

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending April 2026

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

- Total Balance to Loan **\$236,019** Accounts Receivable: **\$381,336.26** Amount Leveraged: **\$2.78 Million**

Economic Development Information:

- Executive Director search remains underway, with applications being accepted through April 12. Interviews were held on April 16 and 24. Melissa Kieper, the new LCEDC Executive Director, starts May 18th.

Entrepreneurship

- Langlade County Local Business Expo planning meetings held.
 - There were 36 vendors and approximately 200 people attended the Expo on April 25, 2026
- 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 on the 1st and 3rd Thursday of the month from 8:30-9:30 am in room WT 108A on the Antigo NTC Campus.
- As part of the SBDC service agreement, SBDC attended the Rural Entrepreneurship Venture Program for the Wolf River Territory meetings.
- SBDC consulted 14 Langlade County people in 21 sessions in April as part of the LCEDC service agreement with SBDC.

City of Antigo Grant Administration Projects

- Lead Service Program; contract with City for Labor Standards Officer and grant administration.
 - Provided Labor Standards and Build America, Buy America documentation requirements to a prequalified plumber.
- EDA Industrial Park Project progress follow up.
 - Waiting on project acceptance.
- Facilitate Waste Water Treatment Plant Solar Project Grant follow up for items need for project closeout.
 - Met with OEI Grant Specialist to assist the prime contractor and Legacy Solar for additional requested project completion documentation.

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 for Antigo Child Care and Marciniak's Daycare
 - Toured Peace Childcare Learning Center with a United Way of Langlade County representative and took photos with the United Way Adopt-A-Provider grant funded purchased items.
- Marketing current Job Postings on EDC website

Marketing

- Recorded new WACD radio ad promoting Langlade County Tourism.

Broadband

- Coordinated approval of Verizon's new tower location per request from Neil Schueller, interim Langlade County Broadband Commission Chair.

Meetings/Trainings attended

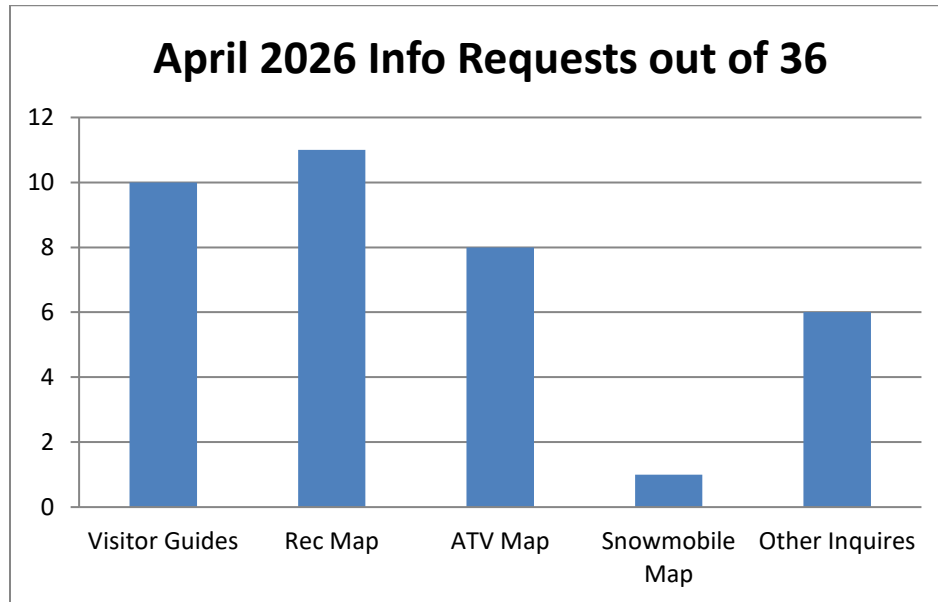
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|---|---|
| 1. La Crosse Graphics | 5. Business Network of Langlade County |
| 2. Langlade County Toastmasters | 6. OEI Solar Project |
| 3. North Central Wisconsin Tourism Partnership Social Media Sub-Committee | 7. Location One & WEDC |
| 4. North Central Wisconsin Tourism Partnership Marketing Committee | 8. Langlade County Local Business Expo Planning Session |

