ECONOMIC DEVELOPMENT CORPORATION Activity Report: Month Ending February 2025

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

Total Balance to Loan \$128,334 Accounts Receivable: \$484,889.83 Amount Leveraged: \$3.04 Million

Economic Development Information:

Business Development/Retention and Expansion Activities

- Business Contacts: Assisted three (3) potential new start Up Businesses and six (6) current businesses
- Roundtable discussion with financial institution on community and economic strategies
- Work with the City of Antigo and marketed potential development locations aka (Edison Street Project)
- Continue to market available sites and buildings on Locate In Wisconsin and potential developers and interested buyers

City of Antigo Grant Administration Projects

- Received Department of Administration desk monitoring letter that no findings nor concerns were found during the CDBG PF 23-01 Edison Street from 6th to 9th Ave monitoring.
 - o Working on draw request submission.
 - o Provided City of Antigo with requested audit items.
- EDA Industrial Park Project progress follow up.
- Facilitate Waste Water Treatment Plant Solar Project Grant follow up for items need.
- Provided CDBG Application training slides for possible Waste Water Treatment Renovation Project planning grant.

Workforce Development

- Current trends; labor force participation rate increasing along with apprenticeship enrollment; continue to monitor with business connections; WAGE comparison done for manufacturing
- Updated Job Postings on EDC website
- Dream Up Childcare Taskforce continued promoting the new Adopt-A-Provider Program; and met to discuss next steps in re-evaluating the needs of Langlade County

Entrepreneurship

- Held the fourth Business Network of Langlade County Group in partnership with Small Business Development Center on February 13, 2025.
 - Business networking meetings will be held every 2nd Thursday of the month from 8-9 am in the LCEDC Conference room.
- One (1) Fall Business Start Up grants was reimbursed
- Launched marketing campaign for Spring ETP Course; March 3rd-April 29th
- Submitted WEDC ETP Partner Grant Report
- Met with Wolf River Territory to establish a ETP Hub

Broadband

- Submitted BEAD Planning Grant Quarterly Report
- Presented the Bertram Communications LLC Project at 16 Township meetings
- Held Broadband meeting and submitted to Langlade County Board NSight Project for Endorsement
- Langlade County Broadband Plan received approval by the Langlade County Board
- Continue to monitor current Grant Funded Broadband Projects

Meetings/Trainings attended

- 1. City of Antigo Economic Development Committee
- 2. WEDA Board
- 3. Ice Age Trail Alliance Lunch & Learn

- 4. North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee
- 5. Business Network of Langlade County
- 6. Breakfast Club

- 7. Broadband Commission and Township Meetings
- 8. Building a Healthier Langlade County
- 9. CWED Board

- 10. Dream Up/Child Care Task Force
- 11. AI Conference
- 12. UW Extension REV Program Meeting

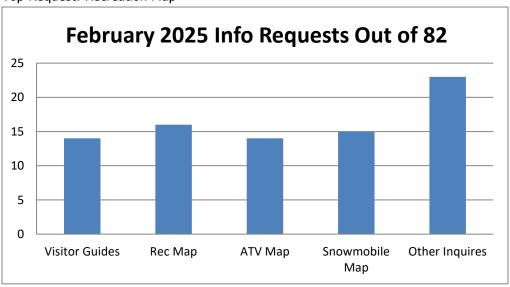
Tourism Development

- Tourism Website: 8,043 Users in the months of February

Top referral site: Facebook 2nd referral site: Langlade Forestry and Parks

- App Downloads: 2 downloads in February 2025
- Recreation Information Requests: 82 Recreation Requests in February 2024

