



CDA STAFF REPORT

MEMO DATE: October 11, 2019
MEETING DATE: **OCTOBER 23, 2019**

TO: Village of Cottage Grove Community Development Authority
CC: Matt Giese – Village Administrator
Lee Boushea – Village Attorney

FROM: [Erin Ruth, AICP – Village Planning Director](#)

RE: **2020 Economic Development Marketing Budget**

BACKGROUND

The 2019 Village budget included a line item of \$7,500 for economic development marketing.

Per CDA recommendation, the allocation of that funding was as follows:

- MADREP Guide ad - \$3,000
- Ground & drone photography - \$1,500
- Printing marketing materials - \$500
- Conferences - \$2,500
 - MAEDC Best Practices Conference - \$450
 - MADREP annual conference - \$150
 - Wisconsin Lodging Conference & Trade Show - \$300
 - Biz Times (Milwaukee) Economic Development conference - \$100
 - MAEDC Competitiveness Conference & Site Selector Forum - \$1,500

At the September meeting, the CDA discussed allocations for the 2020 budget request. The photography and printing were one-time costs, so assuming other allocations remained the same there would be \$2,000 to use on a different project.

It was suggested that the funds could go towards marketing efforts that build off of the branding study performed by the Chamber of Commerce. Potential projects that were discussed included a Cottage Grove website specifically oriented toward economic development and a broader rebranding initiative that could include a logo.

There was also a willingness to consider requesting an increase from last year's amount.



Given that the cost of such projects could vary widely, staff was directed to obtain more information regarding a more specific scope and budget.

At the recommendation of the Chamber, staff set up a meeting with Madison-based Sortis Digital Marketing. On October 9 a meeting was held with Jenny and Greg Sanders from Sortis, Paula Severson of the Chamber, and Lisa Kalata and Erin Ruth from the Village.

After talking through the issues, it was suggested that a small website focused specifically on business development would be the best place to start. If successful, this effort could be expanded later to include tourism and residential development.

Sortis will present their vision for this project at the October 23 meeting.

STAFF RECOMMENDATION

Following the presentation and associated discussion, staff will be seeking a final recommendation regarding a proposed budget for 2020.