



CDA STAFF REPORT

MEMO DATE: February 7, 2020
MEETING DATE: **FEBRUARY 20, 2020**

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

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

RE: **Marketing Program Discussion**

BACKGROUND

At its January meeting the CDA selected the Economic Development goal that a marketing program should focus on: *Expand the Commercial Tax Base in the Village of Cottage Grove.*

At the same meeting, the CDA reviewed Strengths, Weaknesses, Opportunities, and Threats and selected those that were most relevant to the selected goal.

POINTS OF EMPHASIS FOR MARKETING CAMPAIGN

The current step is aimed at determining the best means of communication for the relevant strengths, weaknesses, opportunities, and threats. Staff has developed a matrix to organize the data – see the attachment.

The attached table lists the selected strengths, weaknesses, opportunities, and threats (called points of emphasis in the table).

The table has an additional set of columns under the heading ‘Methods of Representation.’ These are ways in which the points of emphasis can be represented including: written narrative, photo, video, map, testimonial, and graphs/tables. Staff has marked the two methods that seem best able to represent the point of emphasis.

Finally, the table has another set of columns under the heading ‘Type of Marketing Product.’ These include various types of marketing output: website, magazine/newspaper article, magazine/newspaper advertisement, printed material, video, and events. Staff selected three marketing products that seem best able to utilize the selected methods of representation.



STAFF RECOMMENDATION

Staff is asking the CDA to review the attached table on comment on changes or additions that should be made.

GOAL: Expand the Commercial Tax Base in the Village of Cottage Grove

Points of emphasis	Method of Representation						Type of Marketing Product					
	Written narrative	Photo	Video	Map	Testimonial	Graph/Table	Website	Mag./News article	Mag./News ad	Printed material	Video	Event
Location provides flexibility for business and workforce (near Madison, commute distance to Milwaukee)				X	X		X		X	X		
I-94 interchange/visibility from freeway		X		X			X		X	X		
Low municipal tax rate					X	X	X			X	X	
Established TIF districts/impactful incentives	X			X			X	X	X			
Efficient approval process	X				X		X	X			X	
Perception of size/location	X			X			X	X				X
Upcoming development area north of I-94			X	X			X	X		X		
Village-owned land in Commerce Park		X		X			X		X	X		
Recent large projects/momentum		X			X		X	X				X
Population growth/demographic changes	X					X	X	X				X