9. Antigo/Langlade County Community Calendar Training
10. 7 Counties Land Managers and ATV Clubs
11. Wisconsin Gravel
12. Building A Healthier Langlade County
13. Langlade County Toastmasters Executive

14. Langlade County Local Business Expo
15. Konect Website Redesign
16. WEDC Idle Site Grant
17. Peace Childcare Learning Center tour with United Way of Langlade County

Tourism Development

- Tourism Website: 9,318 Engaged sessions in the months of April
Top referral site: Facebook Paid Ad 2nd referral site: Facebook 3rd referral site: Langlade Forestry and Parks
- Recreation Information Requests: 36 Recreation Requests in April 2026
Top Request: Recreation 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.
 - o Continued discussion with the Antigo/Langlade County Chamber of Commerce on Langlade County Visitor Guide to be stocked in the Langlade County Rack System.
- Rec Map Distributed: The 2025 Langlade County Recreation Maps were received on November 19, 2024. 4,211 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 Maps were received on December 11th. The 2025 Rec Maps will be disbursed before the 2026 Rec Maps. There were 421 distributed.
- Facebook: 16,733 "Followers" The top post in April post was about the Langlade County ATV/UTV Trails opening on May 1st, 2026. This post reached 9,950 people for 17,837 views, 102 interactions, 47 reactions, and 89 link clicks to the trail report.
 - The 19-day paid social media post promoting family connection by putting down screens and rediscovering the outdoors. The summer reel ad reached 11,203 people with 21,927 views, 605 landing page views, 5,107 3-second video views, 980 link clicks, and 122 post reactions.
 - The 21-day paid social media post that started March 26 promoting planning a trip with using Build Your Adventure tool reached 17,920 people with 32,867 views, 948 post engagements, 802 link clicks, and 712 landing page views.
- Instagram: 617 "Followers". Top post in April was about planning a weekend in Langlade County using the Build Your Adventure tool using the summer reel. The post reached 149 people for 168 views.
- Everbridge: There have been 1,546 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through the North Central Wisconsin Tourism Partnership (ITBEC) There were 5 link clicks to Langlade County Tourism Page in the month of April. There was one inquiry request for Langlade County Tourism information
- alcinfo.com: 175 engaged sessions in the month of April:
 - langladecounty.org: 0 referrals
 - langladecountyedc.org: 0 referrals

Other Tourism Information:

- Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
 - Parks & Trail Report Everbridge notification was sent out for the ATV/UTV Trail opening on May 1st.
- Continue refining the Langlade County Tourism Information binder for staff to answer visitor's questions.
- LCEDC is updating 7 biking reports and 7 hiking reports with current trail conditions on Travel Wisconsin and other trail reports on our 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.
- Working with Konect on the website redesign. Test website has been provided with possible launch in a couple of weeks.
- Provided the Langlade County Forestry, Parks, & Recreation Committee with a tourism report.
- Seven videography requests for proposals were received. The proposals were narrowed down to two.
- LCEDC has been notified by the Wisconsin DNR for request for information for maintaining the Wolf River State Trail.
- Jack Lake Lodge website reservation link was updated on the Langlade County Tourism website.
- Set up and trained Antigo Visual Arts on the Antigo/Langlade County Community Calendar.
- Reported Langlade County Tourism semiannual ATV/UTV activity at the 7 Counties Land Managers and ATV Clubs meeting.
- Attending North Central Wisconsin Tourism Partnership subcommittee meetings to develop social media content for the new @northcentralwisco Facebook and Instagram pages.
- Finalizing with electronic Langlade County Discovery Guide with 5 Star Marketing. The guide will be completed by May 5th. The electronic guide can be viewed at https://issuu.com/5starmarketing/docs/2026_langlade_discovery_guide
- Langlade County was featured on WTMJ Outdoors with a 12-minute recorded interview that aired on April 11th. Recorded another interview that was aired on May 2nd.
- Ran 7-second billboard commercial on WBAY News.
- LCEDC provided tourism information to the White Lake ATV/UTV Club for a booth at the Let's Ride Expo in Oshkosh at Sunnyview Expo Center on May 1-2.
- LCEDC is working with Wisconsin Gravel on expanding gravel biking in Langlade County. Beck will be working with the Langlade County Silent Sports group and Wisconsin Gravel to develop The Pinery sections of Wisconsin Gravel.
- LCEDC nominated 4Lake 4Wheelers Club for multiple Wisconsin Governor's Outdoor Industry Awards.
- Finalized half page ads for the May 2026 Up North Action Magazine. See ad below.
- Finalized On Wisconsin Outdoors half page ad and Langlade County Spotlight for the May/June 2026 issue. See ad below.

