**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending February 2023**

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

* Total Balance Available to Loan **$96,763**

**EDC Activities Report**

* Economic Development Corporation Business Website: 1,173 Visits; with 81.8% new visitors for month of February.

Top referral sites: Facebook

* Facebook: 1,214 “Likes” and 1,330 “Followers” The top post in February was on success story of Julie Berndt becoming owner of Johnson Electric Coil. This post reached 1,029 people with 335 engagements.
* Instagram: Langlade County EDC on Instagram launched on April 10, 2022. There are 70 “Followers” as of February 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.
  + Submitted Final Financial Completion documentation.
* 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**

* Five (5) New Business Inquires/Mtgs
* Three (3) Existing Business Visits/Mtgs
* Navigation Grant Program: Year two of the Navigation Grant Program. Total goal 250 business contacts; at 50% of goal as of 2/28
* 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
* Submitted to the PSC and OEI grant for the Wastewater Treatment Plan

**Workforce Development**

* Childcare Taskforce was formed and got board approval to 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.
* The spring 2023 Entrepreneurial Training Program held an Orientation Day on February 7 with first day of class on February 28. The class will run on Tuesdays from 5:30 to 8:30 through April 25.

**Broadband**

* The Langlade County Broadband Project in the Western Part of the County was submitted on Feb 20.
* The letter of intent was submitted for BEAD planning Grant
* Continue to work with ISP providers to bridge the gap in true broadband

**Education**

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

**Meetings/Trainings attended**

1. Safe Water Bid Opening
2. City Economic Development Committee
3. BEAD Funding Webinar
4. Grant Readiness Workshop – Part 1 & 2
5. Size Up Too Webinar
6. City Council
7. PACE
8. Langlade County Forestry Committee
9. Langlade County Administrative
10. SBA Navigator
11. City’s EDA Saratoga Construction
12. Town of Summit & Town of Vilas
13. Dream Up Grant
14. Ice Age Trail Lunch & Learn
15. Regional Leadership Committee
16. Northcentral Wisconsin Workforce Development
17. Building a Healthier Langlade County
18. State Forester
19. Grow North Strategic Planning
20. City Hotel/Motel Commission
21. Travel Wisconsin Approach Inclusion
22. Workforce Development

**Tourism Development**

* Tourism Website: 4,799 visits, with 84.9% new visitors forMonths of February:

Top referral site: Facebook

* App Downloads: 7 downloads in February 2023
* Recreation Information Requests: 247 Recreation Requests in February 2023

Top Request: From the 23 Northcentralwisconsin.com (ITBEC Tourism website) request, there was 166 other information requested.

* Distributed:1,191 of the 2023 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 23, 2023.
* Facebook: 13,280 “Likes” and 13,671 “Followers” The top post in February was the post about Schuh’s Winter Plunge Jump-In. This post reached 136,176 people with 1,312 reactions, comments, & shares, and 3,549 post clicks.
* Instagram: 406 “Followers” as of February 2023.
* Everbridge: There have been 1,329 people that have registered since June 1, 2016.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 47 visits to Langlade County Page in the month of February.
* alcinfo.com: 231 visits in the month of February:

langladecounty.org: 0 referrals langladecountyedc.org: 2 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
  + Notifications were sent out on for closing of the snowmobile trails on February 14 and reopening on February 24.
* 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.
* Took professional photos at Kettlebowl Recreation Area for downhill skiing, snowshoeing, and cross-country skiing.
* Submitted Ott’s Cozy Cabin to Travel Wisconsin for Turner’s request on secluded cabins.
* Submitted Langlade County’s 2024 annual events to Caladco
* Virtually attended the Ice Age Lunch & Learn
* Virtually attended Travel Wisconsin’s Approaching Inclusion: Accessibility and Ableism.
* Working with Travel Wisconsin on Summer Seasonal Magazine full page ad.
* Submitted 2023 Langlade County events on Travel Wisconsin.