

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending July 2026

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

- Total Balance to Loan **\$257,934** Accounts Receivable: **\$360,274.20** Amount Leveraged: **\$2.78 Million**

Economic Development Information:

- Meetings with local businesses to further establish community relationships.
- Presenting to the Aspirus ~ Community Health Foundation to obtain \$60,000 funding to retain/renew contract with SBDC for 2027.
- Investment/Sponsor packets with letter are being distributed.
- The youth entrepreneur lemonade stand competition event will be held at City Park East on Saturday, August 22 from 10:00 to 11:30 am.

Entrepreneurship

- No Business networking meeting was held in July. The Business Networking meetings are normally held every 2nd Thursday of the month from 8-9 am in the LCEDC Conference room.
- The quarterly evening Business Network of Langlade County will held at Northstar Lanes at 5:15 on September 10th.
- Held bi-weekly Langlade County Toastmaster meeting on the 1st and 3rd Thursday of the month from 8:30-9:30 am in room T131 on the Antigo NTC Campus to offer a virtual meeting option.
- As part of the SBDC service agreement, SBDC attended the White Lake Rural Entrepreneurship Venture Program for the Wolf River Territory meetings.
- SBDC consulted 7 Langlade County people in 10 sessions in July as part of the LCEDC service agreement with SBDC.
- The Langlade County Women & Business Programs launched with the first Women in Business event, Program Overview and LLC Basics, was held on July 13th. To be eligible to pitch on November 7th, participants need to attend one educational workshop, one networking event, one technical assistance consultation, and participate as a vendor in the November 7th Langlade County Women in Business Trade Show. Details are at <https://langladecountyedc.org/news/wib-program-overview/>.
 - Program was promoted on the July 20th Breakfast Club.
- The Fall ETP Program will be held on Tuesdays from 5:30 to 8:30 pm from September 15 through November 10 with Orientation Day at 5:30 pm on Tuesday, September 1st.

City of Antigo Grant Administration Projects

- Lead Service Program; contract with City for Labor Standards Officer and grant administration.
 - Followed up with plumbers for required Lead Service Line Replacement documentation.
 - Conducted employee interviews for three Lead Service Line Replacement plumbers.
- 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.
 - After submitted requested OEI times to the PSC portal. OEI has requested additional documentation by August 15th. Working 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
 - The Task Force met to discuss provider needs and utilize the remaining United Way Grant Funds.
 - A June Dream Up e-newsletter was sent out.
- Marketing current Job Postings for local businesses on EDC website

Broadband

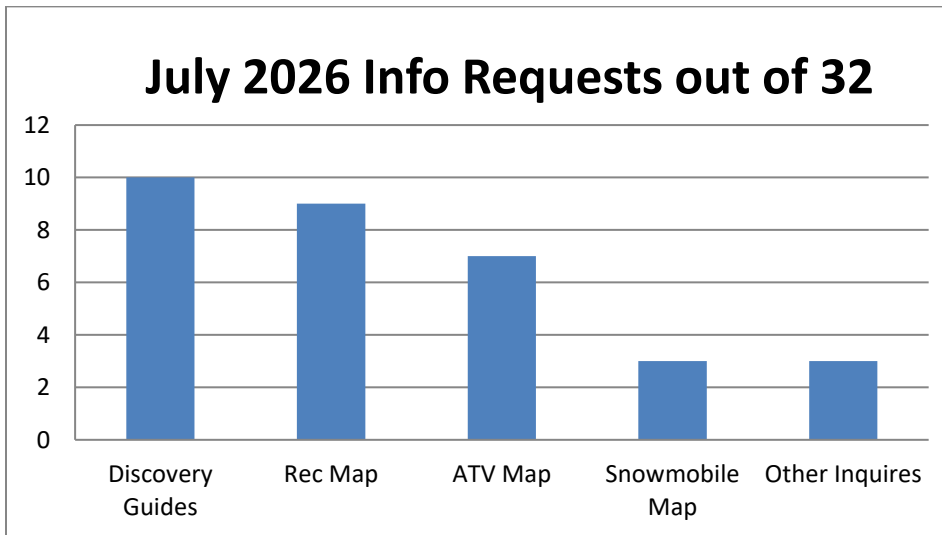
- Quarterly Langlade County Broadband Commission meeting. Next meeting is at noon on September 15, 2026
- BEAD grant agreements are in process with award recipients.
 - Several in review for NEPA status. Once agreements are signed, grantees will have 4 years to complete buildouts ~ 2030. Approximately 60 total grant agreements statewide have been signed to date.