On Wisconsin Outdoors May/June 2026 Half Page Ad



Up North Action May 2026 Half Page Ad



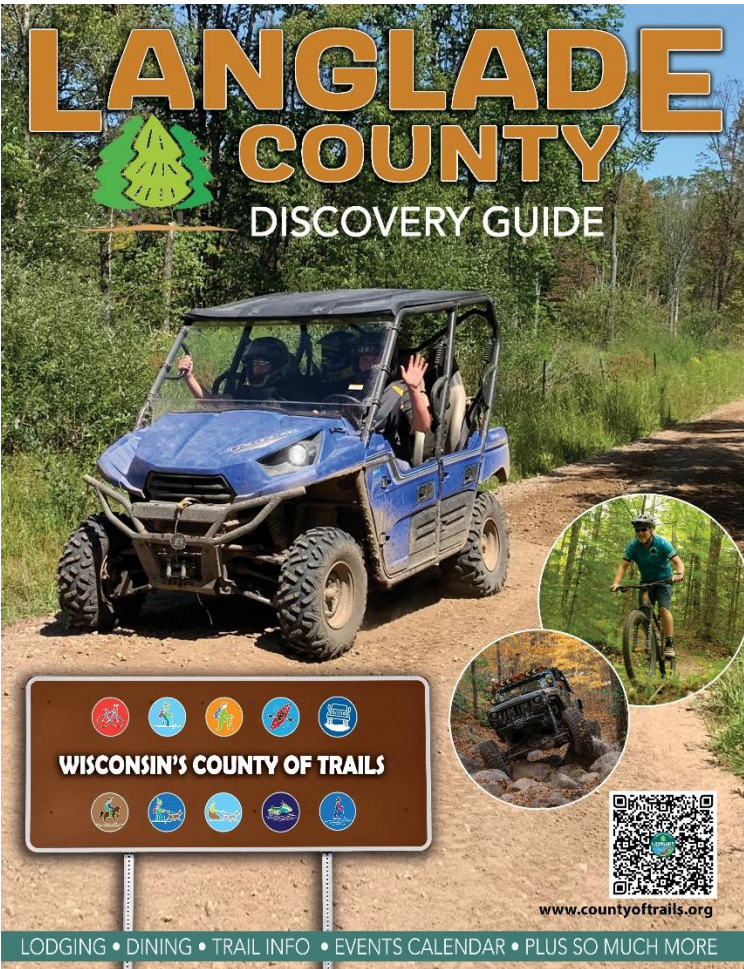
On the Go
in the
County of Trails

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.

The advertisement features a blue utility vehicle on a dirt trail. Two inset photos show a hiker on a forest path and a person kayaking in a river. A QR code is located in the upper right, and a circular logo for the City of Antigo and Langlade County Welcome Center is in the lower right.

2026 Langlade County Discovery Guide Cover



LANGLADE COUNTY
DISCOVERY GUIDE

WISCONSIN'S COUNTY OF TRAILS

www.countyoftrails.org

LODGING • DINING • TRAIL INFO • EVENTS CALENDAR • PLUS SO MUCH MORE

The cover features a blue utility vehicle on a dirt trail. Two circular inset photos show a person on a bicycle and a person on a horse. A QR code is located in the lower right.