



# CDA STAFF REPORT

**MEMO DATE:** March 5, 2020  
**MEETING DATE:** **MARCH 9, 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**

## OVERVIEW

The CDA has been establishing the goals and focus points of a potential marketing campaign. As discussed at the last meeting, staff is presenting examples of requests for proposals (RFP) from municipalities for similar services. Three examples are attached from the City of Kaukauna, Village of Shorewood, and City of Wausau.

The three RFPs represent three rather different approaches. Wausau's RFP is two pages long, and it sets a budget of \$15,000 and essentially asks responders to describe what they could do with those funds. At the other extreme, the 10 page Shorewood RFP includes a number of very specific tasks with estimated hours attached to each. Kaukauna's RFP lies somewhere in between by providing general direction while allowing some flexibility in approach.

## STAFF RECOMMENDATION

Staff is seeking feedback on which approach would be most appropriate for the Village in addressing its marketing needs.