

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending April 2025

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

- Total Balance to Loan **\$147,160** Accounts Receivable: **\$471,240.79** Amount Leveraged: **\$3.04 Million**

Economic Development Information:

Business Development/Retention and Expansion Activities

- Business Contacts: Provided Technical Assistance to 5 potential Business startups and six (6) current businesses
- Received 1 (one) RLF Loan Application for an Expansion of a Business
- Submitted Town of Neva Idle Site Grant for new company located in Town of Neva
- Met with Property Manager to help market open retail/office space in City of Antigo
- Closed on one Emergency Relief – Revolving Loan Fund loan
- Continue to market available sites and buildings on Locate In Wisconsin and potential developers and interested buyers

City of Antigo Grant Administration Projects

- Draw request was submitted and received for the CDBG PF 23-01 Edison Street from 6th to 9th Ave Project.
 - Submitted requested Build America, Buy America DECHER request.
 - Held meeting on additional Build America, Buy America requirements due July 31, 2025.
- EDA Industrial Park Project progress follow up.
 - Attended Preconstruction meeting
 - Submitted Quarterly Report and FFR
 - EDA draw request training
 - Submitted draw request
- Facilitate Waste Water Treatment Plant Solar Project Grant follow up for items need.
 - Held financial management meeting.

Workforce Development

- Marketing current Job Postings on EDC website
- Dream Up Childcare Taskforce continued promoting the new Adopt-A-Provider Program; working with Consultant with a Growth and Stability Plan for Childcare Centers in Langlade County
- Attended Langlade County Transportation Meeting; Discussion held on Antigo Bus Stops

Entrepreneurship

- Awarded 3-Year Rural Entrepreneurial Venture Program through the UW Extension
- Held the sixth Business Network of Langlade County Group in partnership with Small Business Development Center on April 10, 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 grant was reimbursed
- Spring ETP Course graduated four (4) students on April 29th

Broadband

- Facilitated Broadband Commission Meeting
- Continue to monitor current Grant Funded Broadband Projects and BEAD Implementation Process
- Working with providers on next steps

Meetings/Trainings attended

- | | |
|---|---|
| 1. Department of Transportation | 6. Langlade County Forestry Committee |
| 2. United Way of Langlade County | 7. NTC Sawmill Ribbon Cutting |
| 3. Antigo Sno-Drifters Snowmobile Club Land Recognition | 8. WEDA Academy Grant Writing Webinar |
| 4. EDA Saratoga Street Preconstruction | 9. Seven County ATV Landowners |
| 5. WHEDA Regional Rep | 10. Business Network of Langlade County |
| | 11. Broadband Capacity Grant |

12. Langlade County Transportation
13. Town of Neva
14. Building a Healthier Langlade County
15. Central Wisconsin Economic Development Board
16. Wisconsin Farmer Union
17. North Central Wisconsin Tourism Partnership (ITBEC) Strategic Plan

18. Breakfast Club
19. North Central Wisconsin Tourism Partnership (ITBEC) Survey Subcommittee
20. Dream Up/Child Care Task Force
21. Senator Baldwin's Office
22. Family Connect Care Portal
23. Region 5 Broadband with Rural Prosperity
24. WCA Planned Revenue Sharing

