

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending July 2024

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

- Total Balance to Loan **\$107,425** Accounts Receivable: **\$492,024** Amount Leveraged: **\$3.414 Million**

Economic Development Information:

Business Development/Retention and Expansion Activities

- Business Contacts: Assisted three (3) current businesses and one (1) potential new start Up Businesses: one (1) expansion project
- 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 and payroll verified conducted for the Water Tower Project.
- Communication on EDA Federal Grant for Industrial Park Project

Workforce Development

- Dream Up Childcare Taskforce meetings were held; Awarded the Community Grant and Department of Children and Families Grant to continue to implement Dream Up Initiatives for sustaining and growing our regulated childcare programs
- 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" Date is Set: October 5, 2024; Partnering with SCORE and NTC
- Fall LCEDC ETP Training Course Orientation will be September 17 with classes starting September 24.

Broadband

- Preparing Updated Langlade County Broadband Plan and 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. Ice Age Trail Lunch & Learn
2. Your Economy
3. Rural Prosperity
4. Langlade County Forestry & Recreation Committee
5. North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee
6. Workforce Development Board
7. Broadband Working Committee
8. Dream Up/Child Care Task Force
9. CDBG PF 23-01 Construction
10. City/Chamber on Summit
11. WEDC Partnership ETP webinar
12. BEAD webinar
13. Lincoln County Dream Up
14. Loan Review Board
15. Grow North
16. CWED Board
17. Community Health Fair
18. Langlade County Board
19. Travel Wisconsin Fall Campaign
20. Zarda Design

Tourism Development

- Tourism Website: 5,603 Users in the months of August

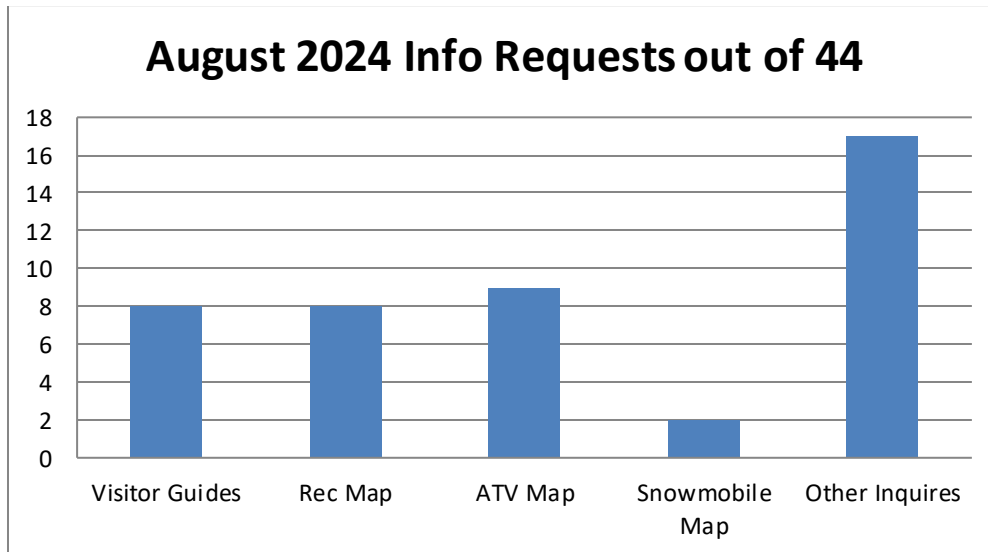
Top referral site: Facebook

2nd referral site: NorthCentralWisconsin.com

- App Downloads: 4 downloads in August 2024

- Recreation Information Requests: 44 Recreation Requests in August 2024

Top Request: ATV/UTV Map



- Visitor Guide Distributed: 2,530 of the 2024 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since February 1, 2024.
- Rec Map Distributed: 2,035 of the 2024 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since January 23, 2024.
 - o Started working on 2025 Langlade County Recreation Map as stock is getting low.
- Facebook: 14,868 "Followers" The top post in August was on four unique Langlade County places to stay. This post reached 5,634 people with 88 interactions and 26 shares.
 - There was two paid social media post
 - o The Trails are Calling reached 20,923 over 16 days with 303 landing page views, 540 post engagements and 384 link clicks.
 - o Gearing Up for ATV/UTV Thrills reached 26,189 over 15 days with 427 landing page views, 652 post engagements, and 524 link clicks.
- Instagram: 533 "Followers" as of August 2024. Top post was on four unique Langlade County places to stay. The post had 232 impressions with 27 interactions.
- Everbridge: There have been 1,440 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 39 visits to Langlade County Page in the month of August.
- alcinfo.com: 274 users in the month of August:
 - 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 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.
- Virtually attended the Ice Age Trail Lunch & Learn to learn about the October Mammoth Hike Challenge and Trail Magic.
 - o Emailed Langlade County businesses promoting signing up for the October Trail Magic.
- Submitted the Wisconsin Trappers Association a Langlade County Welcome Letter to be in the Fall Conference booklet.
- Tourism informational booth at the Community Health Fair. There were 129 items taken were taken in the 5-hour event.
- Provided LCEDC tourism report for the Langlade County Forestry Committee.

- Reviewed with Zarda Design August's social media posts to develop September's posts.
- Virtually attended Travel Wisconsin's Fall Campaign webinar.
- Langlade County's Travel Wisconsin Fall Color report was updated for 2024 Fall Color Report.
- Added Travel Wisconsin's Fall Color widget to NorthCentralWisconsin.com (ITBEC Tourism website).
 - Worked with Lightburn on website paid search campaign for August, September, and October.
- Trained new entity on how to update their page on North Central Wisconsin Tourism Partnership website.
- Presented to the Langlade County Board on efforts and benefits of the North Central Wisconsin Tourism Partnership.
- Place ads in the 2024 Langlade County Plat Book.

On the Go
in the
County of Trails

Welcome Center with 24-Hour Information Vestibule | 404 Superior St, Antigo, WI

Visit www.CountyOfTrails.org to request FREE trail maps, view trail reports, and places to stay.

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