

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending July 2025

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

- Total Balance to Loan **\$129,341** Accounts Receivable: **\$485,149.79** Amount Leveraged: **\$3.2 Million**

Economic Development Information:

Business Development/Retention and Expansion Activities

- Closed on one (1) Revolving Loan for new Adult Living Home for Developmentally Disabled in Antigo. Total project: \$183,000.00 Creation: 2 Full-Time Jobs
- Working with Developer on site selection/economic incentives for potential new build
- Business Contacts: Provided Technical Assistance to six (6) potential Business startups and six (6) current businesses with two (2) expansion projects
- Continue to market available sites and buildings on Locate In Wisconsin and potential developers and interested buyers

Entrepreneurship

- Business networking meetings are held every 2nd Thursday of the month from 8-9 am in the LCEDC Conference room.
- Rural Entrepreneurship Venture Program for the Wolf River Territory meetings were held; mapping of assets and gaps will begin in September
- Fall ETP Program was set: September 2 for Orientation; Class Dates September 16-November 18
- Planning Session held for upcoming 10-year ETP Anniversary

City of Antigo Grant Administration Projects

- Lead Service Program; Entered into Labor Standards Officer and administration contract with City
- City of Antigo CDBG PF 23-01 Edison Street from 6th to 9th Ave Project.
 - Submitted Single Audit and Build America, Buy America documentation to DEHCR.
- EDA Industrial Park Project progress follow up.
 - Attended biweekly construction meetings.
 - Submitted quarterly report.
- Facilitate Waste Water Treatment Plant Solar Project Grant follow up for items need for quarterly report.
 - Virtually met with Legacy Solar to discuss items needed for project closeout.
 - Submitted 2024 Single Audit and quarterly report to OEI portal.

Workforce Development

- Held roundtable discussion with Business Industry and the Unified School District of Antigo
- 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
- Marketing current Job Postings on EDC website

Broadband

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

Corporation

- Presented 2024 Annual Report to both the City of Antigo and Langlade County and requested 2026 Investment
- Continue to work towards Diversify Revenue Streams with partners; Grow North, WEDC, United Way, CWED

Meetings/Trainings attended

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|----------------------------------|---|
| 1. SCORE Mentorship Program | 5. City of Antigo TIF |
| 2. Langlade County Finance | 6. Rural Entrepreneurial Venture Program Training |
| 3. City Council | 7. Canva Creative Ads |
| 4. Unified School District Board | |

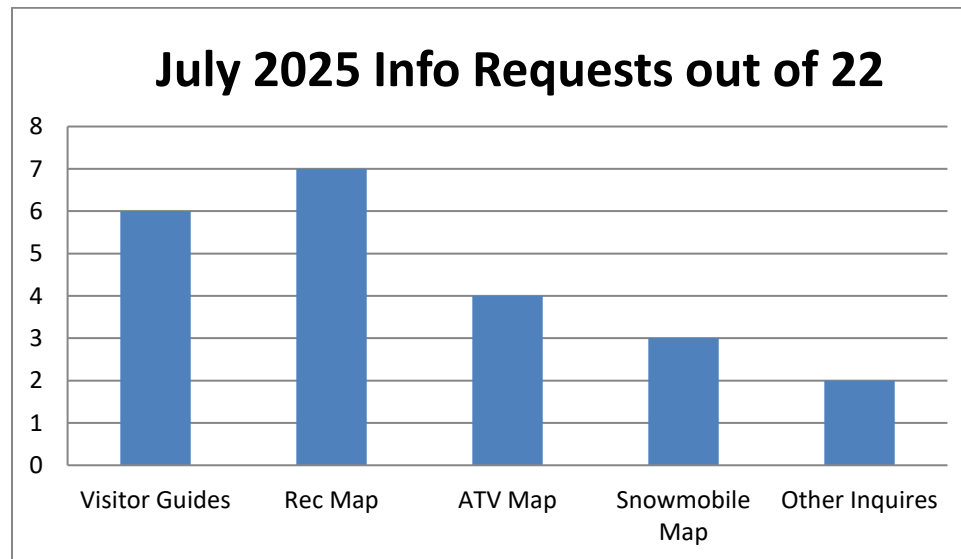
8. City Finance, Personnel, and Legislative Committee
9. WEDA
10. Central Wisconsin Economic Development Corporation
11. Northcentral Regional Planning - CEDS
12. Legacy Solar
13. EDA Saratoga Street Biweekly Construction

