

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending July 2024

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

- Total Balance to Loan **\$99,950** Accounts Receivable: **\$498,726** Amount Leveraged: **\$3.414 Million**

Economic Development Information:

Business Development/Retention and Expansion Activities

- CWED Loan: Met with two (2) interest parties on the Business Start Up Loan Pilot Program
- Business Contacts: Assisted six (6) current businesses and four (4) potential new start up Businesses
- Continue to market empty buildings on Locate In Wisconsin and potential developers and interested buyers
- Working with City and Chamber on a Fall Business Summit Event on October 10, 2024

City of Antigo Grant Administration Projects

- Attended Construction meetings, labor standard office interviews, and payrolls verified for the CDBG PF 23-01 Edison Street from 6th to 9th Ave Project.
- Labor Standard Officer Interviews, Payroll verified, draw request conducted, and quarterly report provided for the Water Tower Project.
- Communication on EDA Federal Grant for Industrial Park Project
 - Submitted the 3-Year GPRR Data Report

Workforce Development

- Dream Up Childcare Taskforce meetings were held; Applied for a Community Grant to continue to foster an Adopt a Provider Program and Incubator Childcare Center
- Updated Job Postings on EDC website
- Continuing to work with Inspire Wisconsin and helping Antigo School District with business contacts

Entrepreneurship

- Planning "Innovate & Elevate: Entrepreneurship Summit 2024" Tentative Date: October 5, 2024; Partnering with SCORE and NTC
- Fall LCEDC ETP Training Course Orientation will be September 17 with classes starting September 24.

Broadband

- Resolution for Support for BEAD Funding passed at Langlade County Board
- Preparing BEAD Map and Categorizing Key Area Priorities for Projects
- Continue to monitor current Broadband Projects
- Working committee continues to meet to be prepared for approval of applications from ISPs

Meetings/Trainings attended

1. Langlade County Forestry & Recreation Committee
2. Hmong Chamber of Commerce
3. Airport Upgrades Discussion and Economic Impact
4. North Central Wisconsin Tourism Partnership (ITBEC) Board
5. Broadband webinar
6. ISP Provider Meetings
7. Building a Healthier Langlade County
8. WEDA Webinar on 7/22
9. City/Chamber on Summit
10. CASE(Local Agriculture Group)
11. WEDA Board
12. City of Antigo Hotel/Motel Commission
13. Zarda Design
14. Dream Up/Child Care Task Force
15. CDBG PF 23-01 Construction

Tourism Development

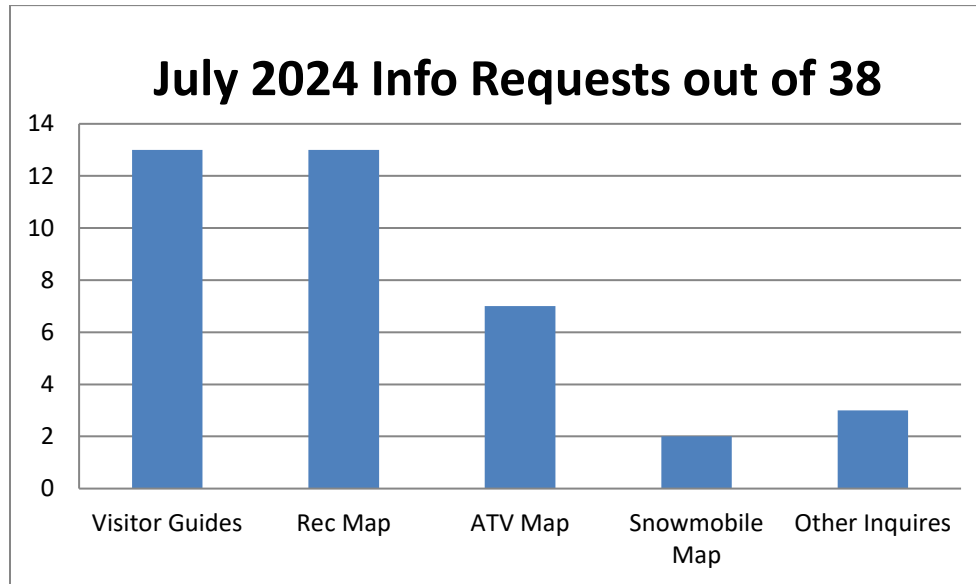
- Tourism Website: 10,577 Users in the months of July

Top referral site: Facebook

2nd referral site: Travel Wisconsin

- App Downloads: 3 downloads in July 2024
- Recreation Information Requests: 38 Recreation Requests in July 2024

Top Request: Visitor Guides & Recreation Maps



- Visitor Guide Distributed: 2,510 of the 2024 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since February 1, 2024.
- Rec Map Distributed: 2,005 of the 2024 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since January 23, 2024.
 - o Provided 5 Star Marketing an additional 450 2024 Langlade County Recreation maps to distribute as they were getting low.
- Facebook: 14,819 "Followers" The top post in July was White Lake Park's Go To Spot and Independence Day Celebration post. This post reached 23,448 people with 106 interactions and 37 shares.
 - There was two paid social media post
 - o Mountain biking in Langlade County reached 36,257 over 17 days with 395 landing page views, 17,788 post engagements, 17,233 3-second video plays, and 453 link clicks.
 - o Plan your escape to the County of Trails reached 15,472 over 12 days with 158 landing page views, 6,911 post engagements, 6,679 3-second video plays, and 181 link clicks.
- Instagram: 533 "Followers" as of July 2024. Top post was hitting the water this summer. The post had 402 impressions with 16 interactions.
- Everbridge: There have been 1,437 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 18 visits to Langlade County Page in the month of July.
- alcinfo.com: 269 users in the month of June:
 - 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.
- 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.
- Additional Go To Spot signage was disbursed to the City of Antigo, Langlade County, and Village of White Lake.
- Submitted half page ad for August/September's Up North Action Magazine.
- Provided LCEDC tourism report for the Langlade County Forestry Committee.
- Reviewed with Zarda Design July's social media posts to develop August's posts.
- Provided feedback on the Wisconsin Outdoor Recreation five-year vision and strategic plan survey.

- Set up and trained Senior Center volunteer on submitting Antigo/Langlade County Community Calendar events.
- Virtually attended Office of Outdoor Recreation 5-year Wayfinding Forum.
- Contact person for NorthCentralWisconsin.com (ITBEC Tourism website).
 - Worked with Lightburn on website content tune-up and paid search campaign for August, September, and October.
- Informational booth at the Langlade County Fair. There were 157 items taken.
- Hosted North Central Wisconsin Tourism Partnership (ITBEC) Board meeting.
- Took WATVA Crucial Safety Survey.
- Registered as Langlade County's Fall Color Reporter.
- Attended the City of Antigo Hotel/Motel Commission meeting. The Antigo Off-Road Race destination marketing plan was approved for reimbursement.