

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending May 2024

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

- Total Balance to Loan **\$123,806** Accounts Receivable: **\$424,330** Amount Leveraged: **\$3.356 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 Loan Applications Received; 1 Approved and will close in June and 1 in the process of being approved
- Business Contacts: Assisted Two (2) existing businesses/ Two (9) 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 6th to 9th Ave Project Preconstruction meeting
- Labor Standard Officer Interviews and Payroll reviews on Water Tower Project
- Communication on EDA Federal Grant for Industrial Park Project

Workforce Development

- Dream Up Childcare Taskforce meetings were held; Loan was secured 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.
- Met individually with 8 graduates of the program to go over presentations for the Business-Start Up Grant

Broadband

- Hosted UW-Extension Regional Broadband Workshop with Meeting: Representatives from PSC and NTIA along with 5 other counties were in attendance
- Broadband Commission met and submitted a Challenge to the PSC regarding the BEAD Map
- Met and Discussed Timeline for the Town of Summit Tower Project
- Continue to work with Towns and Residents regarding Broadband Projects

Meetings/Trainings attended

1. WEDA Board
2. Daycare Connections
3. Grow North Regional Economic Dev.
4. Wisconsin Talent Attraction
5. Senator Baldwin's Office
6. City of Antigo Public Arts Committee
7. City Economic Development Committee
8. Getting Started with Facebook Ads
9. WEDC – ETP Grant
10. Wisconsin Rural Partners Annual Summit
11. LCEDC Loan Review Board Meeting
12. CDBG PF 23-01 Preconstruction
13. City/Chamber on Summit
14. C.A.S.E; Equine Rec Facility Meeting
15. Zarda Design
16. Bertram Internet
17. Langlade County Broadband Commission
18. UW-Extension
19. Wisconsin Arts Board
20. Manufacturers Council
21. Dream Up/Child Care Task Force
22. Central Wisconsin Economic Development Board
23. Antigo Housing Authority
24. PR Pros Economic Impact Messaging

Tourism Development

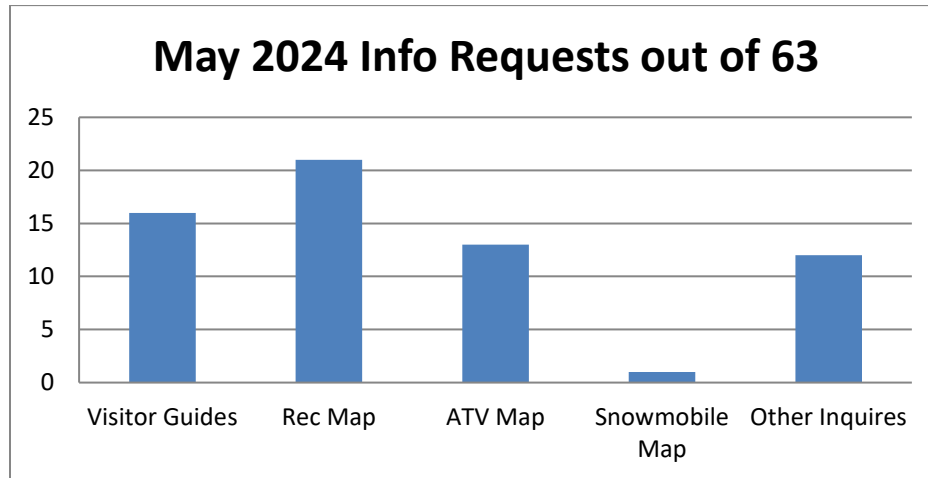
- Tourism Website: 6,357 Users in the months of May

Top referral site: Facebook

2nd referral site: Travel Wisconsin

- App Downloads: 7 downloads in May 2024
- Recreation Information Requests: 63 Recreation Requests in May 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: 14,593 "Followers" The top post in May was the announcement that the Popple Ridge Horse Trails are back open after the July 19, 2019 storm. This post reached 22,492 people with 1,045 engagements of 102 link clicks, 128 reactions, 15 comments, 101 shares, 612 other clicks, and 87 photo views.
 - Paid social media post was on escaping the ordinary, plan your outdoor adventure in Wisconsin's County of Trails. The paid May post reach 38,937 over 28 days with 396 landing page views and 556 post engagements.
- Instagram: 529 "Followers" as of May 2024. Top post was about Antigo Lions Roaring Raceway Kickoff Parade on June 6th. The post had 151 impressions with 16 interactions.
- Everbridge: There have been 1,415 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 4 visits to Langlade County Page in the month of May.
- alcinfo.com: 327 users in the month of May:
 - 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.
- 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 June's Up North Action Magazine.
- Virtually attended Travel Wisconsin's PR Pros Economic Impact Messaging webinar to learn about 2023 Tourism Impact numbers being released in June.
- Provided LCEDC tourism report for the Langlade County Forestry Committee.
- The new the Antigo · Langlade County Welcome Center Assistant started
- Virtually attended SBA's Getting Started with Facebook Ads webinar.
- Reviewed with Zarda Design May's social media posts to develop June's posts
- Submitted White Lake Independence Day Celebrations to Turner for consideration for Travel Wisconsin article