

# **ECONOMIC DEVELOPMENT CORPORATION**

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

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

- Total Balance to Loan **\$146,017** Accounts Receivable: **\$468,795.90** Amount Leveraged: **\$3.3 Million**

### **Economic Development Information:**

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

- Closed on one (1) Revolving Loan. Total project: \$110,000.00
- Business Contacts: Provided Technical Assistance to four (4) potential Business startups and three (3) current businesses: Assisted 3 building owners to help market their vacant buildings and connect possible interest
- Continue to market available sites and buildings on Locate In Wisconsin and potential developers and interested buyers

#### **Entrepreneurship**

- Business networking meetings are held every 2<sup>nd</sup> 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. Promoted on Breakfast Club and in the Antigo Times.
- 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
  - Mailed out informational packets to the pre-qualified list of plumbers and followed up with question and answer email.
- City of Antigo CDBG PF 23-01 Edison Street from 6<sup>th</sup> to 9<sup>th</sup> 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 second EDA draw request.
- Facilitate Waste Water Treatment Plant Solar Project Grant follow up for items need for quarterly report.

#### **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
- Held first Childcare Coffee Chat

#### **Broadband**

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

#### **Corporation**

- Continue to work towards Diversify Revenue Streams with partners; Grow North, WEDC, United Way, CWED

#### **Meetings/Trainings attended**

1. Mammoth Hike Challenge Lunch & Learn
2. Travel Wisconsin Travel Green
3. WEDC Small Business Development webinar on 9/13
4. 4 Lakes 4 Wheeler
5. North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee
6. Workforce Development Board
7. EDA Saratoga Street Biweekly Construction

12. Central Wisconsin Economic Development Corporation
13. Grow North
14. Wisconsin Procurement Institute
15. Dream Up Task Force
16. WCA Monthly In the Board Room

- Tourism Website: 8,858 Users in the months of August  
Top referral site: Facebook 2<sup>nd</sup> referral site: Facebook Paid Ads
- App Downloads: 5 downloads in August 2025
- Recreation Information Requests: 39 Recreation Requests in August 2025  
Top Request: Recreation Maps & Visitor Guides

- Visitor Guide Distributed: 308 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. 3,686 of the 2025 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since November 19, 2024.
  - Facebook: 16,050 "Followers" The top post in August post was about summer slipping away and to catch the last month of Music in the Park music. This post reached 5,470 people with 18 interactions.
    - The 14-day paid social media ATV/UTV video reel was turned back on. The promotional reel reached 19,328 people with 37,865 views, 731 landing page views, 13,026 post engagements, 931 link clicks and 11,895 people viewed 3-seconds of the video in August 2025.
    - Turned back on the summer escape the ordinary to promote hiking, mountain biking, paddling, and horseback riding. The 14-day paid social media promoting reached 72,312 people with 63,638 views, 791 landing page views, 1,007 post engagements, and 900 link clicks.
  - Instagram: 586 "Followers". Top post August 2025 post was about places to cool off. The post had reached 196 people with 5 interactions.
  - Everbridge: There have been 1,506 people that have registered since June 1, 2016.
  - Northcentralwisconsin.com: This is the portal website through ITBEC and we received 8 visits to Langlade County Page in the month of August. There was one inquire request for Langlade County information.
  - alcinfo.com: 630 users in the month of August:
- langladecounty.org: 0 referrals
langladecountyedc.org: 0 referrals

- 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.
- Virtually attended the Ice Age Trail Alliance Lunch & Learn to kick off the Mammoth Hike Challenge.
- Submitted Langlade County Off Highway Motor Vehicle Trails to Travel Wisconsin for What's New in Wisconsin.
- Provided a case of Langlade County Recreation Maps for the Wisconsin Agriculture Tourism Association to have out at Travel Wisconsin's booth on August 4<sup>th</sup> at the Wisconsin State Fair.
- Provided the new teachers in the Unified School District of Antigo a bags of Langlade County information.
- Watched Travel Wisconsin's Travel Green webinar.
- Had a booth at the Langlade County Community Health Fair. Attendees took 121 items from the 5-hour event.
- Discussed collaborative efforts with the 4 Lakes 4 Wheeler Club.
- Worked with the interim president of the Langlade County Chapter of the Ice Age Trail on developing a Welcome Hikers banner and Trail Magic for the October Mammoth Hike Challenge.
- Virtually attended the Wisconsin Counties Association's In the Board Room focus on regulations of Tourism Rooming Houses/Short-Term Rentals.