ECONOMIC DEVELOPMENT CORPORATION Activity Report: Month Ending December 2024

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

Total Balance to Loan \$138,134 Accounts Receivable: \$470,582 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 four (4) current businesses
- Attended Ace Hardware Ribbon Cutting Event
- Toured one (1) Business
- One Revolving Loan Fund was approved to Antigo Take N Bake LLC.
- 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 6th to 9th 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

- 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
- Had Dream Up booth at the Antigo High School Career & Technical Education Open House event on December 10th.

Entrepreneurship

- Held Innovate & Elevate Entrepreneurship Summit on December 7th in conjunction with NTC and SCORE.
- Held the second Business Network of Langlade County Group in partnership with Small Business Development Center on December 12, 2024.
 - Business networking meetings will be held every 2nd Thursday of the month from 8-9 am in the LCEDC Conference room.
- 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 and determine next steps
- Presented the Bertram Communications LLC Project at the Town Unit Meeting
- Emailed all Towns/Village to request Letter of Support to be added to January Agendas
- Continue to monitor current Grant Funded Broadband Projects

Meetings/Trainings attended

- 1. Ace Hardware Preview Event
- 2. Loan Review Board
- 3. Innovate & Elevate Entrepreneurial Summit
- 4. Broadband Providers
- 5. Antigo High School Career & Technical Education Open House

- 6. Ice Age Trail Lunch & Learn
- 7. North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee
- 8. Workforce Development Board
- 9. Business Network of Langlade County
- 10. Travel Wisconsin Winter Campaign
- 11. Miles Partnership Year In Review
- 12. Town Unit Meeting

- 13. Breakfast Club
- 14. Dream Up/Child Care Task Force
- 15. Broadband webinar on 12/17
- 16. CWED Board
- 17. City of Antigo Idle Site Discussion
- 18. Zarda Design for Tourism Promotion
- 19. Grow North Board of Directors Mtg

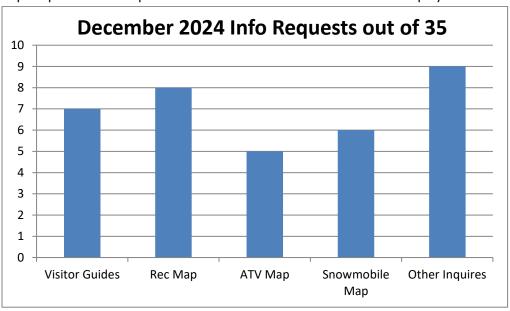
Tourism Development

- Tourism Website: 4,305 Users in the months of December

Top referral site: Facebook 2nd referral site: Travel Wisconsin

- App Downloads: 3 downloads in December 2024
- Recreation Information Requests: 35 Recreation Requests in December 2024

Top Request: Other requests due to the Northcentralwisconsin.com inquiry



- 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. 707 of the 2025 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since November 19, 2024.
- Facebook: 14,999 "Followers" The top post in December was post about Moccasin Lake Ski Trails being groomed. This post reached 2,258 people with 35 interactions.
 - The paid social media post planning your outdoor adventure. The promotion reached 36,080 people with 711 landing page views, 1,325 post engagements, and 906 link clicks.
- Instagram: 545 "Followers" as of December 2024. Top post asked what winter activity are you most looking forward to this season? The post had 149 impressions with 2 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 6 visits to Langlade County Page in the month of December. LCEDC received 2 requests for more information in December from this website.
- alcinfo.com: 205 users in the month of December:

langladecounty.org: 0 referrals lang

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 is updated 12 Travel Wisconsin's Winter Snow Reports reports weekly if not multiple times a week.
- Promoted trail reports on the December Breakfast Club.

- Reviewed with Zarda Design December's social media posts to develop January's posts.
- The North Central Wisconsin Tourism Partnership (ITBEC) is working on a Marketing Strategic Plan.
- 682 kids and adults visited Santa in the 9 days Santa was utilizing the Welcome Center space.
- Finalized Discover Mediaworks four 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.
- Met and showed Chris Jennings, the new Travel Wisconsin Tourism Development Specialist, on how LCEDC markets Antigo and Langlade County.
- Provided Go To Spot details for branding ideas for another Wisconsin County.
- Completed the Wisconsin DNR Statewide Comprehensive Outdoor Recreation Plan (SCORP) Survey.
- Virtually attended Travel Wisconsin's webinar to learn about their Winter Campaign.
- Virtually attended Miles Partnership Year In Review webinar.
- Virtually attended the Ice Age Trail Alliance Lunch & Learn. Based on the Mammoth Hike Challenge completion forms, 169 people visited Antigo as an Ice Age trail Community during October 2024.