**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending July 2023**

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

* Total Balance Available to Loan **$125,431**

**EDC Activities Report**

* Economic Development Corporation Business Website: 283 Users in the month of June.

Top referral sites: Facebook

* Facebook: 1,447 “Followers” The top post in July was the announcement that Mosaic Massage and Float Center is now open. This post reached 1,799 people with 470 engagements.
* Instagram: Langlade County EDC on Instagram launched on April 10, 2022. There are 79 “Followers” as of July 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

**Business Development/Retention and Expansion Activities**

* Six (6) New Business Inquires/Mtgs
* Two (2) Existing Business Visits/Mtgs
* Working with three (3) applicants for Gap Financing from the Revolving Loan Fund
* Langlade County Microbusiness Grant Closed Out
* Submitted EDA Reports as Requested for Industrial Project.
* Continue to provide information to Sartori Leaders and Investors to secure New Market Tax Credit

**Workforce Development**

* Dream Up Childcare Taskforce meeting was held
* Langlade County HR Group met and shared information and best practices; This group meets quarterly
* Continuing to work Inspire Grow North, Regional Economic Development on Talent Cultivation; New Talent Cultivation hired at CEASA 8 to help

**Entrepreneurship**

* Working with Navigator Grant to enhance Entrepreneurship Trainings and Partnerships
* Working with NTC, WWBIC and SBDC for fall business education courses
* 2023 Fall ETP Schedule Determined

**Broadband**

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

**Meetings/Trainings attended**

1. Langlade County Forestry Committee
2. USDA Webinar
3. Wisconsin Economic Development Corporation Strategic Round Table
4. WEDA Board
5. Building a Healthier Langlade County
6. Grow North Board
7. Library Solar Project
8. Langlade County Strategic Planning
9. Langlade County Administration
10. North Central Regional Planning Board
11. CWED Board
12. Dream Up/Child Care Task Force
13. Town of Summit Broadband
14. Langlade County Board Mtg
15. Langlade County HR Taskforce

**Tourism Development**

* Tourism Website: 9,280 Users in the months of July

Top referral site: Facebook

* App Downloads: 11 downloads in July 2023
* Recreation Information Requests: 72 Recreation Requests in July 2023

Top Request: Visitor Guides



* Distributed:2,345 of the 2023 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 23, 2023.
* Facebook: 13,935 “Followers” The top post in July was the announcement of Perch Lake Campground flyer. This post reached 9,090 people with 997 engagements and 327 link clicks.
* Instagram: 458 “Followers” as of July 2023.
* Everbridge: There have been 1,375 people that have registered since June 1, 2016. Everbridge registration brochures and alcinfo.com business cards with Everbridge QR code was available at the Langlade County Fair.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 7 visits to Langlade County Page in the month of July.
* alcinfo.com: 329 users in the month of July:

langladecounty.org: 2 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.
* Started marketing the Antigo Historic Audio Tour on the Strive On app. Promoted on the Breakfast Club. A brochure and flyer were developed and handed out at the Langlade County Fair.
* Langlade County Tourism commercials are being promoted on WAOW Channel 9.
* Submitted ads for Up North Action Magazine August/September issue and Travel Wisconsin Winter Traveler Magazine.
* Working with Konect on Langlade County Tourism app alternative.
* Informational booth at the Langlade County Fair. There were 178 items taken.