Tourism Development

- Tourism Website: 4,948 Users in the months of April

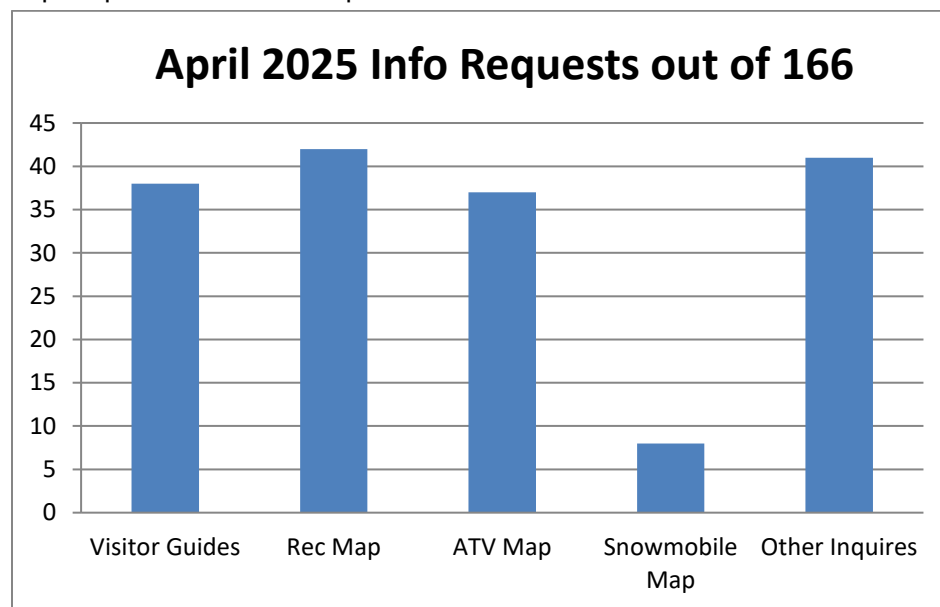
Top referral site: Facebook

2nd referral site: Langlade Forestry and Parks

- App Downloads: 6 downloads in April 2025

- Recreation Information Requests: 166 Recreation Requests in April 2025

Top Request: Recreation Map



- Visitor Guide Distributed: 235 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. 2,054 of the 2025 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since November 19, 2024.
- Facebook: 15,758 "Followers" The top post in April post the ATV/UTV Trail System opening on May 1st. This post reached 29,273 people with 231 interactions of which 118 were shares. Of the 46,477 views, 85% were from non-followers.
 - The 19-day paid social media post was targeting the NFL Draft attendees to come to Langlade County and Green Bay residents to escape the Draft congestion. Langlade County is an easy 1.5-hour drive that still has rooms available. The promotion reached 22,069 people with 66,024 views, 366 landing page views, 445 post engagements, and 397 link clicks.
 - Another paid promotion was getting people excited about the pending ATV/UTV trails opening and how to get notifications when it does. The promotion reached 19,195 people with 46,048 views with 396 landing page views, 589 post engagements, and 349 link clicks.
- Instagram: 556 "Followers" as of April 2025. Top post April 2025 post was about the ATV/UTV Trail System opening on May 1st. The post had 308 impressions with 6 interactions.
- Everbridge: There have been 1,469 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 14 visits to Langlade County Page in the month of April. LCEDC received 6 requests for more information in April from this website.
- alcinfo.com: 275 users in the month of April:

langladecounty.org: 0 referrals

langladecountyedc.org: 0 referrals

Other Tourism Information:

- Continued sending out Everbridge mass notifications and marketing Everbridge and alinfo.com webpage.
 - Sent out Everbridge notification that the Langlade County ATV/UTV Trails will be opening on May 1st.
- Continue refining the Langlade County Tourism Information binder for staff for answers to visitor's questions.
- LCEDC updated 7 Travel Wisconsin's Biking Reports and 7 Hiking Reports weekly with current trail conditions.
- Reviewed with Zarda Design the current month's social media posts to develop the next month's posts/Meta ads and to adjust posts as the weather changed.
- Continued contract with WBAY Action 2 News to run 7 second commercials with summer activities.
- Continued updating Travel Wisconsin, Langlade County, and Antigo/Langlade County Community Calendar event calendars with 2025 and 2026 events.
- Held the North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee Strategic Planning meeting.
- Presented at the Antigo Sno-Drifters Snowmobile Club Landowners Recognition.
- Welcomed the Clerk of Courts to Langlade County for their annual meeting.
- Submitted Up North Action Magazine half page ad in the May issue.
- Submitted On Wisconsin Outdoor half page ad with spotlight.

On the Go
in the
County of Trails

Welcome Center with 24-Hour Information Vestibule | 404 Superior St, Antigo, WI

Visit www.CountyOfTrails.org to request FREE trail maps, view trail reports, and places to stay.



SPOTLIGHT | LANGLADE COUNTY



Experience The Best of Summer

This summer, escape to Langlade County, where scenic beauty, outdoor adventure, and small-town charm come together for the perfect getaway. Whether you're seeking relaxation or excitement, there's something for everyone to enjoy - and plenty of reasons to stay the night!

Langlade County is a paradise for hikers, ATV/UTV riders, mountain bikers, and golfers. Explore the breathtaking Wisconsin Northwoods by hiking the Ice Age National Scenic Trail and the thrilling Parrish Highlands ATV/UTV trails. Take a scenic mountain bike ride on the Jack Lake Mountain Bike Trail or golf the three lush public courses.

Water lovers can enjoy Langlade County's 842 lakes, rivers, and trout streams. There's no shortage of fishing, kayaking, and swimming opportunities. Paddle down the crystal-clear Wolf River, perfect for whitewater rafting, or cast a line in one of the area's many fishing hotspots.

Enjoy classic Wisconsin fare at family-owned local restaurants or grab an ice cream cone as you stroll through



historic downtown Antigo.

Summer is the perfect time to experience the Music in the Park series, Antigo Farmers Market, and craft fairs where you can browse fresh produce, homemade goods, and local crafts.

Attend a variety of engaging events in Langlade County,

from the Old Time Plow Days on May 3, Memorial Day Weekend Bullhead Fishing Tournament on Upper and Lower Post Lake, and the Midwest Women's Off-Road Weekend from May 30 to June 1.

The Antigo Lions Roaring Raceway Off-Road Races runs from June 6 - 8. The Midwest Extreme Dirt Track Nationals takes place from June 20 - 21. The Northern Roundup Vintage Weekend Car Show goes from June 26 - 28, and Antigo's Summer Slam & Jam Pickleball Tournament will be held on June 28.

Check out Langlade County's event calendar at <https://www.langladecounty.org/calendar/events-calendar/>

After a day of adventure, unwind at one of Langlade County's welcoming accommodations. From modern hotels and charming cabins to lakeside resorts and peaceful campgrounds, there's a perfect place to rest after your summer explorations.

This summer, make Antigo and Langlade County your Wisconsin Northwoods sanctuary to unwind. Plan your perfect getaway today at www.langladecounty.org



Come for the Action, Stay the Night





www.CountyOfTrails.org

