

# **ECONOMIC DEVELOPMENT CORPORATION**

## **Activity Report: Month Ending June 2025**

### **ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)**

- Total Balance to Loan **\$121,703** Accounts Receivable: **\$456,556.70** Amount Leveraged: **\$3.04 Million**

### **Economic Development Information:**

#### **Business Development/Retention and Expansion Activities**

- Facilitated WEDC Idle Site Grant Application for Town of Neva and New Developer and a \$194,600 Grant was awarded on 6/30/25 for redevelopment of site W9956 County Road B, Deerbrook WI 54424. Total Investment into project is projected to be \$953,275 with 6 new job creations.
- Business Contacts: Provided Technical Assistance to six (6) potential Business startups and ten (10) current businesses
- Continue to market available sites and buildings on Locate In Wisconsin and potential developers and interested buyers

#### **Entrepreneurship**

- Held the eighth (8) Business Network of Langlade County Group in partnership with Small Business Development Center on June 12, 2025.
  - Business networking meetings will be held every 2<sup>nd</sup> Thursday of the month from 8-9 am in the LCEDC Conference room.
- Planning Session held for upcoming training opportunities and 10-year ETP Anniversary
- Second Rural Entrepreneurship Venture Program meeting was held with Wolf River Territory. Also attended the Rural Community Entrepreneurship Conference and held a roundtable with the first Cohort of the REV Program

#### **City of Antigo Grant Administration Projects**

- City of Antigo CDBG PF 23-01 Edison Street from 6<sup>th</sup> to 9<sup>th</sup> Ave Project.
  - Virtually attended Build America, Buy America training.
- EDA Industrial Park Project progress follow up.
  - Attended biweekly construction meetings.
  - Master Service Agreement submitted to EDA for approval.
- Facilitate Waste Water Treatment Plant Solar Project Grant follow up for items need for quarterly report.

#### **Workforce Development**

- Working with Business Industry regarding CTE Programing at Antigo School District
- 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**

- 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. EDA Saratoga Street Biweekly Construction      | 8. North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee |
| 2. City Economic Development Committee            | 9. City Finance, Personnel, and Legislative Committee                      |
| 3. City Plan Commission                           | 10. City Council   |
| 4. CDBG Build America Buy America Act Training    | 11. Business Network of Langlade County                                    |
| 5. Rural Entrepreneurial Venture Program Training | 12. Workforce Development Board  |
| 6. Childcaring Inc. Board MTG                     | 13. Town Unit MTG  |
| 7. Langlade County Broadband Commission           | 14. Connecting Communities   |

- 15. Breakfast Club
- 16. Travel Wisconsin's Points of Interest webinars
- 17. WEDC Empty Buildings Tour
- 18. Lincoln County Dream Up

- 19. SBDC
- 20. City Committee of the Whole
- 21. City of Antigo Hotel/Motel
- 22. WEDA

### Tourism Development

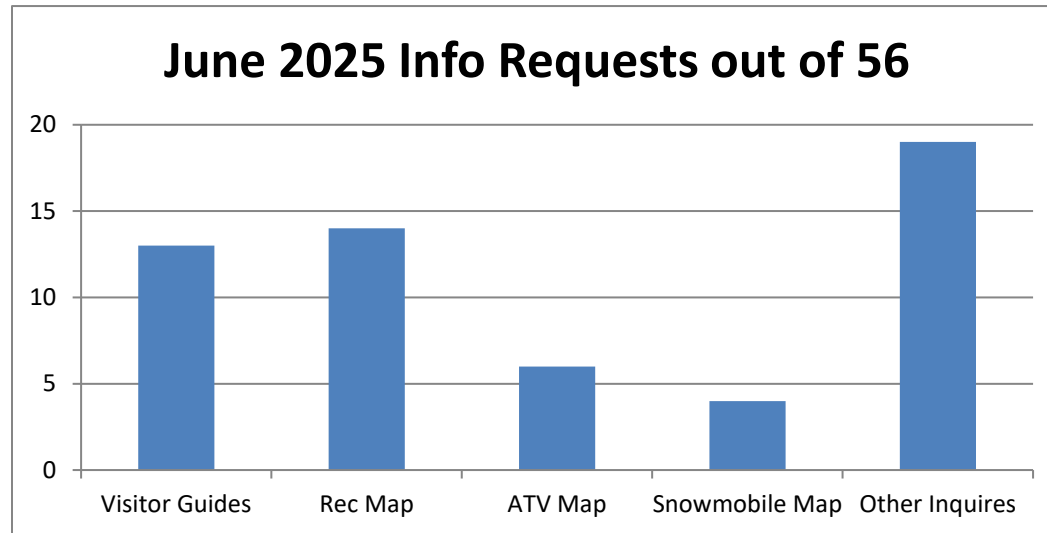
- Tourism Website: 11,770 Users in the months of June

