

# **ECONOMIC DEVELOPMENT CORPORATION**

## **Activity Report: Month Ending June 2024**

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

- Total Balance to Loan **\$91,138** Accounts Receivable: **\$504,061** Amount Leveraged: **\$3.414 Million**

### **Economic Development Information:**

#### **Business Development/Retention and Expansion Activities**

- CWED Loan: Application for 1 Business Start Up Loan was approved and closed
- RLF Loans: Two Loans closed in June
- Business Contacts: Assisted Two (7) existing businesses/ Three (3) New Business-Start Ups
- 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**

- Attended CDBG PF 23-01 Edison Street from 6<sup>th</sup> to 9<sup>th</sup> Ave Project Construction meetings
- Labor Standard Officer Interviews and Payroll reviews on Water Tower Project
- Communication on EDA Federal Grant for Industrial Park Project
  - Submitted the 3-Year GPRA Data Report

#### **Workforce Development**

- Dream Up Childcare Taskforce meetings were held; Loan closed for new owner of the Antigo Child Care Center. Re-open projected for July
- Updated Job Postings on EDC website
- Continuing to work with Inspire Grow North, Regional Economic Development on Talent Cultivation

#### **Entrepreneurship**

- Continue planning for Entrepreneurial Hub: Fall Event in planning state for one day with different tracks for Entrepreneurs.
- WEDC Entrepreneurial Hub Planning for Fall Class and Brown Bag Lunches
- Awarded ETP Business Start Up Grants to 5 Spring 2024 ETP graduates.

#### **Broadband**

- Broadband Commission met and drafted Resolution for Support for BEAD Funding
- Continue to work with Towns and Residents regarding Broadband Projects

#### **Meetings/Trainings attended**

1. Langlade County Forestry & Recreation Committee
2. City/Chamber on Summit
3. Workforce Development Board
4. Antigo Visual Arts
5. William's House of Hope
6. Grow North Regional Economic Dev.
7. Langlade County Broadband Commission
8. Town of Wolf River
9. Zarda Design
10. Antigo Housing Authority
11. Dream Up/Child Care Task Force
12. Wisconsin Arts Board
13. Ice Age Trail Alliance Partners Strategic Planning Focus Group
14. WEDA Board
15. LCEDC Loan Review Board Meeting
16. CDBG PF 23-01 Construction

## Tourism Development

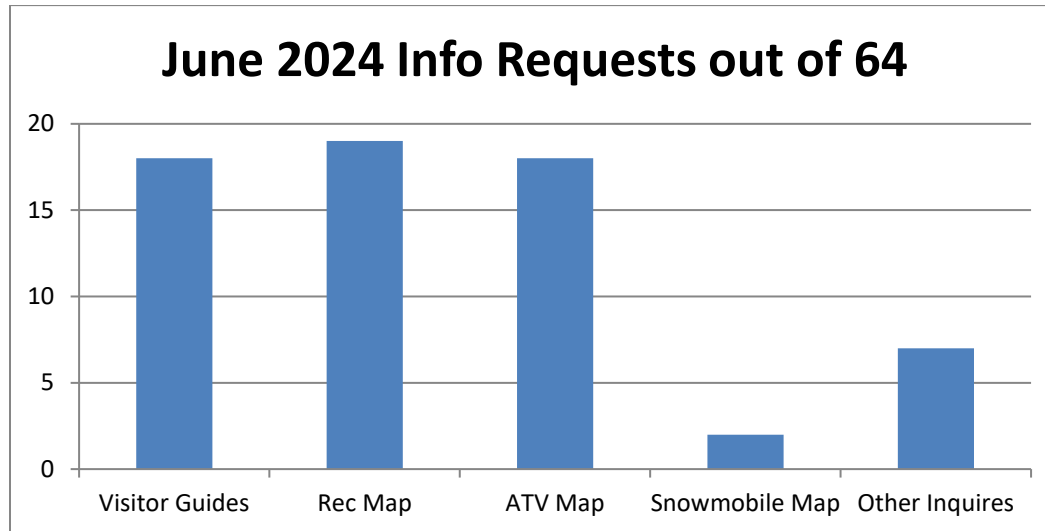
- Tourism Website: 8,480 Users in the months of June

Top referral site: Facebook

2<sup>nd</sup> referral site: Travel Wisconsin

- App Downloads: 16 downloads in June 2024
- Recreation Information Requests: 64 Recreation Requests in June 2024

Top Request: Recreation Maps



- Visitor Guide Distributed: 660 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: 1,480 of the 2024 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since January 23, 2024.
- Facebook: 14,749 "Followers" The top post in June was the announcement that the new ATV/UTV connector route will be opening soon. This post reached 80,476 people with 468 interactions of 102 link clicks, 290 reactions, 50 comments, 121 shares, and 9 saves. The official opening of the route post reached 39,105 people with 293 interactions of 194 link clicks, 167 reactions, 7 comments, 108 shares, and 12 saves.
  - Paid social media post was recharging and exploring with using the Build Your Adventure tool. The paid June post reach 36,123 over 30 days with 537 landing page views, 14,305 post engagements, and 580 link clicks.
- Instagram: 532 "Followers" as of June 2024. Top post was about the announcement that the new ATV/UTV connector route will be opening soon. The post had 122 impressions with 10 interactions.
- Everbridge: There have been 1,431 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 9 visits to Langlade County Page in the month of June.
- alcinfo.com: 269 users in the month of June:
  - 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.
- 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.
- Coordinating design and ordering additional Go To Spot signage.
- Submitted half page ad for July's Up North Action Magazine.
- Provided LCEDC tourism report for the Langlade County Forestry Committee.
- Reviewed with Zarda Design June's social media posts to develop July's posts
- Press release with 2023 Langlade County Tourism Impact Numbers.
  - o Promoted the three record breaking years on the Breakfast Club.
- Virtual attended the Ice Age Trail Alliance Partners Strategic Planning Focus Group. Provided input on creating and maintain the Ice Age Trail, long-term vision, non-trail programs, partners and relationships, and roles.