

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending March 2025

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

- Total Balance to Loan **\$134,412** Accounts Receivable: **\$479,114.72** Amount Leveraged: **\$3.04 Million**

Economic Development Information:

Business Development/Retention and Expansion Activities

- Business Contacts: Provided Technical Assistance to 7 potential Business startups and five (5) current businesses
- Facilitated Idle Site Grant meeting with Town of Neva and WEDC for new company
- Met with WEDC regarding Certified Sites and potential locations within City and County
- Replied to an RFI request
- 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 DBG PF 23-01 Edison Street from 6th to 9th Ave Project.
 - Virtually attended DEHCR's CDBG Data Report Training.
 - Submitted Semi-Annual Data Report.
- EDA Industrial Park Project progress follow up.
- Facilitate Waste Water Treatment Plant Solar Project Grant follow up for items need.
 - Submitted requested Affirmative Action and Single Audit documentation.
- Conducted employee interviews for the water tower project/Safe Drinking Water Loan Program.

Workforce Development

- Marketing current Job Postings on EDC website
- Attended Regional Economy and Labor Presentation
- 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

- Met with UW Extension and the Wolf River Territory Core Team for the Rural Entrepreneurial Venture Program
- Held the fifth Business Network of Langlade County Group in partnership with Small Business Development Center on March 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 grant was reimbursed
- Spring ETP Course started on March 3rd

Broadband

- Continue to monitor current Grant Funded Broadband Projects
- Gave Broadband Update at the Langlade County Town Unit Meeting
- Working with providers on next steps
- Next meeting will be held on April 22

Meetings/Trainings attended

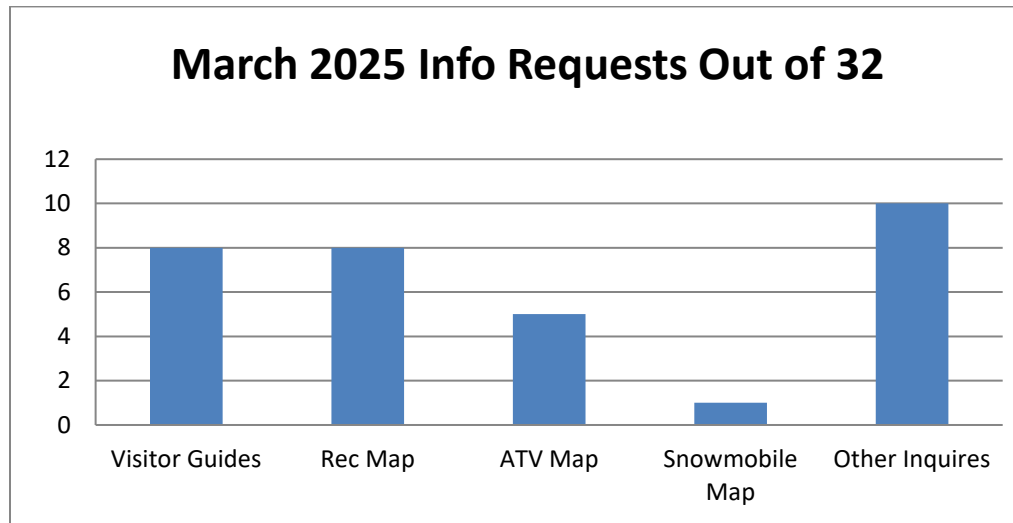
1. Langlade County Snowmobile Council
2. Grow North Regional Economic Development
3. SBDC Economic Outlook Webinar
4. City of Antigo Room Tax Commission
5. WEDA Academy Grant Writing Webinar
6. Town of Neva
7. North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee
8. University of Wisconsin Grant Writing Webinar
9. City Council
10. Business Network of Langlade County
11. Workforce Development Board

12. WEDC Site Selection Webinar
13. CDBG Data Report Training
14. Breakfast Club
15. UW Extension REV Program Onsite Visit
16. Dream Up/Child Care Task Force
17. City Plan Commission

18. City Art Committee
19. Broadband Rural Tourism Webinar
20. WEDA Board
21. Childcaring
22. Town Unit Meeting

Tourism Development

- Tourism Website: 4,646 Users in the months of March
 - Top referral site: Facebook
 - 2nd referral site: Langlade Forestry and Parks
- App Downloads: 2 downloads in March 2025
- Recreation Information Requests: 32 Recreation Requests in March 2025
 - Top Request: Other Inquires



- 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. 1,174 of the 2025 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since November 19, 2024.
- Facebook: 15,272 "Followers" The top post in March post was about embracing the return of winter with Gartzke Recreation Area Go To Spot featured. This post reached 6,436 people with 37 interactions.
 - The paid social media post was the NFL Draft is approaching. Langlade County is an easy 1.5 hour drive that still has rooms available. The promotion reached 29,137 people with 77,846 views, 633 landing page views, 749 post engagements, and 662 link clicks.
 - Another one-week promotion was to escape the crowds in Green Bay for the NFL Draft. The promotion reached 10,145 people with 171 landing page views, 457 post engagements, and 209 link clicks.
- Instagram: 552 "Followers" as of March 2025. Top post March 2025 post was about planning your vacation on the first day of spring. The post had 86 impressions with 9 interactions.
- Everbridge: There have been 1,463 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 2 visits to Langlade County Page in the month of March. LCEDC received 3 requests for more information in March from this website.
- alcinfo.com: 265 users in the month of February:
 - 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 updated 12 Travel Wisconsin's Winter Snow Reports reports weekly if not multiple times a week with current trail conditions.
- Reviewed with Zarda Design February's social media posts to develop March's posts/Meta ads and to adjust posts as the weather changed.

- Continued contract with WBAY Action 2 News to run 7 second commercials in March on summer activities.
- Continued updating Travel Wisconsin, Langlade County, and Antigo/Langlade County Community Calendar event calendars with 2025 and 2026 events.
- Additional Go To Spot were received and disbursed to the City of Antigo Park & Rec and Langlade County Forestry, Park, & Rec Departments.
- Took Travel Wisconsin's 2026 Co-Op Program Offering Survey
- Attended the North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee meeting.
- The North Central Wisconsin Tourism Partnership (ITBEC) is working on a Marketing Strategic Plan.
- Presented at the Langlade County Snowmobile Council meeting.
- Presented 2024 Langlade County destination marketing outcomes to the City of Antigo Room Commission.
- Spoke on the Breakfast Club about alcinfo.com and Antigo/Langlade County Community Calendar on where to find the calendar, how to use the calendar, and submitting events.