**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending March 2023**

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

* Total Balance Available to Loan **$102,504**

**EDC Activities Report**

* Economic Development Corporation Business Website: 1,148 Visits; with 82.5% new visitors for month of March.

Top referral sites: Facebook

* Facebook: 1,254 “Likes” and 1,378 “Followers” The top post in March was about Kylie Higgins new storefront and how LCEDC helped. This post reached 5,177 people with 981 engagements.
* Instagram: Langlade County EDC on Instagram launched on April 10, 2022. There are 72 “Followers” as of March 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.
	+ Project completion was approved by the Department of Administration.
* 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**

* Two (2) 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; 6 applications in progress: Quarterly report submitted
* Attended Water Tower Replacement Pre-Construction Meeting
* Submitted EDA Reports as Requested for Industrial Project
* Awarded the OEI grant for Solar Project at Wastewater Treatment Plan

**Workforce Development**

* Rural Development Award was announced for Antigo Childcare Project
* Dream Up Grant was submitted by LCEDC for the Childcare Taskforce
* Langlade County Human Resource Group Met regarding Workforce Challenges
* 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 class started with 7 students. The ETP class graduation will be April 25.

**Broadband**

* The Langlade County Broadband Project in the Western Part of the County was submitted on Feb 20.
* The BEAD planning Grant was awarded to Langlade County
* 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. GRID/Grow North Regional Economic Dev
2. Central Wisconsin Economic Development Fund Board
3. Wisconsin Economic Development Authority Board
4. Building a Healthier Langlade County
5. ITBEC Bylaws Meeting
6. Human Resource Group
7. Elevated Tank Pre-Construction
8. Child Care Task Force

**Tourism Development**

* Tourism Website: 4,498 visits, with 84.6% new visitors forMonths of March:

Top referral site: Facebook

* App Downloads: 31 downloads in March 2023
* Recreation Information Requests: 290 Recreation Requests in March 2023; this is 242 more items than March 2022

Top Request: From the 28 Northcentralwisconsin.com (ITBEC Tourism website) request, there was 177 other information requested.

* Distributed:1,206 of the 2023 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 23, 2023.
* Facebook: 13,338 “Likes” and 13,743 “Followers” The top post in March was the post about getting out on the trails before the snow melts. This post reached 35,530 people with 4,461 engagements.
* Instagram: 421 “Followers” as of March 2023.
* Everbridge: There have been 1,334 people that have registered since June 1, 2016.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 54 visits to Langlade County Page in the month of March.
* alcinfo.com: 232 visits in the month of March:

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 March 23.
* 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.
* Virtually attended Travel Wisconsin webinar on Small Changes BIG Impact
* Attended Digital Marketing: Creating Short Form Videos for Social Media workshop at Nicolet College
* Met with Strive On app
* Wrote Ice Age Trail Unit Status support letter
* Met with new Hayes Graphics sales person
* Finalized Travel Wisconsin Travel Guide ad.
* Finalized 2023 Brewer Yearbook ad.