

# **ECONOMIC DEVELOPMENT CORPORATION**

## **Activity Report: Month Ending February 2026**

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

- Total Balance to Loan **\$225,470** Accounts Receivable: **\$390,747.05** Amount Leveraged: **\$2.78 Million**

### **Economic Development Information:**

- Business Contacts: Provided Technical Assistance to five (5) potential Business startups
- Business Tours: one (1) new business tour
- Business Tax Credits/Workforce Training Grants Assistance: one (1) business assisted
- Working with City of Antigo on projects that include: housing, business expansion and HWY 45 revitalization project
- Attended Boys & Girls Club Building Tour and Building Committee Kick-off mtg
- Continue to market available sites and buildings on Locate In Wisconsin and potential developers and interested buyers

### **Entrepreneurship**

- Fall 2025 ETP Grant Award Presentation Held
- Local Business Expo Planning Meetings Held; Date of Expo April 25, 2026
- Attended Rural Entrepreneurship Venture Program for the Wolf River Territory meetings
- Met with White Lake School District on potential partnerships regarding Youth Entrepreneurship
- The Spring 2026 ETP Program went virtual due to low enrollment for in person
- Business networking meetings are held every 2<sup>nd</sup> Thursday of the month from 8-9 am in the LCEDC Conference room.
- Held bi-weekly Langlade County Toastmaster meeting on the 1<sup>st</sup> and 3<sup>rd</sup> Thursday of the month from 8:30-9:30 am in room WT 108A on the Antigo NTC Campus.

### **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 6<sup>th</sup> to 9<sup>th</sup> Ave Project.
  - Virtually attended CDBG Application Training
  - Received Project Acceptance letter.
- EDA Industrial Park Project progress follow up.
  - Project Closeout FFR documentation was submitted.
- 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
  - Closeout final draw request received.

### **Workforce Development/Community Development**

- Dream Up Childcare Taskforce continued promoting the new Adopt-A-Provider Program
  - Ordered Adopt-A-Provider requested supplies with the United Way Grant Funds
- Marketing current Job Postings on EDC website
- Met with NTC regarding local industry workforce needs

### **Marketing**

- Fairgrounds discussion with Forestry and other partners

### **Broadband**

- Continuing to work with ISPS who were awarded the Bid BOB for Langlade County

### **Corporation**

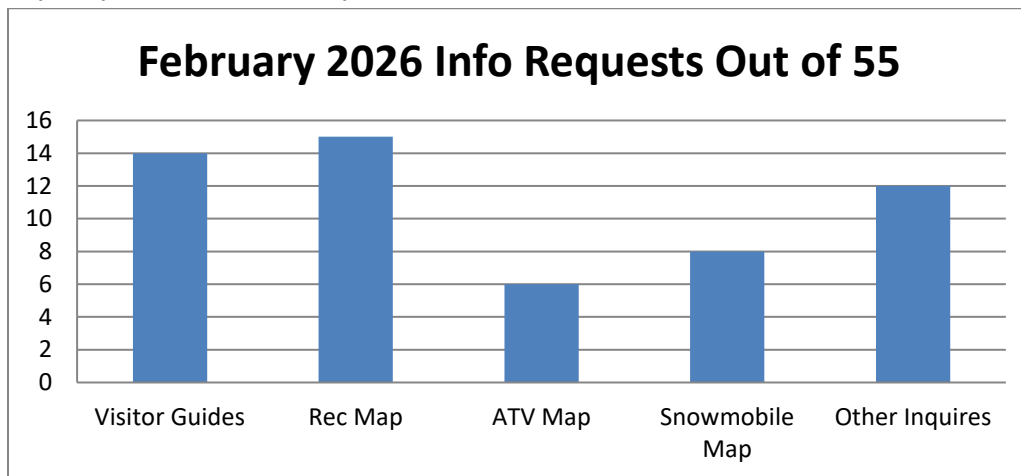
- Reported the results of Langlade County Strategic Plan Goals to the LC Board of Supervisors that LCEDC have accomplished
- Continue to work towards Diversify Revenue Streams with partners; Grow North, WEDC, United Way, CWED

### Meetings/Trainings attended

1. Langlade County Local Business Expo Planning Session
2. Langlade County Toastmasters
3. Merrill Housing Tour
4. WEDC Diverse Business Grant Discussion
5. Office Of Outdoor Recreation DIY Economic Impact Workshop
6. Part I & II
7. WEDA Board
8. City Council
9. Travel Wisconsin Portal Snow Reporters Training
10. Business Network of Langlade County
11. Toastmasters International Executive
12. Boys & Girls Club Building
13. Langlade County Forestry, Park, & Rec Committee
14. Highway 45 Market
15. Thrive on Five
16. Building A Healthier Langlade County
17. Workforce Development Executive
18. County Admin
19. CWED
20. White Lake School District
21. White Lake REV Program
22. Langlade County Board
23. Crandon Women in Business Conference
24. KerberRose QuickBooks Online Master Training

