**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending August 2023**

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

* Total Balance Available to Loan **$84,259**

**EDC Activities Report**

* Economic Development Corporation Business Website: 524 Users in the month of August.

Top referral sites: Facebook

* Facebook: 1,491 “Followers” The top post in August was the announcement of the 9-week Entrepreneurial Training Program. This post reached 1,328 people with 35 engagements.
* Instagram: Langlade County EDC on Instagram launched on April 10, 2022. There are 81 “Followers” as of August 2023.

**Economic Development Information:**

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

* Reviewing empty buildings with owners, real estate professionals, and potential uses in Langlade County
* Marketed empty buildings on Locate In Wisconsin and potential developers and interested buyers
* Roundtable discussion with WEDC on new programs for enhancements of buildings
* SBA Presentation

**Business Development/Retention and Expansion Activities**

* Nine (9) New Business Inquires/Mtgs
* Three (3) Existing Business Visits/Mtgs
* Approved one (1) Revolving Loan Application
* Working with two potential entrepreneurs in obtaining a WWBIC loan for purchase of existing businesses
* Toured new business

**Workforce Development**

* Dream Up Childcare Taskforce meetings were held. SMART goals were submitted.
* Continuing to work Inspire Grow North, Regional Economic Development on Talent Cultivation

**Entrepreneurship**

* Submitted WEDC Partners Grant for Entrepreneurial Hub
* Working with Navigator Grant to enhance Entrepreneurship Trainings and Partnerships
* Working with NTC, WWBIC and SBDC for fall business education courses
* The 2023 Fall ETP class will start September 19 and run weekly on Tuesdays from 5:30 to 8:30 pm through November 14.

**Broadband**

* Mapping in Progress
* Updates given at Langlade County Board; Town of Neva presentation
* New Grant Funding announced and working on possible project to submit
* Broadband Committee meets monthly; 3rd Tuesday of Month @ 5:00 PM

**Meetings/Trainings attended**

1. Mammoth Hike Challenge Kickoff
2. Town of Neva Board
3. Unified School District of Antigo Facility Taskforce
4. WEDA Board
5. Travel Wisconsin’s Fall Tourism Campaign Webinar
6. CWED Board
7. Recruitment and Welcoming Strategies Webinar
8. Dream Up/Child Care Task Force
9. Langlade County Forestry Committee
10. Grow North Board
11. Langlade County Broadband Commission
12. Langlade County Administration
13. Langlade County Board
14. Antigo City Council

**Tourism Development**

* Tourism Website: 5,764 Users in the months of August

Top referral site: Facebook

* App Downloads: 12 downloads in August 2023
* Recreation Information Requests: 73 Recreation Requests in August 2023

Top Request: Recreation Map

* Distributed:3,281 of the 2023 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 23, 2023.
* Facebook: 13,970 “Followers” The top post in August was about joining an ATV/UTV or snowmobile club to help keep Langlade County trails in great shape. This post reached 56,247 people with 1,046 post engagements and 38 shares.
* Instagram: 462 “Followers” as of August 2023.
* Everbridge: There have been 1,381 people that have registered since June 1, 2016. The Everbridge system is now being used to send out reminders to Stockbox recipients.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 3 visits to Langlade County Page in the month of August.
* alcinfo.com: 433 users in the month of August:

langladecounty.org: 3 referrals langladecountyedc.org: 1 referral

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
* Everbridge sign up brochure and alcinfo.com business cards were available at the Langlade County Fair.
* 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.
* Travel Wisconsin’s Hiking and Biking Report are updating reports for Langlade County on a weekly basis.
* Update Travel Wisconsin’s Fall Color Report for Langlade County. The report goes live on Tuesday, September 5.
* Virtually attended the Mammoth Hike Challenge Kickoff meeting to learn about this year’s challenge, Trail Magic offerings at Ice Age Trail Community businesses, and how the Ice Age Trail Alliance will be marketing the October event. Registration for the challenge opened August 1st. Participants are to hike 43 miles and visit 3 Ice Age Trail Communities to earn a patch.
* Working with a member of the Langlade Chapter of the Ice Age Trail Alliance to get the Mammoth Hike Challenge posters up and business Trail Magic participation.
* Langlade County Tourism commercials are being promoted on WAOW Channel 9. A fall commercial was created.
* Promoted Langlade County in the Travel Wisconsin booth at the Wisconsin State Fair in Milwaukee on Friday, August 4. There were over 946 items taken along with 400 bags and 300 pens.
* Provided Langlade County visitor information the Badgerland Motorcoach group that stayed multiple days at the Langlade County Fairgrounds.
* Virtually attended Travel Wisconsin’s Fall Campaign Webinar
* Provided welcome bags to the Unified School District of Antigo new staff and families.