

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending January 2026

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

- Total Balance to Loan **\$220,789** Accounts Receivable: **\$395,442.89** Amount Leveraged: **\$2.78 Million**

Economic Development Information:

Business Development/Retention and Expansion Activities

- Closed on one (1) CWED Loan: New Business Start Up: Impact: \$35,000 Loaned; \$45,000 Invested; 5 Full time Jobs
- One (1) RLF Loan Paid in Full
- Business Contacts: Provided Technical Assistance to four (4) potential Business startups and five (5) current business owners
- Working with City of Antigo potential housing development
- Continue to market available sites and buildings on Locate In Wisconsin and potential developers and interested buyers

Entrepreneurship

- Awarded five (5) Business Start Up Grants: Impact \$5,000.00
- Local Business Expo Planning Meetings Held; Date of Expo April 25, 2026
- Applied for WEDC Diverse Business Development Grant
- Rural Entrepreneurship Venture Program for the Wolf River Territory meetings were
- The Spring 2026 ETP Program's Orientation Night was changed to February 3rd with the 9-week class running February 10th through April 7th
- Business networking meetings are held every 2nd Thursday of the month from 8-9 am in the LCEDC Conference room.
- 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.
 - Virtually attended the pre-award meeting and submitted wage determination and plumber wage rates to Ayres Associates for the DNR agreement approval.
- City of Antigo CDBG PF 23-01 Edison Street from 6th to 9th Ave Project.
 - Single Audit Statement 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. Final Completion report was submitted to OEI.
- Water Tower Safe Drinking Water Loan Program

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
- Planning 2026 Industry/Education meetings

Broadband

- Monthly meetings are held
- Continuing to work with ISPS who were awarded the Bead BOB for Langlade County

Corporation

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

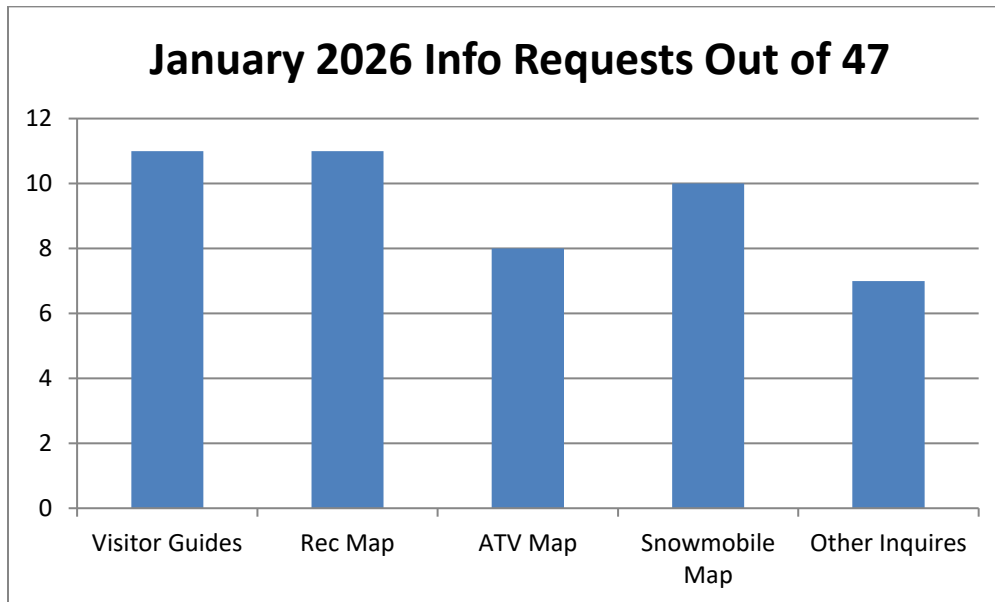
Meetings/Trainings attended

1. Langlade County Snowmobile Council
2. Make My Move
3. Antigo Daily Journal
4. Business Network of Langlade County

5. Langlade County Toastmasters
6. QuickBooks Online Master Training
7. WEDA Academy on Child Caring
8. LC Aging needs Meeting @ Senior
9. While Lake REV Program
10. North Central Wisconsin Tourism Partnership (ITBEC) Marketing Committee
11. North Central Wisconsin Tourism Partnership (ITBEC) Logo Subcommittee
12. Langlade County Forestry, Park, & Rec Committee
13. Educate Elevate
14. Toastmasters International
15. Building A Healthier Langlade County
16. Childcaring
17. WEDA Board
18. Langlade County Business Expo Planning Session
19. Lead Service Line Pre-Award
20. CWED Loan Review Board
21. Langlade County Board
22. Travel Wisconsin Portal Training
23. North Central Wisconsin Tourism Partnership (ITBEC) Board

Tourism Development

- Tourism Website: 24,634 Users in the months of January
 Top referral site: Facebook 2nd referral site: Langlade Forestry and Parks 3rd referral site: Facebook Paid Ad
- Recreation Information Requests: 47 Recreation Requests in January 2026
 Top Request: Visitor Guides & 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 11th. The 2025 Rec Maps will be disbursed before the 2026 Rec Maps, but 41 have been distributed.
- Facebook: 16,472 "Followers" The top post in January post was about the Langlade County Snowmobile Trails closing on 1/7/26. This post reached 87,210 people for 126,747 views, 406 interactions, 225 reactions, and 90 link clicks to the trail report.
 - The 10-day paid social media post promoting Northwoods winter fun reached 5,408 people with 10,334 views and 431 landing page views.
 - The 3-week paid social media post on the snowmobile season returning reached 27,024 people with 52,095 views and 539 landing page views.
- Instagram: 607 "Followers". Top post in January was on restaurants. The post had reached 250 views with 92 reaches.
- Everbridge: There have been 1,522 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 5 visits to Langlade County Page in the month of January.
- alcinfo.com: 100 engaged sessions in the month of January:

langladecounty.org: 1 referral

langladecountyedc.org: 1 referral

Other Tourism Information:

- Continued sending out Everbridge mass notifications and marketing Everbridge and alinfo.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.
- 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.
- Working with Konect on the website redesign.
- Presented to the Langlade County Snowmobile Council.
- Presented to the Langlade County Forestry, Parks, & Recreation Committee
- Antigo Daily Journal interviewed on things to do in Langlade County during the winter and how to find trail reports.
- Greeted Governor Evers at Jack Lake for a winter UTV ride with WATVA and Langlade County Forestry, Park & Rec Department. A packet of Langlade County information was given to the Governor.
- Submitted February, March, April 2026 Up North Action Magazine half page ad. See below.
- Beck worked the Green Bay RV Show on Thursday, January 29th. The North Central Wisconsin Tourism Partnership Marketing Committee subgroup has finalized the logo and tagline with Adam Nelson. See below.
 - Table clothes, stickers, and pullup banners were ordered for the Green Bay RV Show and Madison Fishing Expo.



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.