**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending October 2023**

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

* Total Balance to Loan **$81,667** Accounts Receivable: **$485,602** Amount Leveraged: **$3.260 Million**

**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**

* Eight (8) New Business Inquires/Mtgs
* One (1) Business Industrial Park Mtgs
* Four (4) Existing Business Visits/Mtgs
* Approved one (1) Revolving Loan Application
* Working with one potential entrepreneur in obtaining a WWBIC loan for purchase of existing businesses
* Toured new business
* Approved on one revolving loan fund loan

**Workforce Development**

* Dream Up Childcare Taskforce meetings were held. Grant Guidelines and Application established. Child Care Resource Fair and Marketing Strategy established for November.
* Langlade County Human Resource Meeting Held to share Workforce Challenges
* Continuing to work with Inspire Grow North, Regional Economic Development on Talent Cultivation: New Liaison for Antigo School District
* Manufacturers Meeting held at the Antigo High School
* Assisted the Langlade County Historical Society on giving a tour of the history of Antigo’s downtown to a group of 8th Grade Antigo High School students during the Heavy Metal.
* Assisted at the Langlade County Logging Education Day at Noboken School Forest.

**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
* Held ETP Orientation on September 12 for the 2023 Fall ETP class. The class started September 19 and run weekly on Tuesdays from 5:30 to 8:30 pm through November 14.

**Broadband**

* Mapping in Progress to be prepared for the BEAD Funding
* Updates given at Langlade County Board
* Neva Broadband Project submitted to Neva and County Board with approval
* Broadband Committee meets monthly; 3rd Tuesday of Month at 5:00 PM

**Meetings/Trainings attended**

1. Langlade County Administration
2. Langlade County Manufacturing Council
3. Antigo Rotary Club
4. Langlade County Forestry, Park, & Recreation
5. Antigo City Council
6. WEDC HubZone Dedication
7. How to us AI in Public Relations
8. Understanding AI
9. Langlade County Broadband Commission
10. Building a Healthier Langlade County
11. NTC Regional Managers Presentation
12. WEDC Fall Economic Development Summit
13. Broadband BEAD Conference
14. Antigo School District Facilities Task Force
15. Dream Up/Child Care Task Force

**Tourism Development**

* Tourism Website: 9,298 Users in the months of October

Top referral site: Facebook

* App Downloads: 9 downloads in October 2023
* Recreation Information Requests: 50 Recreation Requests in October 2023

Top Request: Rec Map

Additional 45 items were mailed to Superior Tourist Information Center

* Distributed:3,486 of the 2023 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 23, 2023.
* Facebook: 14,085 “Followers” The top post in October was The WWII cargo plan transformed into an Airbnb. This post reached 562,920 people with 1,193 post reactions and comments and 230 shares.
* Instagram: 466 “Followers” as of October 2023.
* Everbridge: There have been 1,388 people that have registered since June 1, 2016.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 7 visits to Langlade County Page in the month of October.
* alcinfo.com: 326 users in the month of October:

langladecounty.org: 0 referrals langladecountyedc.org: 0 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.
* Travel Wisconsin’s Fall Color Report is updated on a weekly basis.
* Promoted the 5 Antigo businesses that signed up for Trail Magic during the October Mammoth Hike Challenge.
* Langlade County Tourism fall commercials are being promoted on WAOW Channel 9. Winter commercials will start running in November 1st.
* ITBEC Marketing Group registered for 2024 Travel Wisconsin’s Co-Op Programs.
* Held fall photoshoot at Perch Lake Campground to promote Charles De Langlade Recreation Area for camping, fishing, paddling, UTVing, and hiking.
* Wrote support letter for Wolf River State Trail.
* Submitted Langlade County Historical Society Carnegie Library to Travel Wisconsin’s public relations to be considered for Amazing Architecture.
* Submitted activity report to Langlade County ATV Council.
* Attended Travel Wisconsin’s How to us AI in Public Relations webinar.
* Started adding Go To Spot information to Langlade County Tourism website.
* Working on the 2024 Langlade County Recreation Map with the City of Antigo and Langlade County.