

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending March 2026

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

- Total Balance to Loan **\$230,497** Accounts Receivable: **\$386,020.80** Amount Leveraged: **\$2.78 Million**

Economic Development Information:

- Executive Director weekly transition meetings were held during the month of March.
- Transition guardrails were established to support continuity of operations and a smooth organizational transition.
- City of Antigo projects were mapped out for transition.
- Langlade County projects were mapped out for transition.
- Executive Director search remains underway, with applications being accepted through April 12.

Entrepreneurship

- Local Business Expo Planning Meetings Held; Date of Expo April 25, 2026
- Attended Rural Entrepreneurship Venture Program for the Wolf River Territory meetings
- 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.

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 6th to 9th Ave Project.
 - Project has been accepted.
- 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.
 - Working with prime contractor and Legacy Solar for additional requested project completion documentation.
- Water Tower Safe Drinking Water Loan Program
 - Project has been accepted.

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 Langlade County HR Group at NTC regarding local industry workforce needs

Marketing

- Fairgrounds discussion with Forestry and other partners

Broadband

- Broadband meeting was held; Niel Schueller will be the interim chair for transition

Meetings/Trainings attended

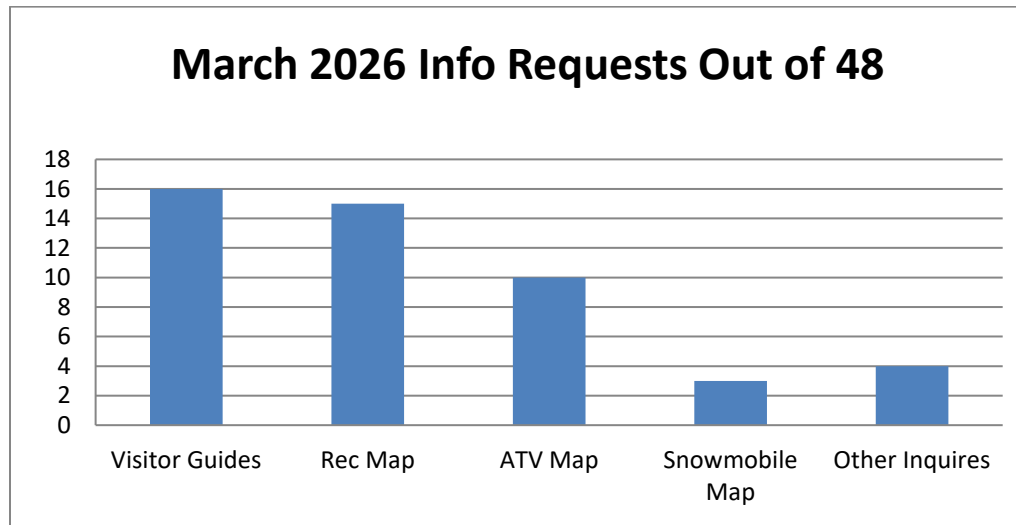
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| 1. Langlade County Snowmobile Council | 7. North Central Wisconsin Tourism Partnership Marketing Committee |
| 2. City Plan Commission | 8. City Council |
| 3. Langlade County Forestry, Park, & Rec Committee | 9. WEDA Board |
| 4. City of Antigo Park, Cemetery, & Rec Committee | 10. Business Network of Langlade County |
| 5. Highway 45 Market | 11. Langlade County Local Business Expo Planning Session |
| 6. Town of Neva | 12. Town Unit Meeting |

13. Childcaring
14. Building A Healthier Langlade County
15. City of Antigo Transition
16. CWED
17. Langlade County Toastmasters
18. Langlade County Toastmasters Executive
19. WEDC Small Business Technical Assistance Program

20. Human Resource Group
21. While Lake REV Program
22. North Central Wisconsin Tourism Partnership Social Media Sub-Committee
23. Langlade County Broadband
24. North Central Wisconsin Tourism Partnership Board
25. Travel Wisconsin Summer Campaign

Tourism Development

- Tourism Website: 11,307 Engaged sessions in the months of March
Top referral site: Facebook Paid Ad 2nd referral site: Langlade Forestry and Parks 3rd referral site: Facebook
- Recreation Information Requests: 48 Recreation Requests in March 2026
Top Request: Visitor 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 Discussion was held 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. 4,311 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 has been 421 distributed.
- Facebook: 16,655 "Followers" The top post in March post was about the Langlade County Snowmobile Trails season closure on 3/3/26. This post reached 37,658 people for 56,712 views, 194 interactions, 100 reactions, and 152 link clicks to the trail report.
 - The 12-day paid social media post promoting Antigo · Langlade County Welcome Center reached 10,098 people with 30,961 views, 402 landing page views and 463 link clicks.
 - Currently running a paid social media post promoting planning a trip with using Build Your Adventure tool. The ad started on March 26th So far it has 11,139 people with 18,642 views, 384 landing page views, and 433 link clicks.
- Instagram: 613 "Followers". Top post in March was Elcho itinerary blog. The post reached 67 people for 140 views.
- Everbridge: There have been 1,532 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 3 link clicks to Langlade County Tourism Page in the month of March.
- alcinfo.com: 120 engaged sessions in the month of March:

langladecounty.org: 0 referrals
langladecountyedc.org: 0 referrals

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 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.
- Working with Konect on the website redesign.
- Presented to the Langlade County Forestry, Parks, & Recreation Committee
- Requests for videography proposals are being accepted through April 10th. The RFP is on our website and LCEDC LinkedIn account.
- LCEDC has confirmed with the Wisconsin DNR to continue marketing the Wolf River State Trail.
- Attending North Central Wisconsin Tourism Partnership subcommittee meetings to start social media pages on Facebook and Instagram.
- Working with 5 Star Marketing to develop a Langlade County electronic Discovery Guide. The guide will be completed by May 1st.
- Langlade County was featured on [WTMJ Outdoors](#) with a 12 minute recorded interview that aired on March 21st.