



Memo Date: 7.3.25
To: Village Board
From: Matt Giese – Village Administrator
Subject: Marketing Opportunity with the International City Management Association (ICMA)

Background

Last week I was approached by ICMA (of which I am a member of) to see if the Village would be interested in being highlighted on a marketing video. For further context, the e-mail is included here:

Dear Mr. Giese,

I would like to schedule a call between you and Mark Rose, ICMA TV Director, about highlighting the Village of Cottage Grove, WI in a pre-recorded video case study to be shown during the official ICMA TV broadcast at the 2025 ICMA Annual Conference in Tampa FL, October 25 – 29, as well as online.

We are particularly interested in your latest innovations in economic development, fostering community engagement and delivering outstanding public services, which I believe will make an exceptional fit with our focus areas at the 2025 ICMA Annual Conference this fall.

As I'm sure you are aware, the ICMA Annual Conference is the world's largest gathering of local government management professionals and brings this community together for unparalleled leadership and professional development, networking, and best-in-class programming. For the last 20 years, ICMA TV has showcased to these attendees the latest innovations and enterprises in public administration and local government that are creating and sustaining thriving communities.

As a key part of the ICMA TV broadcast, we will once again highlight to the attendees some cities and counties that are at the cutting-edge of city management and economic development and offer them a unique opportunity to profile their key developments, initiatives and best practices in the form of a five-minute documentary feature.

Through our research, we are considering a number of cities and counties as potential candidates to sponsor these documentary features including the Village of Cottage Grove, and I am keen to arrange a conversation between you and Mark Rose to make sure that there is a strong fit. I must emphasize that there is a cost involved in this opportunity to be profiled, which covers the production, distribution, and full ownership of the film and all additional footage.

In advance of the conversation, it would be useful for you to have a look at one or two of the cities and counties that we profiled at recent ICMA Annual Conferences as this will give you an idea on the style of film we would produce with you. You can see a few of those films here;

City of Salinas, CA: <https://www.youtube.com/watch?v=wyxBe8qSv5Y>

City of Gallup, NM: <https://www.youtube.com/watch?v=OKkma5Vf Drs>



City of Lakeland, TN: <https://www.youtube.com/watch?v=DY26kNvv8MM>
City of Snoqualmie, WA: <https://www.youtube.com/watch?v=SEUjwSsQ-Pg>
City of McMinnville, OR: <https://www.youtube.com/watch?v=7jHFnU8CMzk>

Additional Information

ICMA features about 20 municipalities with these videos per year at their annual conference. The total cost per municipality is \$27,300. Once uploaded on-line the videos, on average, receive about 15,000 views. ICMA is 2-3 weeks into their outreach of targeted communities and have gained commitments from 12 of their 20 slots (as of June 30th). They select municipalities based on alignment of the annual conferences theme. For example, this year's conference is geared toward community growth, collaboration and partnership. Last year's conference had a focus on transportation (which would not suit Cottage Grove as well). For more information about ICMA as an organization, please visit:

<https://icma.org/>

Should the Board be interested in pursuing this opportunity...how could the Village leverage the marketing video to benefit the community?

- Furthering economic and community development efforts: attracting new businesses and developers
- Tourism: supporting the advancement of a possible 2nd hotel in the Village
- Recruitment: staff, developers, prospective new residents, etc.
- Fostering community pride

Funding options

- Tax Increment Districts 9 and 10
- Budgeted, but currently unused communication related monies within Capital Fund 410
- Travel Cottage Grove tourism Grant (potentially up to a 50% match)

Recommendation

Should the Board see value in this initiative and desire to move it forward, the following are a couple options/examples for funding:

- Capital Fund 410 - \$15,000; TID 9 - \$6,150; TID 10 - \$6,150

OR

- TID 9 - \$13,650; TID 10 - \$13,650

*both options could be supplemented/offset by potential future tourism grant from Travel Cottage Grove.

We recognize that this offer/proposal was neither specifically budgeted nor planned for, but given the timing of the opportunity, we wanted to provide the Board with a chance to consider it.