**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending June 2023**

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

* Total Balance Available to Loan **$124,234**

**EDC Activities Report**

* Economic Development Corporation Business Website: 649 Users in the month of June.

Top referral sites: Facebook

* Facebook: 1,447 “Followers” The top post in June was on Angie’s 14th Anniversary at LCEDC. This post reached 1,001 people with 357 engagements.
* Instagram: Langlade County EDC on Instagram launched on April 10, 2022. There are 78 “Followers” as of June 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**

* Six (6) New Business Inquires/Mtgs
* Seven (7) Existing Business Visits/Mtgs
* Navigation Grant Program: Year two of the Navigation Grant Program. Total goal 250 business contacts; at 65% of goal as of 06/30/2023: Secured $1,778,325 in loans; $455,793 in Grants
* Langlade County Microbusiness Grant Awarded Final applications in June; $234,856.31 to 26 businesses
* Submitted EDA Reports as Requested for Industrial Project.
* Met with Sartori Leaders and Investors to secure New Market Tax Credit

**Workforce Development**

* Dream Up Childcare Taskforce meeting was held
* Continuing to work Inspire Grow North, Regional Economic Development on Talent Cultivation

**Entrepreneurship**

* Working with Navigator Grant to enhance Entrepreneurship Trainings and Partnerships
* 2023 Fall Schedule Determined
* Working on Fall Business Education Courses

**Broadband**

* BEAD Planning Grant Budget Submitted
* RFP for Mapping approved

**Meetings/Trainings attended**

1. The GRID
2. Dream Up/Child Care Task Force
3. Internet for All
4. Langlade County Forestry Committee
5. BEAD Funding Grant
6. Workforce Development
7. Northcentral Wisconsin Work Force Development Board
8. Langlade County Strategic Planning
9. Town Units
10. Rural Reassurance
11. City Council/City Mayor, Finance and Admin
12. Building a Healthier Langlade County
13. CWED Board
14. Central Wisconsin Economic Development & Municipality
15. City Finance and Personnel
16. Grow North Board
17. Everbridge
18. SBA Navigator Spoke
19. Library Solar Project
20. Antigo Visual Arts (AVA)

**Tourism Development**

* Tourism Website: 10,367 Users in the months of June

Top referral site: Facebook

* App Downloads: 7 downloads in June 2023
* Recreation Information Requests: 60 Recreation Requests in June 2023

Top Request: ATV/UTV Trail Map

* Distributed:2,295 of the 2023 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 23, 2023.
* Facebook: 13,895 “Followers” The top post in June was the announcement of Perch Lake Campground opening on June 9th. This post reached 34,960 people with 5,493 engagements and 829 link clicks.
* Instagram: 455 “Followers” as of June 2023.
* Everbridge: There have been 1,372 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 June.
* alcinfo.com: 306 users in the month of June:

langladecounty.org: 4 referrals langladecountyedc.org: 3 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
* Attended meeting on the history and marketing of Everbridge
* 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.
* Held the 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 Langlade County’s 2022 Tourism Impact record breaking numbers. Langlade County saw a 8.4% increase of direct visitor spending for a total of $52.9 million and a 8.3% increase in total business sales at $77 million.
* Working on adding Antigo Historic Audio Tour to the Strive On app and developing marketing material.
* Working with WAOW on Langlade County Tourism commercials.
* Submitted ads for Up North Action Magazine July issue and On Wisconsin Outdoors July/August issue.
* Submitted Active Participation Plan Survey.
* Connected researchers from the University of Wisconsin-Stevens Point and Wisconsin Sea Grant with the Langlade County Ski Club for their research study designed to understand if climate change is impacting Wisconsin’s downhill ski industry.
* Working with Konect on Langlade County Tourism app alternative.