

# **ECONOMIC DEVELOPMENT CORPORATION**

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

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

- Total Balance to Loan **\$130,665** Accounts Receivable: **\$475,374** Amount Leveraged: **\$3.414 Million**

### **Economic Development Information:**

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

- Business Contacts: Assisted four (4) potential new start Up Businesses and two (2) current businesses
- Held the first Business Network of Langlade County Group in partnership with Small Business Development Center on November 14, 2024
  - Business networking meetings will be held every 2<sup>nd</sup> Thursday of the month from 8-9 am in the LCEDC Conference room.
- Continue to market available sites and buildings on Locate In Wisconsin and potential developers and interested buyers

#### **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 6<sup>th</sup> to 9<sup>th</sup> Ave Project.
  - Submitted Acquisition/Relocation Checklist to the Department of Administration. Desk monitoring is postponed to January.
- Labor Standard Officer interviews and payroll verified conducted for the Water Tower Project.
- Communication on EDA Federal Grant for Industrial Park Project
- Facilitate Waste Water Treatment Plant Solar Project Grant Meeting

#### **Workforce Development**

- Participated on the Breakfast Club and interviewed with channel 9 on Community and Economic Impact of the School Referendum
- Dream Up Childcare Taskforce meetings were held; Implementing Dream Up Initiatives from the awarded Community Grant and Department of Children and Families Grant for sustaining and growing our regulated childcare programs: End of Year report to follow
- Working with Business's Human Resource Directors to bring valuable information to help retain and attract workforce
- Updated Job Postings on EDC website
- Continuing to work with Inspire Wisconsin and helping Antigo School District with business contacts

#### **Entrepreneurship**

- Postponed "Innovate & Elevate: Entrepreneurship Summit 2024" to December 7, 2024; Partnering with SCORE and NTC
- Fall LCEDC ETP Training Course graduated on November 19. Business Plan presentations will be held on January 6, 2025.

#### **Broadband**

- Working committee continues to meet and continue to monitor BEAD process with the Wisconsin Public Service Commission. A year end report will follow in January
- Continue to monitor current Grant Funded Broadband Projects

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

1. Broadband Working Committee/Commission Meeting
2. Community Child Care
3. Antigo Middle School Family Night
4. Langlade County Transportation
5. North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee
6. City Council
7. Business Network of Langlade County
8. Workforce Development Board
9. Dream Up/Child Care Task Force
10. Building a Healthier Langlade County
11. DNR Brownfield Grant
12. CWED Board