### Tourism Development

- Tourism Website: 18,668 Engaged sessions in the months of February  
Top referral site: Facebook Paid Ad 2<sup>nd</sup> referral site: Langlade Forestry and Parks 3<sup>rd</sup> referral site: Facebook
- Recreation Information Requests: 55 Recreation Requests in February 2026  
Top Request: Recreation Maps



- 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. 4,136 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 11<sup>th</sup>. The 2025 Rec Maps will be disbursed before the 2026 Rec Maps. There has been 661 distributed.
- Facebook: 16,627 "Followers" The top post in February post was about the Langlade County Snowmobile Trails closing on 2/11/26. This post reached 123,627 people for 126,747 views, 274 interactions, 116 reactions, and 190 link clicks to the trail report.
  - The 10-day paid social media post promoting Langlade County Snowmobiling with a snackable video reached 8,767 people with 20,223 views, the video was played 14,291 times, and 412 landing page views.
  - The 3-week paid social media post on winter outdoor recreation reached 30,144 people with 59,044 views and 999 landing page views.
- Instagram: 608 "Followers". Top post in February was the snowmobiling 1:41 minute video. The post had reached 250 views with 214 reaches.
- Everbridge: There have been 1,523 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 February.
- alcinfo.com: 82 engaged sessions in the month of February:
  - langladecounty.org: 0 referrals
  - langladecountyedc.org: 0 referrals

**Other Tourism Information:**

- Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
  - Multiple snowmobile trail opening/closing and Kettlebowl season closure notifications were sent out through Everbridge to over 586 Langlade County residence that registered for Park & Trail Reports along with 858 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.
- 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.
- Virtually attended the Office Of Outdoor Recreation Do-It-Yourself Economic Impact Workshop Part 1 & 2. Contacted organizations that might be interested in applying for the practicum. Practicum applications were due March 3<sup>rd</sup>, but the deadline was extended to March 23<sup>rd</sup>.
- Virtually attended Travel Wisconsin's portal Snow Reporters Training
- Working with Konect on the website redesign.
- Presented to the Langlade County Forestry, Parks, & Recreation Committee
- The North Central Wisconsin Tourism Partnership had a booth at the Madison Fishing Expo January 29 through February 1<sup>st</sup>. Attendees took 556 items throughout the show. Langlade County Visitor Guides were not provided at this booth.
- The North Central Wisconsin Tourism Partnership had a booth at the Madison Fishing Expo February 27 through March 1<sup>st</sup>. Attendees took 194 items throughout the expo. LCEDC distributed a Discover Langlade County handout with a fishing chart on the inside pages, recreation maps, ATV/UTV Maps, Snowmobile Maps, and the Langlade County Campground brochure.
  - Beck worked the NorthCentralWisconsin.com Madison Fishing Expo booth on the afternoon of Saturday, February 28<sup>th</sup> and Sunday, March 1<sup>st</sup>.
- Finalized the half page ad in Travel Wisconsin's 2026 Travel Guide. See ad below. Guides should be available by May.
- Submitted March/April 2026 On Wisconsin Outdoors half page ad. See below. Spotlight information was also submitted.

**March/April 2026 On Wisconsin Outdoors half page ad**



## 2026 Travel Wisconsin Travel Guide Half Page Ad



### WISCONSIN'S COUNTY OF TRAILS

## LANGLADE COUNTY

Come for the trails and stay the night. Langlade County, "Wisconsin's County of Trails," offers an abundant mix of recreation, culture, history and inviting lodging options. Spend the day exploring scenic ATV/UTV trails, snowmobile trails, off-highway motor vehicle trail, hiking and biking paths and beautiful lakeside stops across our forests and small communities. Then unwind with comfortable lodging in Antigo, great local dining and hometown hospitality. From annual events to museums, family-friendly attractions and one-of-a-kind shops, there's always something to discover. Create your custom itinerary on our website by using the "Build Your Adventure" feature. Your next getaway starts here.

- [langladedecounty.org](http://langladedecounty.org)
- 404 Superior St, Antigo
- 715-623-2085
- @CountyofTrails
- @countyoftrails

## Madison Fishing Expo Booth