14. North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee
15. North Central Regional Planning Commission
16. Travel Wisconsin Fall Tourism Campaign
17. North Central Wisconsin Tourism Partnership (ITBEC) Board
18. Grow North

Tourism Development

- Tourism Website: 13,368 Users in the months of July
 - Top referral site: Facebook Paid Ads
 - 2nd referral site: Facebook
- App Downloads: 5 downloads in July 2025
- Recreation Information Requests: 22 Recreation Requests in July 2025

Top Request: Recreation Maps



- Visitor Guide Distributed: 268 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. 3,033 of the 2025 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since November 19, 2024.
- Facebook: 15,998 "Followers" The top post in July post was about pristine summer views while exploring Langlade County's ATV/UTV Trails. This post reached 7,774 people with 57 interactions.
 - The 14-day paid social media Antigo video reel. The promotion the build your adventure tool on our website. The promotional reel reached 8,353 people with 3,201 views, 870 landing page views, 2,636 post engagements, 1,107 link clicks and 1,430 people viewed 3-seconds of the video.
 - Turned back on the summer in the Northwoods reel that ran at the end of June 2025. The 7-day paid social media reel post promoting Langlade County as a summer playground for hiking, biking, paddling and ATV/UTV riding. The promotional reel reached 8,413 people with 8,654 views, 91 landing page views, 1,885 post engagements, 99 link clicks, and 1,760 people viewed 3-seconds of the video.
 - Turned back on the mountain bike reel that ran in July 2024. The 7-day paid social media reel post promoting Langlade County's mountain bike trails. The promotion reached 12,183 people with 16,446 views, 267 landing page views, 3,910 post engagements, 275 link clicks, and 3,598 people viewed 3-seconds of the video.
- Instagram: 578 "Followers" as of July 2025. Top post July 2025 post was about outdoor dining in Antigo and Langlade County. The post had reached 112 people.
- Everbridge: There have been 1,502 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 22 visits to Langlade County Page in the month of July.
- alcinfo.com: 877 users in the month of July:
 - langladecounty.org: 0 referrals
 - langladecountyedc.org: 0 referrals

Other Tourism Information:

- Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.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.
- Continued updating Travel Wisconsin, Langlade County, and Antigo/Langlade County Community Calendar event calendars with 2025 and 2026 events.
- Virtually attended Canva's Join the Future of Ad Creative: Creating Ads that Connect and Convert webinar.
- Participated in the North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee meeting.
- Posted North Central Wisconsin Tourism Partnership visitor survey on social media pages and tourism website.
- LCEDC reimbursed the Antigo Pickleball Club for its April and May paid Facebook ads for the approval Destination Nonprofit Event Grant. The promotion reached 20,795 people with 51,977 views with 631 link clicks.
- Had a booth at the July 2nd Elcho Music in the Park. Attendees took 72 items.
- Had a booth at the Langlade County Fair. Fairgoers took 103 items from the 4-day booth.
- Met with the interim president of the Langlade County Chapter of the Ice Age Trail on collaborative efforts.
- Virtually attended Travel Wisconsin's Fall Campaign webinar.
- Submitted Up North Action Magazine half page ad in the August/September issue. Ad below.

On the Go
i n the
County of Trails

QR Code

WELCOME CENTER
CITY OF ANTIGO • LANGLADE COUNTY
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.