

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending June 2026

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

- Total Balance to Loan **\$249,035** Accounts Receivable: **\$368,725.41** Amount Leveraged: **\$2.78 Million**

Economic Development Information:

- Meetings completed with all key partners of LCEDC
- Meetings have been scheduled in the coming weeks to meet with local businesses to further establish community relationships
- A grant request was submitted for \$60,000 to Aspirus ~ Community Health Foundation in hopes to obtain funding to retain/renew contract with SBDC for 2027
- Investment/Sponsor letters have been drafted
- Several business "feelers" have been sent out re branching of established businesses into Langlade County; such businesses include ~ Boot Barn, Mini Golf, Axe Throwing
- A youth entrepreneur event is in the works in the form of a lemonade stand competition
- Potential event planning for 2027 to further utilize the fairgrounds; Currently reaching out to contacts for ~ PRCA Rodeo, Monster Trucks, Special Race Shows (Outlaws & Legends)

Entrepreneurship

- Business networking meetings are held every 2nd Thursday of the month from 8-9 am in the LCEDC Conference room.
- The quarterly evening Business Network of Langlade County was held at Northstar Lanes.
- Held bi-weekly Langlade County Toastmaster meeting on the 1st and 3rd Thursday of the month from 8:30-9:30 am in room T124 & 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 11 sessions in June as part of the LCEDC service agreement with SBDC.
- 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 one Lead Service Line Replacement.
- 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.
 - Submitted draw request and Buy American requested documentation to the PSC portal. Working with OEI Grant Specialist to assist the prime contractor and Legacy Solar for additional requested project completion documentation.
- Town of Neva WEDC Idle Site Grant
 - Assisted the Town of Neva in submitting the performance period report.

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

- Held quarterly Langlade County Broadband Commission meeting for reorganization as Melissa Kieper, the new executive director, is now on the Commission.

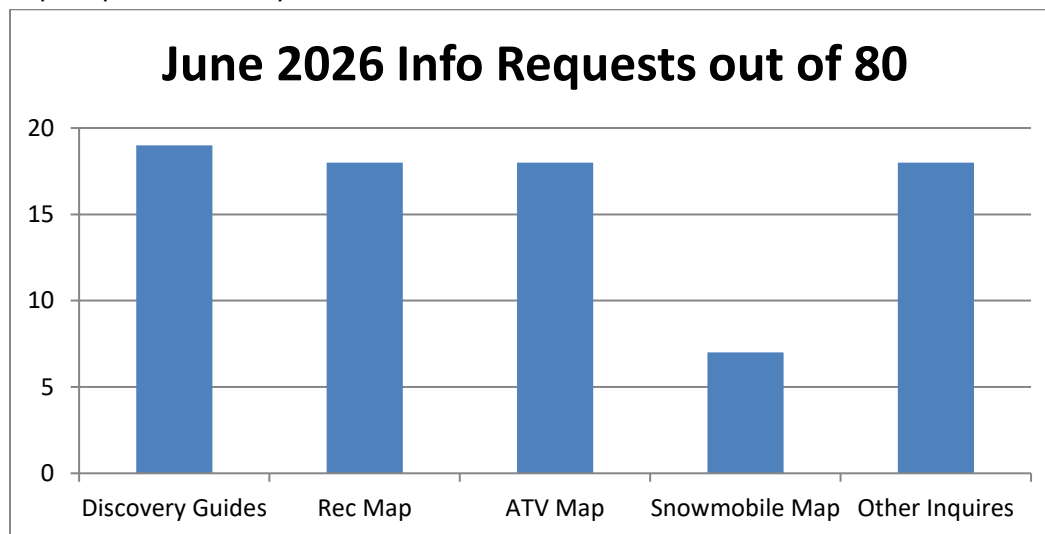
- BEAD grant agreements are in process with award recipients. Several in review for NEPA status. Once agreements are signed, grantees will have 4 years to complete buildouts ~ 2030. Approximately 60 total grant agreements state wide have been signed to date
- Next meeting is at noon on September 15,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

