

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending January 2024

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

• Total Balance to Loan **\$102,559** Accounts Receivable: **\$488,043** Amount Leveraged: **\$3.356 Million**

Economic Development Information:

Business Development/Retention and Expansion Activities

- Assisted and Submitted Non-State Grant for a local Non-Profit Organization for Indoor Sports Facility
- Met with existing business for potential expansion project in Antigo
- Met with existing business for potential succession plan in Antigo
- Eight (8) New Business Inquires/Mtgs
- Continue to review empty buildings/land with owners, real estate professionals, and potential uses in Langlade County
- Marketed empty buildings on Locate In Wisconsin and potential developers and interested buyers

Workforce Development

- Two (2) Dream Up Childcare Taskforce meetings were held.
- Langlade County Human Resource Meeting was held
- Continuing to work with Inspire Grow North, Regional Economic Development on Talent Cultivation

Entrepreneurship

- Marketing placed for The Spring ETP Class orientation and class. Class starts Feb 27, 2024
- Met with SCORE West Central Wisconsin and SBDC for planning of Entrepreneurial Hub

Broadband

- Broadband BEAD report submitted to PSC
- Commission has opened the docket for the BEAD Challenge Process

Meetings/Trainings attended

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|---|---|
| 1. City CDBG Roles | 8. Building a Healthier Langlade County |
| 2. 5 Star Marketing | 9. Landing Your Interview One Soundbite at a Time |
| 3. SCORE | 10. CDBG Application Training |
| 4. Dream Up/Child Care Task Force | 11. CDBG Environmental Review Training |
| 5. CWED Board | 12. Grow North |
| 6. Vilas County Child Care Presentation | 13. Canva For Beginners |
| 7. Seven County Land Managers & ATV Clubs Quarterly Meeting | 14. Governor's Conference on Economic Development |
| | 15. North Central Regional Planning Board |

Tourism Development

- Tourism Website: 6,136 Users in the months of January

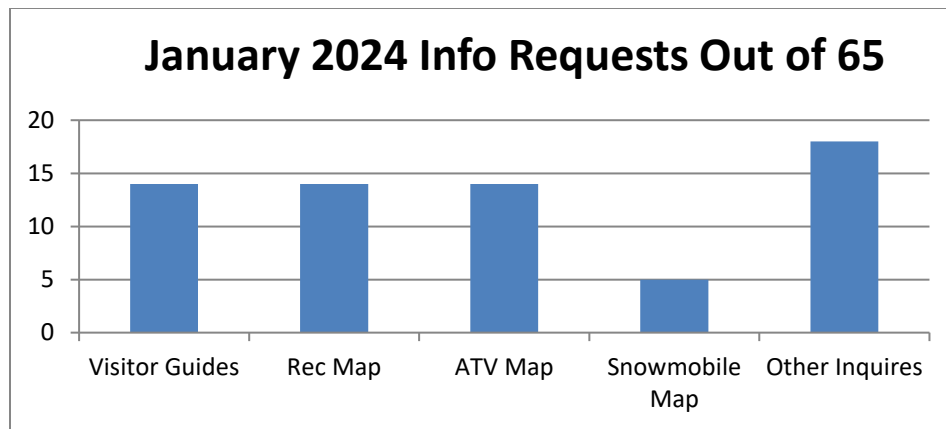
Top referral site: Facebook

2nd referral site: TravelWisconsin.com

- App Downloads: 5 downloads in January 2024

- Recreation Information Requests: 65 Recreation Requests in January 2024

Top Request: Other Inquiries



- Visitor Guide Distributed: 3,579 of the 2023 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 23, 2023.
- Rec Map Distributed: 740 of the 2024 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since January 23, 2024.
- Facebook: 14,241 "Followers" The top post in January was about the Langlade County Snowmobile are not opening. This post reached 17,988 people, with 18,521 impressions, and 146 interactions with 95 shares.
- Instagram: 488 "Followers" as of January 2024. Top post was about ice fishing in Langlade County. The post reached 200 people with 210 impressions and 10 interactions.
- Everbridge: There have been 1,401 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 24 visits to Langlade County Page in the month of January.
- alcinfo.com: 280 users in the month of January:
 - langladecounty.org: 2 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.
- Updated Travel Wisconsin's Winter Snow Report. LCEDC updates 12 Langlade County reports on a weekly basis.
- Worked with 5 Star Marketing on the creation of the 2024 Langlade County Recreation Map. Took 12 days to design the new recreation area layout. Maps were received in LCEDC's office on January 23, 2024 in time for the Green Bay RV Show.
- Virtually attended Seven County Land Managers & ATV Clubs Quarterly Meeting and gave a tourism report for Langlade County.
- Virtually attended Travel Wisconsin presentation on "Landing Your Interview One Soundbite at a Time"
- Submitted tourism report for the Langlade County Forestry, Park, & Recreation Committee meeting.
- Added the 2024 Langlade County Resource Guide and 2024 Langlade County Nutrition Guide to Alcinfo.com.
- Added Antigo · Langlade County Welcome Center to Yelp.
- Attended NTC's Canva For Beginner class
- Virtually attended Travel Wisconsin presentation on "Top Shelf Effect"