

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending September 2025

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

- Total Balance to Loan **\$153,079** Accounts Receivable: **\$460,532.55** Amount Leveraged: **\$3.3 Million**

Economic Development Information:

Business Development/Retention and Expansion Activities

- Closed on one (1) CWED Revolving Loan. Total project: \$545,000.00
- Business Contacts: Provided Technical Assistance to two (2) potential Business startups and three (3) current businesses
- Assisted Business Owner on potential expansion/real estate purchase project
- Assisting Manufacturer on Business Development Tax Credits, Fast Forward Grant and New Market Tax Credits
- Applied for the Small Business Development Grant for Antigo Main Street Small Business Growth & Support Program
- Applied for Business Technical Grant Program
- Continue to market available sites and buildings on Locate In Wisconsin and potential developers and interested buyers

Entrepreneurship

- Fall ETP Program started September 16 with 12 students
- 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
- Held Toastmasters International demo to see if there is interest in starting a Langlade County Toastmasters Club.

City of Antigo Grant Administration Projects

- Lead Service Program; Entered into Labor Standards Officer and administration contract with City
 - Met one on one with local plumber to assist on Lead Service Line Replacement documentation.
 - Working with local plumbers on what is required for Build America, Buy America documentation.
 - Set up an in-person plumber presentation on October 8th at 4 pm at City Hall Multi-Purpose Room.
- City of Antigo CDBG PF 23-01 Edison Street from 6th to 9th Ave Project.
 - Working on Project Closeout Documentation
 - Virtually attended the CDBG Implementation Training
- EDA Industrial Park Project progress follow up.
 - Attended biweekly construction meetings.
- Facilitate Waste Water Treatment Plant Solar Project Grant follow up for items need for quarterly report.
 - Working with prime contractor and OEI on project completion documentation.

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; Growth and Stability Plan for Childcare Centers in Langlade County was completed
- 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

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

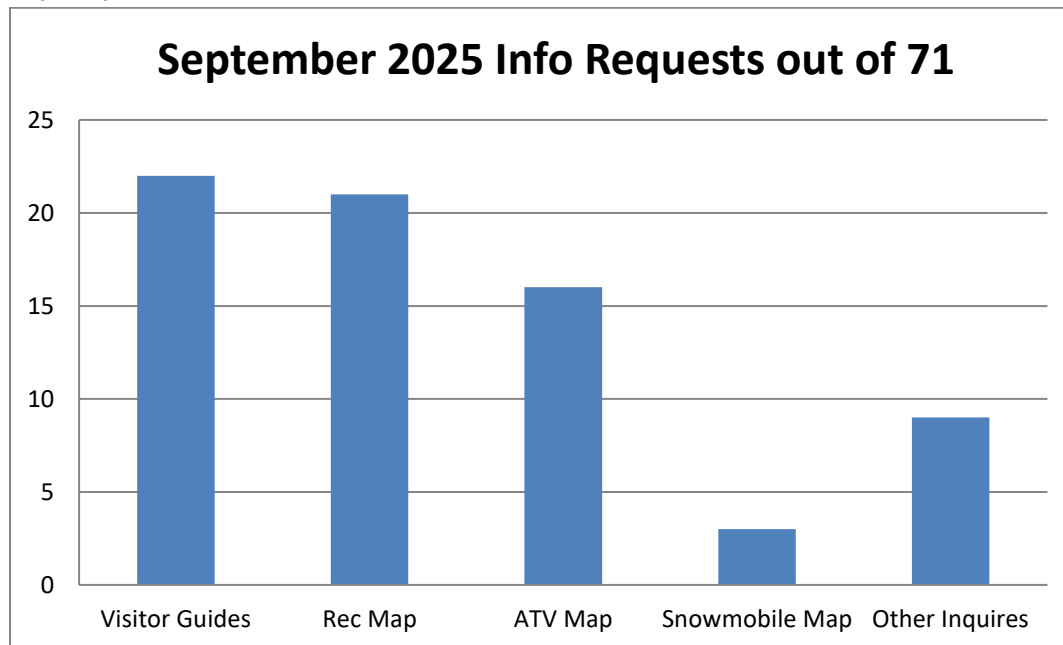
Meetings/Trainings attended

1. Small Community Forum
2. Village of White Lake Board
3. EDA Saratoga Street Biweekly Construction
4. North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee
5. Business Network of Langlade County
6. Child Caring
7. White Lake REV
8. Alcinfo/Everbridge Utilization
9. Building a Healthier Langlade County
10. Central Wisconsin Economic Development Corporation
11. Grow North
12. WEDC Talent Attraction
13. CDBG Implementation Training
14. Dream Up Task Force
15. Size Up WEDC Webinar
16. WEDA Fall Economic Development Conference
17. North Central Wisconsin Tourism Partnership (ITBEC) Board

Tourism Development

- Tourism Website: 8,089 Users in the months of September
Top referral site: Facebook Paid Ads 2nd referral site: Facebook
- The Langlade County Tourism app was removed from the Apple Store on September 3rd, as the directories were not updating. The app has not been on Google Play since January 2024. Since the inception of the app, there was 4,049 downloads.
- Recreation Information Requests: 71 Recreation Requests in September 2025

Top Request: 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. 3,786 of the 2025 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since November 19, 2024.
- Working on the 2026 Langlade County Recreation Map with 5 Star Marketing, City of Antigo, Langlade County, and Langlade County Chapter of the Ice Age Trail.
- Facebook: 16,132 "Followers" The top post in September post was Langlade County's West Evergreen Off Highway Motor Vehicle Trail. This post reached 30,158 people for 45,061 views, 214 interactions, 218 link clicks, 46 comments, 30 shares, and 31 saved posts.
 - The 15-day paid social media on fall ATV/UTVing reached 12,378 people with 26,018 views, 599 link clicks, 647 post engagements, and 3,162 people viewed 3-seconds of the reel in September 4-17.
 - The 13-day paid social media fall video reel reached 7,600 people with 12,644 views, 372 link clicks, and 3,601 post engagements from September 17 through October 2.

- Instagram: 594 "Followers". Top post September 2025 post was the October event post. The post had reached 226 people with 9 interactions.
- Everbridge: There have been 1,512 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 7 visits to Langlade County Page in the month of September.
- alcinfo.com: 138 users in the month of September:
 - 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 1st.
 - Met with City of Antigo on utilizing ALCInfo and Everbridge for a community project.
- Continue refining the Langlade County Tourism Information binder for staff for answers to visitor's questions.
- LCEDC updated Fall Color Report, 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 Travel Wisconsin's 2026 Co-Op Program webinar.
- Hosted the North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee meeting to develop the 2026 marketing budget.
- Provided Langlade County ATV/UTV marketing report for the Seven Counties Semi-Annual ATV Meeting.
- Spoke on the Breakfast Club on fall color report, Mammoth Hike Challenge, and upcoming events.
- Working with Konect on a possible website redesign.
- Promoted on social media to register for the October Mammoth Hike Challenge and the new Ice Age Trail segments in Langlade County.
- The Up North Action Magazine October/November issue featured the Nicolet-Wolf River Scenic Byway on pages 6-7 and the Dirty Dog Dryland Derby on page 17.
- Submitted Up North Action Magazine half page ad in the October/November issue. Ad below.

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.