**ECONOMIC DEVELOPMENT CORPORATION**

**Activity Report: Month Ending September 2023**

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

* Total Balance to Loan **$91,159** Accounts Receivable: **$489,752** 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**

* Eleven (11) New Business Inquires/Mtgs
* One (1) Business Industrial Park Mtgs
* Two (2) 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 businesses
* Closed on one revolving loan fund loan

**Workforce Development**

* Dream Up Childcare Taskforce meetings were held. SMART goals were submitted and approved
* Langlade County Human Resource Meeting Held to share Workforce Challenges
* Continuing to work with Inspire Grow North, Regional Economic Development on Talent Cultivation: New Liason for Antigo School District

**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; Town of Neva presentation
* Neva Broadband Project submitted to Neva and County Board with approval process still in place
* Broadband Committee meets monthly; 3rd Tuesday of Month @ 5:00 PM

**Meetings/Trainings attended**

1. Dream Up/Child Care Task Force
2. Town of Neva Board
3. CWED Strategic Plan
4. Langlade County Administration
5. CDBG Public Facility Grant Training
6. NCRP Workforce Development Board
7. Town Association
8. Grow North Board
9. FarOut App
10. Langlade County Broadband Commission
11. CWED Board
12. Travel Wisconsin Coop Webinar
13. Antigo Finance and Personnel
14. Building a Healthier Langlade County
15. Human Resource Group
16. Langlade County Board
17. ITBEC Marketing
18. ITBEC Board
19. WEDA Fall Economic Development Conference
20. WEDA Board

**Tourism Development**

* Tourism Website: 5,994 Users in the months of September

Top referral site: Facebook

* App Downloads: 12 downloads in September 2023
* Recreation Information Requests: 33 Recreation Requests in September 2023

Top Request: Visitor Guide and ATV Map

* Distributed:3,411 of the 2023 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 23, 2023.
* Facebook: 14,002 “Followers” The top post in September was about getting out to see the fall colors. This post reached 26,950 people with 1,134 post reactions and comments and 31 shares.
* Instagram: 465 “Followers” as of September 2023.
* Everbridge: There have been 1,385 people that have registered since June 1, 2016. Training Senior Center Director to send out Stockbox notification. The Everbridge system was used for the second month to send out reminders to the registered Stockbox recipients.
* Northcentralwisconsin.com: This is the portal website through ITBEC and we received 9 visits to Langlade County Page in the month of September.
* alcinfo.com: 423 users in the month of September: langladecounty.org: 5 referrals langladecountyedc.org: 2 referrals

**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.
* Travel Wisconsin’s Fall Color Report started September 5. LCEDC has been updating the report with photos.
	+ Langlade County received fall color report mentioned in Milwaukee Journal Sentinel’s September 14 Life Story article.
* Worked with a member of the Langlade Chapter of the Ice Age Trail Alliance to get the Mammoth Hike Challenge posters up and talk to businesses about Trail Magic participation. There are 4 Antigo businesses that signed up for Trail Magic.
* Tourism information table set up at NTC for the Cemetery Tour.
* Virtually attended the Ice Age Trail Alliance Lunch & Learn to get updates on Mammoth Hike Challenge and Trail Magic.
* Antigo was features as an Ice Age Trail Community on the Ice Age Trail Alliance’s Facebook page September 12. The post had 17 comments, 30 shares, and 127 likes.
* Submitted Perch Lake Campground and James & Mary Draeger Family Splash Pad to Travel Wisconsin for new tourism offerings.
* Added Perch Lake Campground to Travel Wisconsin’s listings.
* Langlade County Tourism commercials are being promoted on WAOW Channel 9. A fall commercial ran in September.
* Was on Breakfast Club promoting fall color report, Mammoth Hike Challenge, businesses signing up for Trail Magic, and view the fall colors on the scenic byway.
* Attended a FarOut app webinar which is used by the Ice Age Trail hikers.
* Virtually attended Travel Wisconsin’s 2024 Co-op Offerings Webinar