Top referral site: Facebook

2<sup>nd</sup> referral site: Langlade Forestry, Parks, & Rec Dept

- App Downloads: 9 downloads in June 2025
- Recreation Information Requests: 56 Recreation Requests in June 2025

Top Request: Other Inquires (14 from the NorthcentralWisconsin.com website)



- Visitor Guide Distributed: 252 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. 2,969 of the 2025 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since November 19, 2024.
- Facebook: 15,954 "Followers" The top post in June post was about the Langlade County Off Highway Motor Vehicle trails officially opening. This post reached 33,500 people with 604 link clicks, 153 reactions, 116 comments, 86 shares, and 16 saved posts to be viewed by 52,629 times.
  - The 14-day paid social media post promoting Langlade County's fishing, hiking, and ATV/UTV trails. The promotion reached 19,470 people with 33,380 views, 314 landing page views, 396 post engagements, and 380 link clicks.
  - The 7-day paid social media reel post promoting Langlade County as a summer playground for hiking, biking, paddling and ATV/UTV riding. The promotion reached 10,041 people with 9,999 views, 126 landing page views, 2,011 post engagements, 138 link clicks, and 1,842 people viewed 3-seconds of the video.
  - As part of the approved Antigo Lions' Destination Event grant approval, LCEDC ran the paid social media video of the off-road races. The 17-day promotion reached 26,456 people with 53,739 views, 20,103 post engagements, 17,693 people viewed 3 seconds of the video 1,721 landing page views, and 1,964 link clicks.
- Instagram: 575 "Followers" as of June 2025. Top post June 2025 post was the video promoting the Antigo Off Road Races. The post had reached 179 people.
- Everbridge: There have been 1,497 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 18 visits to Langlade County Page in the month of June. LCEDC received 2 requests for more information in June from this website.
- alcinfo.com: 417 users in the month of June:

langladecounty.org: 1 referral

langladecountyedc.org: 1 referral

### 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 1<sup>st</sup>.
- 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.
- Participated in the North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee meeting.
- Provided Langlade County photos to the North Central Wisconsin Tourism Partnership to be used on the Colleen Kelly podcast.
- Virtually attended Travel Wisconsin's Points of Interest 101: Your Guide to Points of Interest on TravelWisconsin.com and Points of Interest 102: Advanced Tips to Elevate Points of Interest on TravelWisconsin.com webinars
- Promoted Langlade County's record setting economic impact numbers for the third year in a row by sending out a press release to local news outlets and on the Breakfast Club. Infographic below.
- Langlade County was featured by Wisconsin Department of Tourism Secretary Anne Sayers on WTMJ Radio for its hiking and biking trails!
- Submitted Up North Action Magazine half page ad in the July 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](http://www.CountyOfTrails.org) to request FREE trail maps, view trail conditions, and places to stay.



# 2024 Langlade County Tourism Impact Numbers

Langlade County's tourism and outdoor recreation plays a large role in the economy.

Direct Visitor  
Spending totaled  
**\$58.2 million**  
**Record-Setting**  
(2.5% increase)

Created by visitor  
spending in tourism-  
related sectors

Tourism supports  
**435 jobs**  
(2.3% increase)

Jobs are dependent on  
visitor activity: more visitor  
activity means more jobs  
are needed



Total Business Sales  
increased  
2.4% in 2024 to a  
**Record-Setting**  
**\$84.1 million**

Business sales are  
dependent on direct,  
indirect, and induced  
spending impacts

Tax revenue  
increased by 2.5% to  
**\$4.5 million**

Each Wisconsin Household would need to pay  
**\$678** to maintain the current level of government  
services generated by tourism spending.

