



CDA STAFF REPORT

MEMO DATE: September 11, 2020
MEETING DATE: **SEPTEMBER 14, 2020**

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

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

RE: **Marketing Proposal Review**

OVERVIEW

The Village invited twelve firms to reply to its marketing RFP and five proposals were received. The full proposals are included in the packet.

Note that to fit the proposals in the packet some larger files were reduced, so any variation in image quality is due to that process and should not reflect on the applicant.

Firms that Replied:

- Distillery – Madison
- Rev Pop – Milwaukee
- Signalfire – Delavan
- Thiel – Milwaukee
- Weber Marketing - Madison

The immediate step the CDA needs to take is to determine a budget amount to request from the Village Board. The CDA should also discuss how they wish to move forward in terms of selecting a firm for the project.

BUDGET REQUEST

There is a fairly large range of proposed fees, driven largely by differing proposed project scopes, particularly in the initial research phase. Generally, the firms appear willing to adjust the scope and fees to meet a particular budget if necessary.

Staff recommends requesting \$26,000 to \$30,000 for the project. Three of the five proposals (Distillery, Rev Pop, and Signalfire) fit within this parameter and a fourth (Weber) should be able to with some adjustment to their proposed scope.

FIRM SELECTION

Until the Village Board makes a determination on the budget request it may be premature to make a decision on awarding the project.

However, the CDA may wish to discuss initial impressions of the proposals and determine a process for awarding the project if funded.

If there is a clear consensus on one firm, it may not be necessary to do any interviews or other subsequent steps. If multiple firms are deemed a good fit for the project, the CDA may wish to schedule interviews later in the year after funding has been determined.

It may also be beneficial to more specifically define the scope based on the proposals to achieve a more apples to apples price comparison.

PROPOSAL HIGHLIGHTS

Distillery

- \$18,500 with straightforward scope
- Relevant experience with municipal and public entities
- Located in Madison

Rev Pop

- \$12,500 but research phase is less defined
- Relevant experience with municipal and public entities
- Located in Milwaukee

Signalfire

- \$26,500 with more robust research phase
- Relevant experience with municipal and public entities
- Located in Delavan

Thiel

- \$73,500 (not inc. proposed Phase 3 which is beyond current scope)
- Have relevant work experience but seem more focused on corporate work
- Located in Milwaukee

Weber Marketing

- \$32,750 to \$38,500 (not inc. proposed Phase 2 which may not be necessary and Phase 3 which is beyond current scope)
- Owner is a Cottage Grove resident and active Chamber member who is personally invested in the success of the Village; relevant experience with projects in the Cottage Grove community
- Located in Madison