

ECONOMIC DEVELOPMENT CORPORATION

Activity Report: Month Ending May 2026

ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)

- Total Balance to Loan **\$241,863** Accounts Receivable: **\$375,452.30** Amount Leveraged: **\$2.78 Million**

Economic Development Information:

- Melissa Kieper, the new LCEDC Executive Director, started May 18th.

Entrepreneurship

- 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 White Lake Rural Entrepreneurship Venture Program for the Wolf River Territory meetings.
- SBDC consulted 7 Langlade County people in 8 sessions in May as part of the LCEDC service agreement with SBDC.
- The two Langlade County residence took the Spring ETP course virtually.
- 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.
- 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.
 - Continued coordination 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 utilizing the remaining United Way Grant Funds.
- Marketing current Job Postings for local businesses on EDC website

Broadband

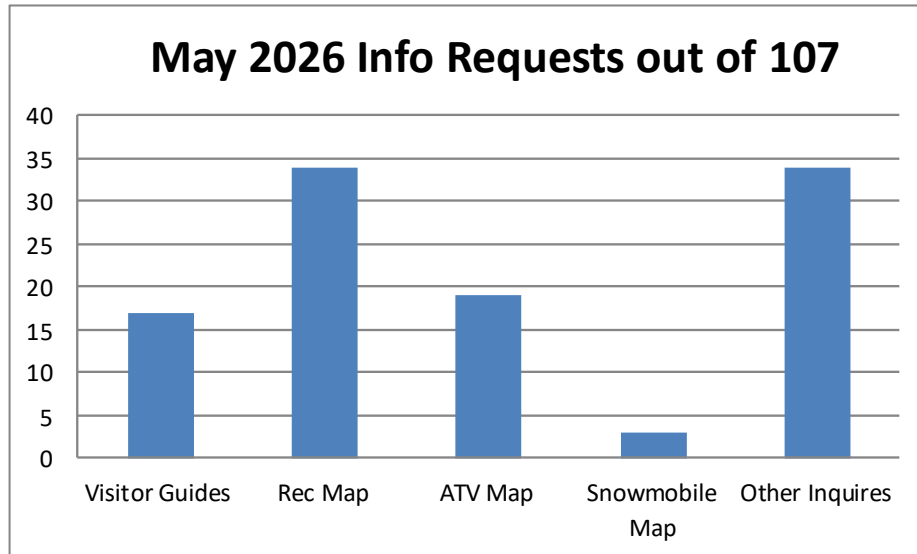
- Coordinated approval of Verizon's new tower location per request from Neil Schueller, interim Langlade County Broadband Commission Chair.

Meetings/Trainings attended

1. Location One (Locate In Wisconsin) Training
2. WTMJ Experience Wisconsin
3. Childcaring
4. Langlade County Dream Up Task Force
5. Langlade County Toastmasters
6. North Central Wisconsin Tourism Partnership Social Media Sub-Committee
7. North Central Wisconsin Tourism Partnership Marketing Committee
8. Ice Age Trail Lunch & Learn
9. Business Network of Langlade County
10. TMJ 4 The Morning Blend
11. New LCEDC Board Member Onboarding
12. New LCEDC Loan Review Board Member Onboarding
13. Langlade County Forestry, Parks, and Recreation Committee
14. UW Stevens Point Small Business Development Center
15. Executive Director Key Stakeholder Meetings

Tourism Development

- Tourism Website: 24,324 Engaged sessions in the months of May
Top referral site: Facebook Paid Ad 2nd referral site: Facebook 3rd referral site: Langlade Forestry and Parks
- Recreation Information Requests: 107 Recreation Requests in May 2026
Top Request: Recreation Map & Other Inquiries



- 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. 82 of the promotional flyer has been distributed in May.
- Rec Map Distributed: The 2025 Langlade County Recreation Maps were received on November 19, 2024. 4,487 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 706 distributed.
- Facebook: 16,989 "Followers" The top post in May post was about the Langlade County's West Evergreen Off-Highway Motor Vehicle Trail official season opening on May 11th. This post reached 79,564 people for 50,372 views, 502 link clicks to the trail report, 289 interactions, and 139 reactions.
 - The 14-day paid social media post ATV/UTVing in Langlade County. The reel ad reached 11,331 people with 22,052 views, 6,266 3-second video views, 511 link clicks, 367 landing page views, and 79 post reactions.
 - The 21-day paid social media post promoting the Antigo Off Road National event reached 22,202 people with 50,687 views, 16,906 post engagements, 14,503 3-second video views, 1,950 link clicks, 1,413 landing page views, and 354 post reactions.
- Instagram: 632 "Followers". Top post in May was about the Langlade County's West Evergreen Off-Highway Motor Vehicle Trail official season opening on May 11th. The post reached 205 people for 460 views, 20 interactions, 6 shares, and 2 saves.
- Everbridge: There have been 1,548 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 May. There were 3 requests for Langlade County Tourism information.
- alcinfo.com: 255 engaged sessions in the month of May:
 - langladecounty.org: 0 referrals
 - langladecountyedc.org: 0 referrals

Other Tourism Information:

- Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
 - o 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 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.
- Working with Konect on the test website redesign. Possible launch in June ~ Langladecounty.org
- Tourism report presented to the Langlade County Forestry, Parks, & Recreation Committee.
- Ran 7-second billboard commercial on WBAY News.
- A tourism videography proposal was selected. Following up on contract agreement.
- 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. Participants took 222 items during the Expo.
- Participants took 43 tourism items during the All Things Water event on May 9th at the Langlade County Fairgrounds.
- Virtually attend the Ice Age Trail Alliance Lunch & Learn. Information on the October Mammoth Hike Challenge, Trail Magic, Hometown Highlights, and community itineraries were provided.
- LCEDC updated the Wolf River State Trail reports with the provided press release on the trail opening May 22nd.
- Attending North Central Wisconsin Tourism Partnership subcommittee meetings to continue develop social media content for the new @northcentralwisco Facebook and Instagram pages.
- Langlade County was featured on WTMJ Outdoors with a 12-minute recorded interview that aired on May 2nd.
- Live interview on TMJ 4 The Morning Blending promoting Langlade County outdoor recreation.
- 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 June 2026 Up North Action Magazine. See ad below.

Up North Action June 2026 Half Page Ad

On the Go
i n the
County of Trails

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

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