The top post in April was a shared post on the loon fallout. This post reached 3,063 people with 321 engagements.
* Instagram: 431 “Followers” as of April 2023.
* Everbridge: There have been 1,345 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 April.
* alcinfo.com: 271 visits in the month of April:

langladecounty.org: 0 referrals langladecountyedc.org: 9 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
  + Worked with Langlade County Health Department on marketing Everbridge, increasing Everbridge sign ups, and listing events on the Antigo/Langlade County Community Calendar.
* Continue refining the Langlade County Tourism Information binder for staff and volunteers for answers to visitor’s questions.
* Continued Social Siren Marketing social and digital marketing campaigns.
* Started talks with a local maple syrup business on creating a Maple Syrup event in 2024.
* Travel Wisconsin’s Winter Snow Report has ended. Travel Wisconsin had a successful snow report - from November 1, 2022 through March 31, 2023 the report received 1,696,468 million pageviews which is a 33.42% increase over last year.  That represents around 10% of Travel Wisconsin’s total annual traffic to the site, proving how valuable the report is to Travel Wisconsin and our visitors. And these views came from 394,975 users who used the report to check in on current conditions throughout the state.
  + Our tourism website had 312 referrals from Travel Wisconsin during this time. Third on the list behind Facebook and Jack Lake Campground referrals.
* Travel Wisconsin’s Hiking and Biking Report went live on April 10. LCEDC is updating both reports for Langlade County on a weekly basis.
* Virtually attended the Travel Wisconsin Summer Campaign webinar.
* Working on Ice Age Trail business event on June 1st and informational booths on June 1st at Music in the Park and June 3rd at the Antigo Farmers Market. Promoted on the Breakfast Club.
* Had a booth at the Antigo High School Teen Health Fair. A 159 items were taken by students and staff.
* Gave report to the Langlade County ATV Council on how LCEDC is promoting ATV/UTVing.
* The 2023 Travel Wisconsin Travel Guide is now available. Langlade County Tourism ad is on page 48
* The Summer Wisconsin Traveler issue is out. Langlade County Tourism’s adventorial is on page 19.
* The 2023 Brewer Yearbook ad is now available at American Family Field and to season ticket holders. The Langlade County Tourism ad is on page 149.
* The Wisconsin Department of Transportations’ Wisconsin’s Scenic Byway page went live. The page has Langlade County images - <https://storymaps.arcgis.com/stories/d6780e3f27b0493999593f3056fe4569?fbclid=IwAR0PD5JzyVWh5n3d3FmTy647GhcHvxRy5j7wm-YvtFvNotaygjYpX6Qv-t4>
* Submitted Perch Lake Campground, Wolf River Roots, and 150th Anniversary of River Haven on the Wolf to Travel Wisconsin on 2023 new businesses and celebrations.
* Continued discussions with the Antigo/Langlade County Chamber of Commerce for one mutual website for destination marketing.