13. North Central Wisconsin Tourism Partnership (ITBEC) Board

14. Zarda Design for Tourism Promotion

15. WEDA Board

### Tourism Development

- Tourism Website: 3,967 Users in the months of November

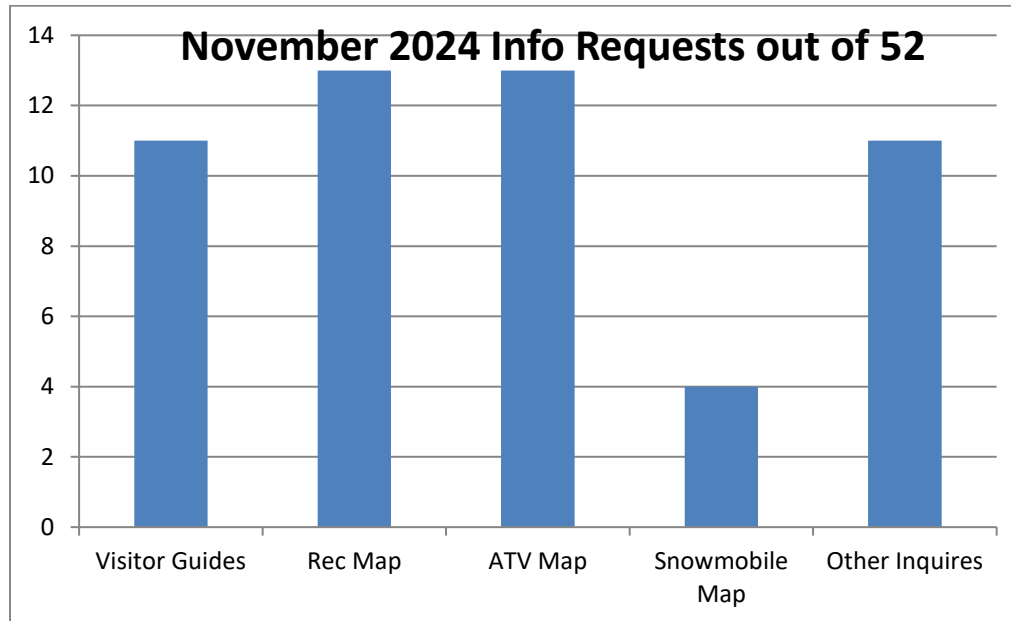
Top referral site: Facebook

2<sup>nd</sup> referral site: 2024 Langlade County Recreation Map QR Code

- App Downloads: 3 downloads in November 2024

- Recreation Information Requests: 52 Recreation Requests in November 2024

Top Request: Recreation Map & ATV/UTV Map



- Visitor Guide Distributed: 2,663 of the 2024 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since February 1, 2024.
- Rec Map Distributed: The 2025 Langlade County Recreation Maps were received on November 19, 2024. 370 of the 2025 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since November 19, 2024.
- Facebook: 14,993 "Followers" The top post in November was post about ATV/UTV trails closing on December 1st. This post reached 10,230 people with 55 interactions.
  - The paid social media post on getting a last ATV/UTV ride in before the trails close on December 1st. The promotion reached 36,761 people with 437 landing page views, 646 post engagements, and 554 link clicks.
- Instagram: 545 "Followers" as of November 2024. Top post was about the Langlade County Historical Society and Antigo Langlade County Welcome Center post. The post had 197 impressions with 7 interactions.
- Everbridge: There have been 1,450 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 10 visits to Langlade County Page in the month of November. LCEDC received 3 requests for more information in November from this website.
- alinfo.com: 207 users in the month of November:
  - langladecounty.org: 0 referrals
  - langladecountyedc.org: 0 referrals

### Other Tourism Information:

- Continued sending out Everbridge mass notifications and marketing Everbridge and alinfo.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.
- Travel Wisconsin's Winter Snow Report is live. LCEDC is updated 12 reports weekly if not multiple times a week.
- Submitted Los Magueyes Mexican Restaurant, Springbrook Trail expansion, and new pickleball courts to Travel Wisconsin for new places in 2025.
- Completed Travel Wisconsin's Fall Color Report survey.
- Reviewed with Zarda Design November's social media posts to develop December's posts.
- The North Central Wisconsin Tourism Partnership (ITBEC) is working on a Marketing Strategic Plan.

- Provided Langlade County information at the Antigo Middle School Family Night. Families took 37 items in the 2 hour event.
- Thanks to Jody and Carl, LCEDC decorated the Welcome Center for Christmas. Santa will be utilizing the Welcome Center space 9 dates in December to meet with children.
- Working with Discover Mediaworks to create 4 vertical reel videos on winter activities, summer activities, ATV/UTVing, and culture.
- Contracted with WBAY Action 2 News to run 7 second commercials in December.
- Submitted half page ad for December 2024/January 2025 Up North Action Magazine.

# Winter Adventures in the County of Trails

SNOWMOBILE FRIENDLY COUNTY  
LANGLADE COUNTY  
2023-2027  
Association of Wisconsin Snowmobile Clubs

CITY OF ANTIGO • LANGLADE COUNTY  
WELCOME CENTER  
ON THE GO IN THE COUNTY OF TRAILS

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

Visit [www.CountyOfTrails.org](http://www.CountyOfTrails.org) to request FREE trail maps, view trail conditions, and places to stay.

