

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending April 2024

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

- Total Balance to Loan **\$160,852** Accounts Receivable: **\$430,149** Amount Leveraged: **\$3.356 Million**

Economic Development Information:

Business Development/Retention and Expansion Activities

- SBA Disaster Loans: Assisted 3 businesses in month of April:
- CWED Loan: Submitted Loan Application for 1 Business
- Business Contacts: Assisted 12 Entrepreneurs/ Businesses in Technical Assistance
- Marketed empty buildings on Locate In Wisconsin and potential developers and interested buyers
- Working with City and Chamber on a Fall Business Summit Event

City of Antigo Grant Administration Projects

- Submitted Agency reports for Library Solar Project, Waste Water Treatment Safe Drinking Tower Project, Waste Water Treatment Solar Project, CDBG PF 23-01 Edison Street from 6th to 9th Ave Project and EDA Industrial Park Project

Workforce Development

- Dream Up Childcare Taskforce meetings were held and Community Round Table Event was held on April 11, 2024 from 6:00 to 7:30 pm at NTC Antigo Campus. Attendance 44; Working with potential buyer for Antigo Childcare Center
- Updated Job Postings on EDC website
- Continuing to work with Inspire Grow North, Regional Economic Development on Talent Cultivation

Entrepreneurship

- The Spring 2024 ETP Class graduated 8 students. Students will present to Executive Board in June.
- Continue planning for Entrepreneurial Hub: Fall Event in planning state for one day with different tracks for Entrepreneurs.

Broadband

- PSC Grant Award Announced for the Town of Neva Fiber to Home Project

Meetings/Trainings attended

1. City Economic Development Committee
2. Dream Up/Child Care Task Force
3. AHS Teen Health Fair
4. Antigo School District Facility Task Force
5. SBA Disaster Loan Webinar
6. Travel Wisconsin's Summer Campaign
7. Social Media Tips & Tricks webinar
8. Langlade County ATV Council
9. County Land Managers and ATV Club Meeting
10. Building a Healthier Langlade County
11. Grow North Regional Economic Dev.
12. Regional Planning Commission
13. Central Wisconsin Economic Development Board
14. Langlade County Speedway
15. City/Chamber
16. Zarda Design

Tourism Development

- Tourism Website: 5,925 Users in the months of April

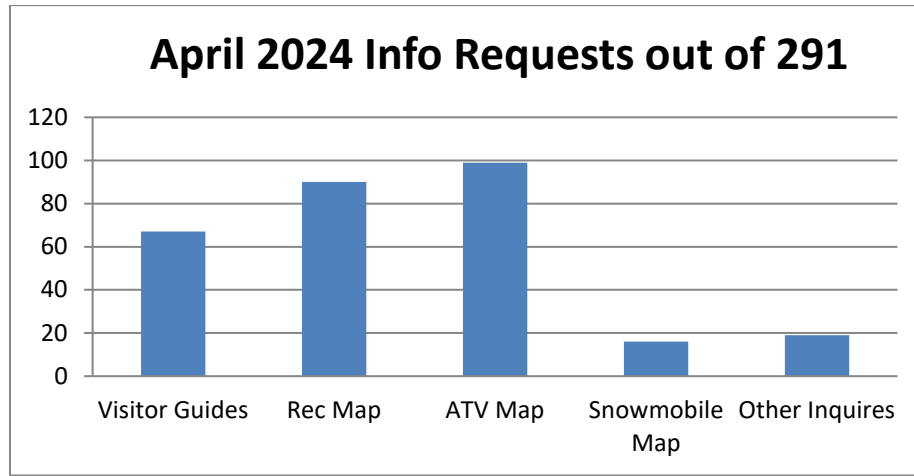
Top referral site: Facebook

2nd referral site: Travel Wisconsin

- App Downloads: 8 downloads in April 2024

- Recreation Information Requests: 291 Recreation Requests in April 2024

Top Request: ATV/UTV Maps



- Visitor Guide Distributed: 535 of the 2024 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since February 1, 2024.
 - o Partnered with 5 Star Marketing to distribute 1,800 2024 Langlade County Visitor Guides in the East Central Region.
- Rec Map Distributed: 1,355 of the 2024 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since January 23, 2024.
- Facebook: 14,489 "Followers" The top post in April was announcement that the Langlade County ATV/UTV Trails will partially open on April 19th. This post reached 31,508 people with 162 interactions of 18 link clicks, 89 reactions, 17 comments, 53 shares, and 3 saves.
- Instagram: 519 "Followers" as of April 2024. Top post was about Langlade County's culinary recommendations. The post had 124 impressions with 4 interactions.
- Everbridge: There have been 1,406 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 April.
- alcinfo.com: 254 users in the month of April:
 - langladecounty.org: 0 referrals
 - langladecountyedc.org: 0 referrals

Other Tourism Information:

- Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
 - o Sent out notification the Langlade County ATV/UTV partially opened on April 19th and fully opened on May 1st.
- Continue refining the Langlade County Tourism Information binder for staff and volunteers for answers to visitor's questions.
- Ran Northwoods snackable video for a paid social media ad in April to start making summer vacation plans. There were 40,494 ad views, 14,175 post engagements, 13,119 3-second video plays, 879 link click, and 303 interactions.
- Started working with Zarda Design, new local social media marketing firm, for May's social media marketing.
- LCEDC updates on a weekly basis 7 Langlade County hiking reports and 7 Langlade County biking reports on Travel Wisconsin's Hiking/Biking Report pages.
- Promoted Antigo/Langlade County's recreational assets by sharing a booth with the City of Antigo Park & Rec Department at the Antigo High School Teen Health Fair.
- Discussed additional Go To Spot signage.
- Working with Langlade Chapter of the Ice Age Trail on promoting the Chapter and Chapter events.
- Virtually attended Travel Wisconsin's Summer Campaign webinar.
- Submitted half page ad for May's Up North Action Magazine.
- Submitted half page ad in the May/June issue of On Wisconsin Outdoors with spotlight write up.
- Virtually attended 10 Social Media Tips & Tricks webinar.

- Attended the Langlade County ATV Council meeting.
- Langlade County destination marketing tourism report was given at the County Land Managers and ATV Club Meeting.
- Submitted Travel Wisconsin Co-Op Program survey for the development of 2025 Co-Op Programs.
- Held interview for the Antigo · Langlade County Welcome Center Assistant position.