

# **ECONOMIC DEVELOPMENT CORPORATION**

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

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

- Total Balance to Loan **\$115,699** Accounts Receivable: **\$485,925** Amount Leveraged: **\$3.414 Million**

### **Economic Development Information:**

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

- Business Contacts: Assisted four (4) current businesses and three (3) potential new start Up Businesses: one (1) expansion project
- Attended WEDC Small Business Development Grant Webinar
- 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 6<sup>th</sup> to 9<sup>th</sup> Ave Project.
  - Submitted semi-annual report to the Department of Administration
  - Preparing for grant monitoring report due in October with desk grant monitoring in November
  - Held 2<sup>nd</sup> Public Hearing
  - Virtually attended CDBG Implementation Training
- 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
- Attended Child Care Summit to learn other business models
- Attending Workforce Development Luncheon with Secretary Amy Pechacek
- 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 was held September 17 and class started 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**

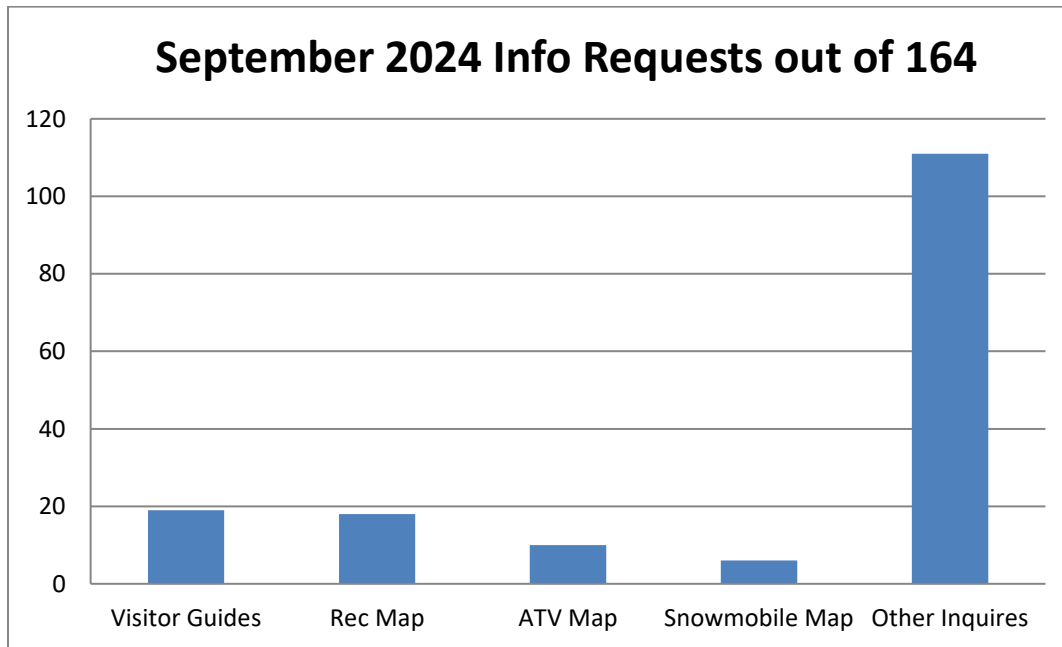
1. Langlade County Administrative & Finance Committee
2. WEDC Small Business Development Grant Webinar
3. North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee
4. Seven County Land Managers and ATV Clubs
5. Dream Up Grant Webinar
6. Ice Age Trail Lunch & Learn
7. Child Care Summit
8. City Council
9. Workforce Development Board
10. Chamber/LCEDC on Tourism
11. Travel Wisconsin Co-Op Program Webinar
12. Dream Up/Child Care Task Force
13. City/Chamber on Summit
14. CDBG PF 23-01 Construction

- 15. WEDC Vibrant Spaces Webinar
- 16. Entrepreneurial Summit Planning
- 17. CWED Board
- 18. Building a Healthier Langlade County
- 19. City Finance, Personnel, and Legislative Committee

- 20. Broadband Working Committee
- 21. North Central Wisconsin Tourism Partnership (ITBEC) Board
- 22. Langlade County Board
- 23. Zarda Design
- 24. Grow North

**Tourism Development**

- Tourism Website: 6,284 Users in the months of September
  - Top referral site: Facebook
  - 2<sup>nd</sup> referral site: Travel Wisconsin
- App Downloads: 1 download in September 2024
- Recreation Information Requests: 164 Recreation Requests in September 2024
  - Top Request: Due to North Central Wisconsin Tourism Partnership’s Lightburn marketing, there has been 111 other inquires for the northcentralwisconsin.com website.



- Visitor Guide Distributed: 2,633 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 Started working on 2025 Langlade County Recreation Map as stock is getting low.
- Facebook: 14,913 “Followers” The top post in September was a fall color post from a walk on Springbrook Trail. This post reached 17,019 people with 139 interactions with 670 engagements in the 3-days since the post went out.
  - There was two paid social media post
    - o Fall Foliage Frenzy reached 47,616 people over 14 days with 713 landing page views, 1,152 post engagements, and 858 link clicks.
    - o Visit Langlade County in Fall reached 22,514 over 15 days with 299 landing page views, 423 post engagements, and 337 link clicks.
- Instagram: 541 “Followers” as of September 2024. Top post was on Wisconsin Supper Club definition. The post had 251 impressions with 12 interactions.
- Everbridge: There have been 1,441 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 September.
- alcinfo.com: 334 users in the month of September:
  - 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 launched September 4.
  - LCEDC is updating the color report weekly if not twice a week.
- Virtually attended the Ice Age Trail Lunch & Learn to learn for the October Mammoth Hike Challenge.
- Provided items for the Langlade Chapter of the Ice Age Trail for the Unity in the Community event.
- Provided LCEDC tourism report for the Seven County Land Managers and ATV Clubs Meeting.
- Reviewed with Zarda Design September's social media posts to develop October's posts.
- Working with Lightburn on website paid search campaign for August, September, and October.
  - Received 11 inquiries for 143 items of information from the NorthCentralWisconsin.com website.
- Place ads in the October/November issue of the Up North Action Magazine.

# Winter Adventures 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.

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