Meetings/Trainings attended

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| 1. Executive Director Key Stakeholder Meetings | 8. Child Coffee Chat |
| 2. Pace | 9. City Council |
| 3. Langlade County Toastmasters | 10. Business Network of Langlade County |
| 4. White Lake REV Program | 11. PACE |
| 5. Wisconsin Gravel Pinery Section | 12. Towns Unit Meeting |
| 6. North Central Wisconsin Tourism Partnership Social Media Sub-Committee | 13. Langlade County Broadband Commission |
| 7. North Central Wisconsin Tourism Partnership Marketing Committee | 14. CWED |
| | 15. Opportunity Zone Webinar |

Tourism Development

- Tourism Website: 12,250 Engaged sessions in the months of June
Top referral site: Facebook Paid Ad 2nd referral site: Facebook 3rd referral site: Langlade Forestry and Parks
- Recreation Information Requests: 80 Recreation Requests in June 2026
Top Request: Discovery Guide



- 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.
- 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. 89 promotional flyers have been distributed since May.
- Discovery Guide: The LCEDC Executive Committee approved at the June meeting to print 10,000 Langlade County Discovery Guides. The electronic guide was redesigned for print by 5 Star Marketing. LCEDC office received 1,000 guides on June 17th while the other guides will be distributed in 5 Star Marketing Racks Fox Valley, Hwy 51, and Langlade Routes and Vector & Ink Racks in southern Wisconsin. LCEDC has distributed 625 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 883 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: 17,074 "Followers" The top post in June post was about the Langlade County's unique places to stay. This post reached 19,290 people for 28,714 views, 180 link clicks, 187 interactions, 121 reactions, and 38 shares.
 - The 21-day paid social media post promoting the Langlade County's outdoor playground reached 22,500 people with 36,653 views, 3,019 post engagements, 988 link clicks, 789 landing page views, and 49 post reactions.
 - The 14-day paid social media reel on hiking, biking, paddling or riding in Langlade County. The reel ad reached 20,786 people with 26,529 views, 4,272 3-second video views, 393 link clicks, 342 landing page views, and 52 post reactions.
- Instagram: 634 "Followers". Top post in June was about Langlade County's unique places to stay. The post reached 184 people for 294 views, 17 interactions and 3 saves.
- Everbridge: There have been 1,567 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 7 link clicks to Langlade County Tourism Page in the month of June. There was 1 request for Langlade County Tourism information.
- alcinfo.com: 194 engaged sessions in the month of June:

langladecounty.org: 1 referral	langladecountyedc.org: 1 referral
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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.
- The redesigned website was launched on June 25th.
- There have been 595 items taken from the Welcome Center brochure racks in 2026.
- Ran 7-second billboard commercial on WBAY News.
- Videoed the Welcome Center and Springbrook Trail to be created 15 second horizontal and vertical videos.
- Tourism Economic Impact numbers were released on June 9th. Langlade County saw a fourth year of record-breaking direct visitor spending and total business sales in 2025. See below infographic.
- WAOW interviewed Beck for a tourism impact story that aired on the 10 pm news on June 9th. The recording is viewable at <https://www.youtube.com/watch?v=AzIsnt906qs>
- The Business News interviewed Beck for a tourism impact story that will be published on July 6th.
- Attending North Central Wisconsin Tourism Partnership subcommittee meetings to continue developing social media content for the new @northcentralwisco Facebook and Instagram pages.
- LCEDC held the first Wisconsin Gravel meeting to discuss expanding gravel biking in Langlade County. Beck is working with a Langlade County Silent Sports group member, Langlade County Forestry, Parks, and Recreation Department, City of Park and Recreation Department, and Wisconsin Gravel to develop The Pinery sections of Wisconsin Gravel.
- Finalized half page ads for the July 2026 Up North Action Magazine. See ad below.

Up North Action July 2026 Half Page Ad





2025 Langlade County Tourism Impact Numbers

Langlade County's tourism and outdoor recreation plays a large role in the economy.



\$60.3 million

DIRECT VISITOR SPENDING IN TOURISM-RELATED SECTORS
UP 3.5% FROM 2024.



\$87 million

TOTAL BUSINESS SALES
UP 2.8% FROM 2024.

Business sales are dependent on direct, indirect, and induced spending impacts



439 jobs

SUPPORTING \$12.9 MILLION
IN TOTAL LABOR INCOME

Jobs are dependent on visitor activity: more visitory activity means more jobs are needed.



\$4.6 million

TAX REVENUE
UP 2.3% FROM 2024

Generated by tourism activity.

Each Wisconsin Household would need to pay \$692 to maintain the current level of government services generated by tourism spending.

