ECONOMIC DEVELOPMENT CORPORATION Activity Report: Month Ending February 2024

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

Total Balance to Loan \$153,767 Accounts Receivable: \$439,032 Amount Leveraged: \$3.356 Million

Economic Development Information:

Business Development/Retention and Expansion Activities

- SBA Designated Langlade County as a HubZone; Presentation set for March 21, 2024 from 10 am to Noon at NTC Antigo Campus
- Toured Downtown Building and Renovation Project
- Submitted at Community Development Investment Grant for Project in the Town of Neva
- Four (4) New Business Inquires/Mtgs
- Six (6) Existing Business Mtgs for expansion or succession planning
- 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

- Dream Up Childcare Taskforce meetings were held and Community Round Table Event is set for April 11, 2024 from 6 to 7:30 pm at NTC Antigo Campus
- Updates to Job Postings on EDC website
- Continuing to work with Inspire Grow North, Regional Economic Development on Talent Cultivation

Entrepreneurship

- The Spring ETP Class orientation was held on February 20th and the class started on Feb 27, 2024.
- Continue planning for Entrepreneurial Hub: Fall Event in planning state for one day with different tracks for Entrepreneurs

Broadband

- Broadband meeting held to discuss maps and what's missing
- Commission has opened the docket for the BEAD Challenge Process

Meetings/Trainings attended

- ITBEC Marketing Group
- 2. Department of Children Finance
- 3. Cirrinity
- 4. Dream Up/Child Care Task Force
- 5. Grow North
- 6. Placer AI
- 7. Legacy Solar
- 8. Social Siren Marketing
- 9. Workforce Development Board

- 10. EDA Grant
- 11. Ice Age Trail Lunch & Learn
- 12. Bangwango
- 13. Building a Healthier Langlade County
- 14. HUBZone
- 15. Town of Summit
- 16. UW Extension Grant Writing Webinar
- 17. Antigo School District Facilities

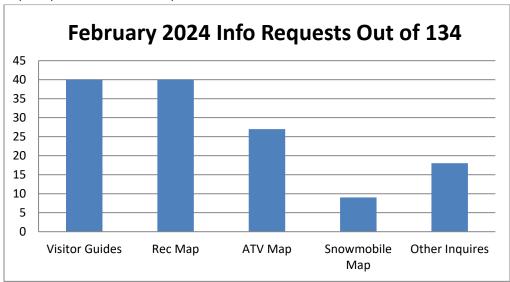
Tourism Development

- Tourism Website: 5,948 Users in the months of February

Top referral site: Facebook 2nd referral site: TravelWisconsin.com

- App Downloads: 4 downloads in February 2024
- Recreation Information Requests: 134 Recreation Requests in February 2024

Top Request: Recreation Map and Visitor Guides



- Visitor Guide Distributed: 135 of the 2024 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since February 1, 2024.
- Rec Map Distributed: 825 of the 2024 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since January 23, 2024.
- Facebook: 14,281 "Followers" The top post in February was about the Langlade County Snowmobile and ATV/UTV trails are closed. ATV/UTV vehicles can use Langlade County road routes to access local businesses. This post reached 5,206 people, with 5,602 impressions, 60 interactions with 66 link clicks to the trail report with map, and 32 shares.
- Instagram: 500 "Followers" as of February 2024. Top post was about February 10th events happening in Langlade County. The post reached 142 people.
- 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 12 visits to Langlade County Page in the month of February.
- alcinfo.com: 249 users in the month of February:

langladecounty.org: 1 referral 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.
- Submitted Ice Age Trail Alliance survey.
- Held ITBEC Marketing Meeting
- Virtually attended the Ice Age Trail Lunch & Learn meeting
- Bravo's Top Che is featuring Wisconsin's culinary scene is premieres on March 20. The trailer debut started on February 1st. There were more than 130 media mentions on the first day alone, reaching outlets with a total audience of 3.8 billion people! The episodes were recorded in 2023 featuring cheese and cranberries. Seven organizations supported production of the Wisconsin season of Bravo's Top Chef: Travel Wisconsin, Wisconsin Economic Development Corporation, VISIT Milwaukee, Dairy Farmers of Wisconsin, Destination Madison, Destination Door County and Wisconsin State Cranberry Growers Association. Being that LCEDC took part in a Travel Wisconsin Top Chef webinar, Travel Wisconsin requested Antigo/Langlade County culinary information. LCEDC submitted 11 restaurants to Bangwango to work with Travel Wisconsin in creating a culinary tour featuring restaurants, breweries, wineries, or distilleries.