

# **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 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**

- 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 10<sup>th</sup>.

#### **Entrepreneurship**

- Held Innovate & Elevate Entrepreneurship Summit on December 7<sup>th</sup> 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 2<sup>nd</sup> 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



- 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.