

# **ECONOMIC DEVELOPMENT CORPORATION**

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

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

- Total Balance to Loan **\$123,699** Accounts Receivable: **\$480,278** Amount Leveraged: **\$3.414 Million**

### **Economic Development Information:**

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

- Business Contacts: Assisted five (5) potential new start Up Businesses
- Fall Business Summit Event was held on October 10, 2024 in partnership with the City and Chamber
- Started Business Network of Langlade County group in partnership with Small Business Development Center
  - Facebook page, Facebook event page, and EDC website information were created.
  - 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 empty 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 semi-annual report to the Department of Administration
  - Submitted monitoring checklist to the Department of Administration. November desk monitoring is scheduled.
- Labor Standard Officer interviews and payroll verified conducted for the Water Tower Project.
  - Attended virtual construction meeting for progress update.
- Communication on EDA Federal Grant for Industrial Park Project
  - Submitted quarterly report
- Waste Water Treatment Plant Solar Project
  - Submitted quarterly report to the Office of Energy Innovation

#### **Workforce Development**

- 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: Assisted 5 Childcare providers with over \$14,770 total in new start-up, retention, supplies, and education grants
- Langlade County hit a record low of 2.7% unemployment rate
- 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 will graduate on November 19.

#### **Broadband**

- Working committee continues to meet to be prepared for approval of applications from ISPs with one resolution passing for endorsement of a BEAD project
- LC Broadband Commission approved Langlade County Broadband Plan
- Continue to monitor current Grant Funded Broadband Projects

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

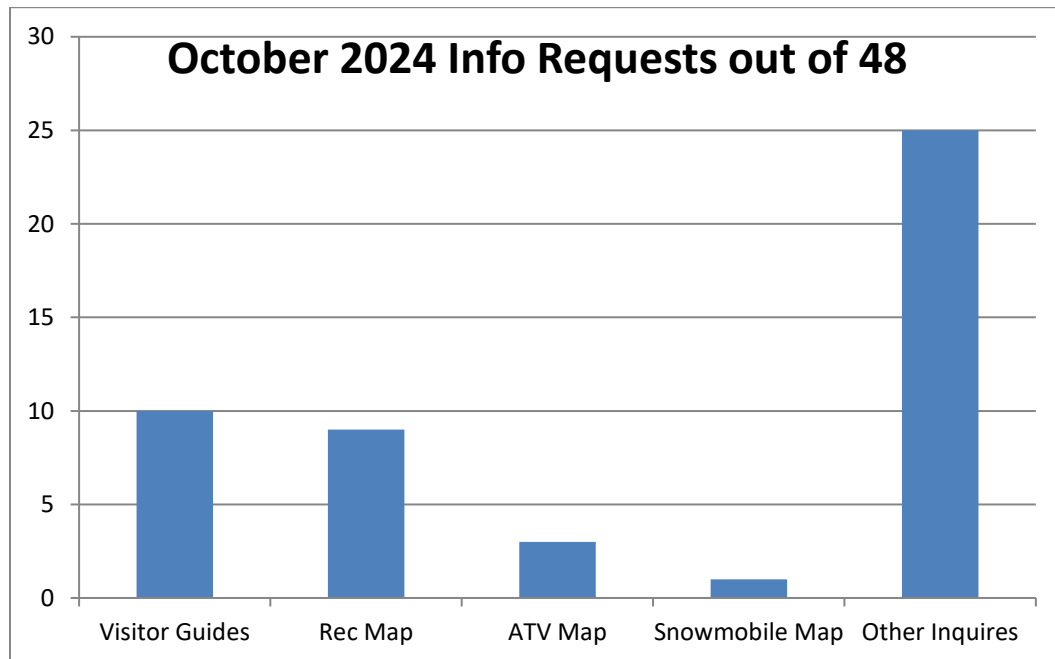
1. Broadband Working Committee/Commission Meeting
2. SBA Webinar
3. North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee
4. City Council
5. City Committee of the Whole
6. Antigo Business Summit
7. Langlade County Manufacturing Council
8. WEDC Fall Summit

- 9. Safe Water Construction Update
- 10. Building a Healthier Langlade County
- 11. Dream Up/Child Care Task Force
- 12. Langlade County Administrative & Finance Committee
- 13. City/Chamber on Summit
- 14. Zarda Design for Tourism Promotion
- 15. North Central Wisconsin Tourism Partnership (ITBEC) Strategic Marketing Planning

- 16. WEDA Board
- 17. Women's 600 Bowling Tournament Welcome
- 18. Langlade County Board
- 19. Safe Drinking Water Loan Program - Water Tower Project Construction
- 20. Department of Transportation
- 21. Regional Planning Commission
- 22. Entrepreneurial Summit Planning
- 23. Business Network of Langlade County

**Tourism Development**

- Tourism Website: 6,351 Users in the months of October
  - Top referral site: Facebook
  - 2<sup>nd</sup> referral site: Nicolet - Wolf River Scenic Byway
- App Downloads: 2 downloads in October 2024
- Recreation Information Requests: 48 Recreation Requests in October 2024
  - Top Request: Due to North Central Wisconsin Tourism Partnership's Lightburn marketing, there has been 25 other inquires for the northcentralwisconsin.com website.



- 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: 2,098 of the 2024 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since January 23, 2024.
  - o Working on 2025 Langlade County Recreation Map as stock is getting low.
- Facebook: 14,967 "Followers" The top post in October was Antigo's Single Track Go To Spot post. This post reached 3,122 people with 42 interactions.
  - The paid social media post on Ice Age Trail. The thirty-day paid promotion reached 57,373 people with 1,016 landing page views, 1,723 post engagements, and 1,585 link clicks.
- Instagram: 545 "Followers" as of October 2024. Top post was Antigo's Single Track Go To Spot post. The post had 128 impressions with 3 interactions.
- Everbridge: There have been 1,447 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 34 visits to Langlade County Page in the month of October. LCEDC received 4 requests for more information in October from this website.
- alcinfo.com: 282 users in the month of October:
  - 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 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 Fall Color Report was updated weekly if not multiple times a week.
- Provided LCEDC tourism report for the Langlade County ATV Council Meeting.
- Completed ADRC collaborating survey.
- Reviewed with Zarda Design October's social media posts to develop November's posts.
- Working with Lightburn on website paid search campaign for August, September, and October.
  - Received 4 inquiries for 22 items of information from the NorthCentralWisconsin.com website in October. The 3-month campaign generated 17 mailings for 186 items.
- The North Central Wisconsin Tourism Partnership (ITBEC) is working on a Marketing Strategic Plan.
- Provided opening remarks and greeted the Women's 600 Bowling Tournament attendees.