**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending May 2023**

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

* Total Balance Available to Loan **$115,962**

**EDC Activities Report**

* Economic Development Corporation Business Website: 1,109 Visits; with 81.6% new visitors for month of May.

Top referral sites: Facebook

* Facebook: 1,305 “Likes” and 1,433 “Followers” The top post in May was about Kylie story of opening Chocolate Creations by Kylie in downtown Antigo. This post reached 1,503 people with 168 engagements.
* Instagram: Langlade County EDC on Instagram launched on April 10, 2022. There are 77 “Followers” as of May 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**

* Five (5) 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 60% of goal as of 03/31/2023
* Langlade County Microbusiness Grant; 3 applications approved total awarded; $234,856.31 to 26 businesses
* Submitted EDA Reports as Requested for Industrial Project. Attended meeting on future of project.
* Awarded the OEI grant for Solar Project at Wastewater Treatment Plan – continue to meet on grant requirements.

**Workforce Development**

* Antigo Childcare Project was awarded a Rural Development Award
* Langlade County Childcare Taskforce meeting was held
* Working with Inspire Grow North, Regional Economic Development on Talent Cultivation

**Entrepreneurship**

* Working with Navigator Grant to enhance Entrepreneurship Trainings and Partnerships
* 2023 Fall Schedule Determined

**Broadband**

* BEAD Trainings and Planning Grant Award Agreement Signed
* RFP for Mapping sent to NCRPC and other Engineer Firms

**Meetings/Trainings attended**

1. Langlade County Strategic Planning
2. UW-Stout Lean Manufacturing
3. Langlade County Manufacturing Council
4. Ice Age Trail Lunch & Learn
5. Dream Up/Child Care Task Force
6. Northcentral Wisconsin Work Force Development Board
7. ITBEC Marketing Group
8. Credit Union League of Wisconsin Conference
9. Tradigital Marketing Seminar
10. WEDA Board
11. Langlade County Forestry Committee
12. Building a Healthier Langlade County
13. Grow North Board
14. LC Human Resource Group
15. Antigo Housing Authority Annual Meeting
16. ITBEC Board
17. Langlade County Highway Department Dedication
18. Historic Tax Credit Presentation
19. CWED Board
20. Wastewater Treatment Plan Solar Project

**Tourism Development**

* Tourism Website: 5,771 visits, with 86.9% new visitors forMonths of May:

Top referral site: Facebook

* App Downloads: 14 downloads in May 2023
* Recreation Information Requests: 214 Recreation Requests in May 2023; increase of 120 items compared to May 2022

Top Request: the new Langlade County ATV/UTV Trail Map; mailed out 86 of the new maps

* Distributed:2,055 of the 2023 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 23, 2023.
* Facebook: 13,426 “Likes” and 13,883 “Followers” The top post in May was the notification of the Langlade County ATV/  
  UTV Trail opening. This post reached 22,464 people with 1,047 engagements.
* Instagram: 440 “Followers” as of May 2023.
* Everbridge: There have been 1,348 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 May.
* alcinfo.com: 321 visits in the month of May:

langladecounty.org: 0 referrals langladecountyedc.org: 7 referrals

**Other Tourism Information:**

* Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
* 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.
* Promoted 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 by putting the information in the LCEDC newsletter, social media accounts, and created a Facebook event.
* Attended Tradigital Marketing Seminar to learn additional marketing options.
* Working on adding Antigo Historic Audio Tour to the Strive On app.
* Working with MK Splash-N-Dash on marketing the August 5th event.
* Held JEM Grant check presentation for the Antigo Off Road Races Joint Effort Marketing Grant through Travel Wisconsin.
* Held Historic Tax Credit presentation at the Antigo · Langlade County Welcome Center for all three Langlade County historical society organizations and area financial institutions.