

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending December 2025

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

- Total Balance to Loan **\$202,927** Accounts Receivable: **\$413,133.98** Amount Leveraged: **\$3.3 Million**

Economic Development Information:

Business Development/Retention and Expansion Activities

- Closed on one (1) RLF Microbusiness Loan
- Business Contacts: Provided Technical Assistance to three (3) potential Business startups and two (2) current business owners
- Assisting Manufacturer from Madison on new location in Antigo: Site Secured
- Continue to market available sites and buildings on Locate In Wisconsin and potential developers and interested buyers

Entrepreneurship

- The Spring 2026 ETP Program's Orientation Night is set for January 20th with the 9-week class running February 3 through March 31st
- 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; REV program was featured in The Business News
- Held bi-weekly Langlade County Toastmaster meeting.

City of Antigo Grant Administration Projects

- Lead Service Program; contract with City for Labor Standards Officer and grant administration
- City of Antigo CDBG PF 23-01 Edison Street from 6th to 9th Ave Project.
 - Financial Certification of Completion with support documentation was submitted to DEHCR
- EDA Industrial Park Project progress follow up.
 - Project Closeout documentation is being compiled
- Facilitate Waste Water Treatment Plant Solar Project Grant follow up for items need for quarterly report.
 - Worked with prime contractor and Legacy Solar for additional requested project completion documentation.
- Water Tower Safe Drinking Water Loan Program

Workforce Development/Community Development

- Northcentral Wisconsin Workforce Development Board New Strategic Plan and Rebrand
- Dream Up Childcare Taskforce continued promoting the new Adopt-A-Provider Program
- Marketing current Job Postings on EDC website
- Planning 2026 Industry/Education meetings

Broadband

- Bead BOB approval for Wisconsin; Langlade County will receive \$13,890,487 in broadband funding to reach 3,140 eligible locations in Langlade County
- 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

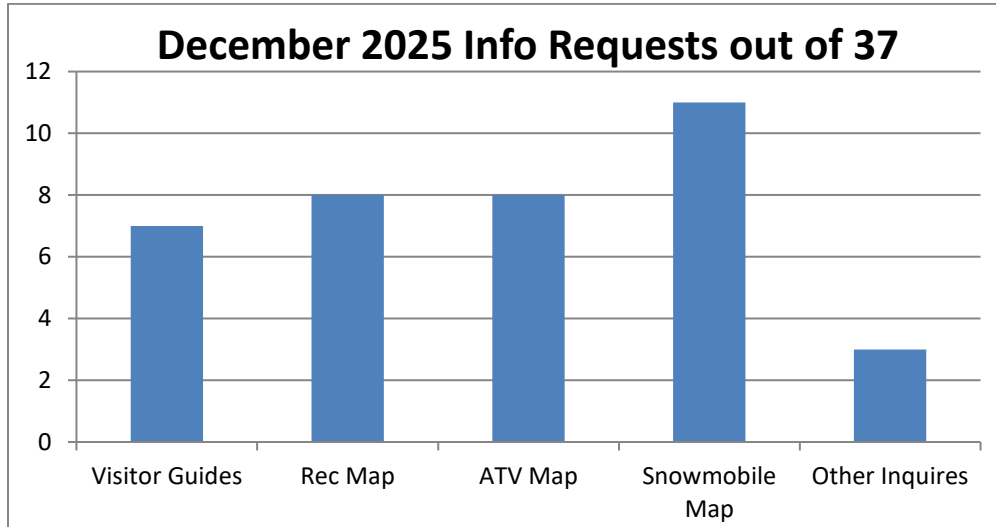
1. Langlade County Transportation
2. Prevail Bank
3. Grow North
4. While Lake REV Program
5. Langlade County Dream Up! Task Force
6. Ice Age Trail Lunch & Learn
7. City Finance, Personnel & Legislative Committee
8. City Council
9. North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee
10. Toastmasters International

- 11. Workforce Development
- 12. CEDS Regional Planning
- 13. Town Unit MTG
- 14. Breakfast Club

- 15. WEDA webinar – Data Center
- 16. Langlade County Admin
- 17. Lincoln County Child Care
- 18. CWED

Tourism Development

- Tourism Website: 19,982 Users in the months of December
 Top referral site: Facebook Paid Ad 2nd referral site: Facebook 3rd referral site: Langlade Forestry and Parks
- Recreation Information Requests: 37 Recreation Requests in December 2025
 Top Request: Snowmobile Map



- 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. 3,986 of the 2025 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since November 19, 2024.
- The 2026 Langlade County Recreation Map were received on December 11th. The 2025 Rec Maps will be disbursed before the 2026 Rec Maps.
- Facebook: 16,352 "Followers" The top post in December post was about the Langlade County Snowmobile Trails Opening 1/1/26. This post reached 30,236 people for 43,147 views, 180 interactions and 126 link clicks to the trail report.
 - The 2-week paid social media post promoting Antigo · Langlade County Welcome Center and Langlade County Historical Society Museum reached 12, 019 people with 21,490 views and 331 landing page views.
 - The 4-week paid social media post on finding your winter peace in Wisconsin's County of Trails reached 22,042 people with 38,225 views and 894 landing page views.
 - The 4-day paid social media on the Langlade County Snowmobile Trails Opening 1/1/26 reached 10,197 people with 18,066 views, 258 landing page views.
- Instagram: 603 "Followers". Top post in December was about wishing people Happy Holidays and how to plan their adventure on the tourism website. The post had reached 201 views with 103 reaches.
- Everbridge: There have been 1,521 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 2 visits to Langlade County Page in the month of December.
- alcinfo.com: 204 engaged sessions in the month of December:
 - langladecounty.org: 4 referrals
 - langladecountyedc.org: 4 referrals

Other Tourism Information:

- Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
 - On December 30th an Everbridge notification was sent out to the 586 Langlade County residence that registered for Park & Trail Reports along with 841 registered "Recreation" keyword recipients.
- Continue refining the Langlade County Tourism Information binder for staff for answers to visitor's questions.
- LCEDC updated 14 snow reports weekly with current trail conditions. Additional snow reports are updated on our tourism website.

- 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 2026 events.
- Submitted Travel Wisconsin Reporters survey.
- Met with Silver Birch Ranch to learn more on their equine offerings. Information is now available at the Antigo · Langlade County Welcome Center.
- Completed an interview with WATVA in regards to Langlade County's winter road routes open to ATVs and UTVs for an article in the upcoming WATVA magazine.
 - Be-YOU-tiful by Bren will be taking photos in January for the article.
- Working with Konect on the website redesign.
- Learned during the December Ice Age Trail Lunch & Learn that 218 people reported checking in at Antigo as an Ice Age Trail Community during the October Mammoth Hike Challenge. This is up 49 people from 2024.
- The North Central Wisconsin Tourism Partnership Marketing Committee subgroup is working with Adam Nelson on a brand package.