Meetings/Trainings attended

1. Langlade County Forestry, & Rec Committee
2. Langlade County Toastmasters
3. Antigo Optimist Club
4. North Central Wisconsin Tourism Partnership Social Media Sub-Committee
5. North Central Wisconsin Tourism Partnership Marketing Committee
6. White Lake REV Program
7. Building a Healthier Langlade County
8. Mary Falkowski Roundtable
9. Dream Up Langlade County
10. NORTH (Langlade County Silent Sport Group)
11. Accessing WEDC Tax Credit for Housing & Childcare Investments Webinar
12. Langlade County Toastmasters Executive
13. Travel Wisconsin Marketing Pros
14. Sustainable Packaging Manufacturer Webinar
15. North Central Wisconsin Tourism Partnership Board
16. Mammoth Hike Challenge Kickoff Lunch & Learn

Tourism Development

- Tourism Website: 13,834 Engaged sessions in the months of July
Top referral site: Facebook Paid Ad 2nd referral site: Facebook 3rd referral site: Langlade Forestry and Parks
- Recreation Information Requests: 32 Recreation Requests in July 2026
Top Request: Discovery Guide



- Digital Discovery Guide: Langlade County Digital Discovery Guide was released on May 5th. The electronic guide can be viewed at https://issuu.com/5starmarketing/docs/2026_langlade_discovery_guide or from the tourism website Contact Us Page. 95 promotional flyers have been distributed since May.
- Discovery Guide: The guide is being distributed through 5 Star Marketing Racks Fox Valley, Hwy 51, and Langlade Routes and Vector & Ink Racks in southern Wisconsin. LCEDC has distributed 695 of the 1,000 Langlade County Discovery Guides since June 17, 2026.
- Rec Map Distributed: The 2025 Langlade County Recreation Maps were received on November 19, 2024. 4,620 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 975 distributed.
- 1,000 QR 3 x 3 cards promoting LangladeCounty.org website and County of Trails Facebook page were purchased. The cards are being distributed throughout Langlade County and Wisconsin.
- Facebook: 17,135 "Followers" The top post in July post was about paddling Antigo Lake. This post reached 15,649 people for 22,356 views, 153 interactions, 124 reactions, and 19 shares.
 - The 18-day paid social media post promoting motorized sports (UTV, ATV, & OHMV), reached 20,339 people with 37,575 views, 1,052 post engagements, 1,022 link clicks, and 789 landing page views.
 - The 10-day paid social media post on UTVing, biking, paddling or horseback riding in Antigo/Langlade County. The post reached 11,075 people with 22,924 views, 652 post engagements, and 630 link clicks.
- Instagram: 641 "Followers". Top post in July was about Elcho's Music in the Park is happening rain or Shine on July 1st. The post reached 106 people for 212 views.

- Everbridge: There have been 1,573 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 9 link clicks to Langlade County Tourism Page in the month of July.
 - alcinfo.com: 188 engaged sessions in the month of July
- langladecounty.org: 1 referral langladecountyedc.org: 1 referral

Other Tourism Information:

- Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
- Continue refining the Langlade County Tourism Information binder for staff to answers 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.
- Obtained video of UTV/ATVing with the help of the White Lake ATV Club. The footage was created into a 15 second horizontal and vertical videos.
- Attended NORTH (Langlade County Silent Sports Group) meeting to answer questions the group has on LCEDC marketing efforts and partnerships the clubs have with LCEDC.
- Virtually attended Travel Wisconsin Marketing Pros meeting.
- Tourism information booth was at the Langlade County Fair. Fairgoers took 212 items from the booth.
- Discussion held with the Langlade County Chapter of the Ice Age Trail on business participating in October's Trail Magic, Chapter events, promotion of the trail and the new Langlade County trail segments (Ice Override & Antigo Heights).
- Attending North Central Wisconsin Tourism Partnership subcommittee meetings to continue developing social media content for the new @northcentralwisco Facebook and Instagram pages.
- Finalized half page ads for the July 2026 Up North Action Magazine. See ad below.

Up North Action August/September 2026 Half Page Ad

On the Go
in the
County of
Trails

Visit www.CountyOfTrails.org to request FREE trail maps, view trail conditions, and places to stay.

WELCOME CENTER
CITY OF ANTIGO • LANGLADE COUNTY
ON THE GO IN THE COUNTY OF TRAILS

Welcome Center with 24-Hour Information Vestibule
404 Superior St, Antigo, WI