Top Request: Recreation Map



- Visitor Guide Distributed: 225 of the 2025 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 29, 2025.
- Rec Map Distributed: The 2025 Langlade County Recreation Maps were received on November 19, 2024. 1,107 of the 2025 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since November 19, 2024.
- Facebook: 15,275 "Followers" The top post in February post was about Antigo receiving snow on February 3rd. This post reached 50,440 people with 273 interactions.
 - The paid two-week social media post about Langlade County Snowmobile Trails are open. The promotion reached 22,033 people with 357 landing page views, 553 post engagements, and 407 link clicks.
 - Another two-week promotion was on coming for the trails, stay the night, and to check out the trail report page. The promotion reached 27,153 people with 513 landing page views, 789 post engagements, and 597 link clicks.
- Instagram: 552 "Followers" as of February 2025. Top post February 2025 post was the announcement of the snowmobile trails opening. The post had 133 impressions with 6 interactions.
- Everbridge: There have been 1,453 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 8 visits to Langlade County Page in the month of February. LCEDC received 2 requests for more information in February from this website.
- alcinfo.com: 170 users in the month of February:

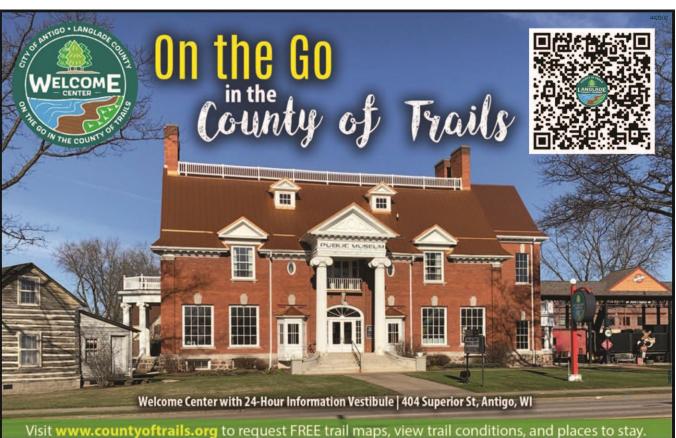
langladecounty.org: 2 referrals langladecountyedc.org: 2 referrals

Other Tourism Information:

- Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
 - Sent out three (3) Everbridge notifications for Kettlebowl opening on Sunday, February 9th and when the Langlade County Snowmobile Trails opened and closed.
- 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.
- Reviewed with Zarda Design February's social media posts to adjust posts as the weather changed and to develop March's posts/Meta ads.
- Continued contract with WBAY Action 2 News to run 7 second commercials in January.

- Additional Go To Spot icon order is being developed. One 10 Graphics designed a new playground, Jeep, and birdwatching icons.
- Tourism booth at the Antigo Middle School Pride Night. Forty-three items were taken in the 2.5 hour event.
- Presented Local Marketing Channels at the Business Network of Langlade County monthly meeting. Provided information on how to use and submit event on the Antigo/Langlade County Community Calendar and Langlade County Tourism's business listing and Build Your Adventure feature.
- Took Travel Wisconsin's Trail Reporters Survey
- Took WATA Membership Survey
- Virtually attended the Ice Age Trail Alliance Lunch & Learn.
 - Wrote statement of support/importance of the Ice Age Trail
 - Submitted personalized postcard to support refunding Knowles Nelson Stewardship Fund
- Updated North Central Wisconsin Tourism Partnership website (northcentralwisconsin.com) to remove counties that are not participating in 2025.
- The North Central Wisconsin Tourism Partnership (ITBEC) is working on a Marketing Strategic Plan.
- Submitted half page ad for March/April 2025 issue of On Wisconsin Outdoors that is a free publication at Kwik Trip.
- Submitted full page ad for the 2025 Langlade County Resource Guide





Have you registered



Antigo/Langlade County EMERGENCY ALERTS & INFORMATION SYSTEM

> Register now at www.alcinfo.com

Receive Information Via:

- EMAIL
- TEXT
- LANDLINE
- CELL PHONE

Information Alerts:

- WEATHER
- COMMUNITY
 - **Community Events**

 - Trail ReportsMusic & Arts
- AND MORE



Building A Stronger Community-Together!

- Business Development & Financing Opportunities
- · Workforce Development
- · Community Development
- Tourism Development



Angie Close, Executive Director aclose@co.langlade:wi.us 312 Forrest Ave • Antigo WI 54409 715-623-5123

