

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending May 2025

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

- Total Balance to Loan **\$114,344** Accounts Receivable: **\$463,533.49** Amount Leveraged: **\$3.04 Million**

Economic Development Information:

Business Development/Retention and Expansion Activities

- Business Contacts: Provided Technical Assistance to six (6) potential Business startups and seven (7) current businesses: and assisted in two (2) information requests for region
- Business and Retention Visit with one (1) Manufacturer
- Approved one (1) RLF Loan for an Expansion of a Business
- 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.
 - Registered for Build America, Buy America training on June 4, 2025.
- EDA Industrial Park Project progress follow up.
 - Attended biweekly construction meetings.
- Facilitate Waste Water Treatment Plant Solar Project Grant follow up for items need.
 - Coordinated meeting with OEI to understand proper invoicing for equipment and labor for draw request and final closeout of grant.

Workforce Development

- Human Resource Group Met to discuss current Workforce Trends
- 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
- Planning session and attended Toastmaster meeting in Wausau to bring to Langlade County for leadership and communication development training

Entrepreneurship

- Held the seventh (7) Business Network of Langlade County Group in partnership with Small Business Development Center on May 8, 2025.
 - Business networking meetings will be held every 2nd Thursday of the month from 8-9 am in the LCEDC Conference room.
- Planning Session held for upcoming training opportunities

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

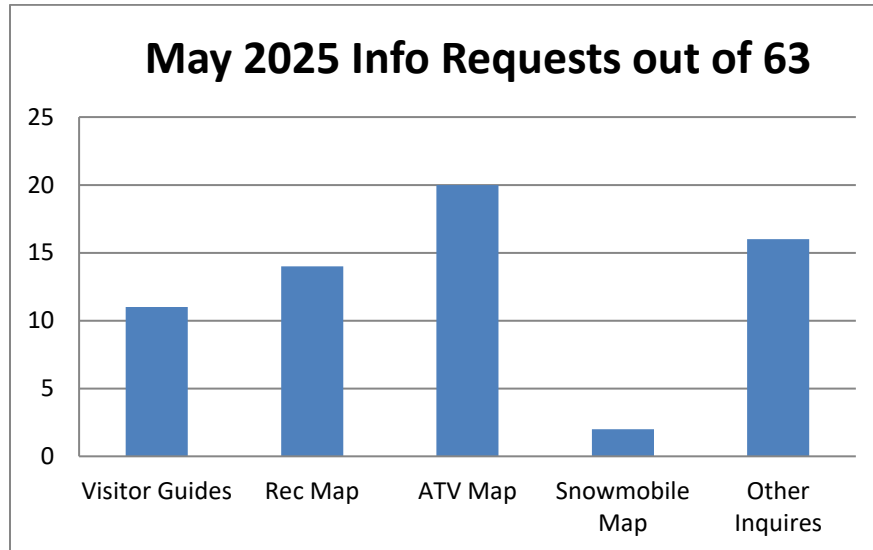
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| 1. Wisconsin Rural Summit | 9. Central Wisconsin Economic Development Board |
| 2. Grow North | 10. Travel Wisconsin Google Lunch & Learn |
| 3. Loan Review Board | 11. North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee |
| 4. EDA Saratoga Street Biweekly Construction | 12. City Council |
| 5. Langlade County Forestry Committee | 13. Breakfast Club |
| 6. WEDC AI as an Ally Marketing Strategies | 14. Dream Up/Child Care Task Force |
| 7. Canva Create Highlights | 15. Toastmasters |
| 8. Business Network of Langlade County | |

- 16. City Finance, Personnel, and Legislative Committee
- 17. Antigo Housing Authority

- 18. WEDA
- 19. Langlade County Human Resource Committee

Tourism Development

- Tourism Website: 8,306 Users in the months of May
 - Top referral site: Facebook
 - 2nd referral site: Langlade Forestry and Parks
- App Downloads: 9 downloads in May 2025
- Recreation Information Requests: 63 Recreation Requests in May 2025
 - Top Request: ATV/UTV Map



- 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. 2,619 of the 2025 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since November 19, 2024.
- Facebook: 15,855 "Followers" The top post in May post was about the Antigo Off-Road Races on June 6-, 2025. This post reached 5,846 people with 44 interactions.
 - The 14-day paid social media post promoting Langlade County ATV/UTV riding. The promotion reached 24,612 people with 44,284 views, 422 landing page views, 638 post engagements, and 502 link clicks.
 - The 7-day paid social media reel post promoting Langlade County ATV/UTV riding. The promotion reached 7,982 people with 11,656 views, 260 landing page views, 3,907 post engagements, 318 link clicks, and 3,536 people viewed 3 seconds of the video.
 - As part of the approved Antigo Lions' Destination Event grant approval, LCEDC is running a paid social media video of the off-road races. The 17-day promotion so far has reached 24,527 people with 48,826 views, 18,346 post engagements, 16,147 people viewed 3 seconds of the video 1,568 landing page views, and 1,786 link clicks.
- Instagram: 562 "Followers" as of May 2025. Top post May 2025 post was the summer snackable video celebrating National Tourism Week. The post had reached 146 people.
- Everbridge: There have been 1,488 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 9 visits to Langlade County Page in the month of May. LCEDC received 2 requests for more information in May from this website.
- alcinfo.com: 293 users in the month of May:
 - 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 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.
- Participated in the North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee meeting.
- Collaborated with White Lake ATV Club to offer Langlade County information at the Let's Ride Expo in Oshkosh on May 2-4. There were 84 items taken.
- Virtually attended WEDC AI as an Ally Marketing Strategies to learn how AI can help with marketing.
- Virtually attended Canva Create Highlights to learn more of what Canva has to offer.
- Virtually attended Travel Wisconsin Google Lunch & Learn to learn how Google can help with marketing.
- Submitted Langlade County information to the North Central Wisconsin Tourism Partnership to be promoted on the Colleen Kelly podcast.
- Submitted Up North Action Magazine half page ad in the June issue. Ad below.



On the Go i n the County of Trails

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

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

CITY OF ANTIGO • LANGLADE COUNTY
WELCOME
CENTER
ON THE GO IN THE COUNTY OF TRAILS