



# CITY OF COTTAGE GROVE

## **Cottage Grove Convention and Visitors Bureau**

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### **AGENDA**

**November 28, 2023, 7:30 AM**

1. Call to Order
2. Roll Call
3. Adoption of Agenda
4. Approval of Minutes
  - 4.1 Approval of June 27, 2023 CGCVB Meeting Minutes
5. Business Items
  - 5.1 Presentation - Holiday Events
  - 5.2 2023 Food Truck Festival Recap
  - 5.3 2023 Quarter 2 and Quarter 3 Lodging Tax and Other Revenue
  - 5.4 2024 Budget Approval
  - 5.5 Dowdle Commissioned Art Program
6. Public Hearings
7. Other Business
8. Workshop
9. Presentation
10. Adjournment



**COTTAGE GROVE  
CONVENTION AND VISITORS BUREAU  
MINUTES  
CITY HALL - COUNCIL CHAMBERS  
June 27, 2023**

A meeting of the Cottage Grove Convention and Visitors Bureau was held on the 27th day of June, 2023, at 7:30 a.m.

**CALL TO ORDER**

The meeting was called to order at 7:30 a.m. by Chairman Steve Dennis.

**ROLL CALL**

Jamie Mann, Assistant to the City Administrator, called the roll:

**Members Present:** Steve Dennis, Chairman - Here  
Justin Olsen, Vice Chair - Here  
Steve Hanson, Director - Here  
Gretchen Larson, Director - Here  
Laurie Levine, Director - Here

**Members Absent:** Veeral Patel, Director  
Druscilla Nutt, Director

**Staff Present:** Jennifer Levitt, City Administrator  
Brenda Malinowski, Finance Director  
Jaime Mann, Assistant to the City Administrator  
Brad Muckenhirn, Recreation Supervisor

**Others Present:** None.

**3.1 ADOPTION OF AGENDA**

**Vice Chair Olsen made a motion to approve adoption of the agenda. The motion was seconded by Director Larson. Motion passed unanimously (5-to-0 vote).**

**APPROVAL OF MINUTES**

**4.1 Approval of Meeting Minutes CGCVB 2-28-2023**

Approval of the February 28, 2023 Cottage Grove Convention and Visitors Bureau Meeting Minutes.

**Vice Chair Olsen made a motion to approve the meeting minutes from February 28, 2023. The motion was seconded by Director Hanson. The motion passed unanimously (5-to-0 vote).**

**BUSINESS ITEMS**

**5.1 Family Based Recreational Opportunities**

Brad Muckenhirn, Recreation Supervisor for the City, stated he'd briefly touch on some community and family events that are offered here in Cottage Grove.

Egg Hunt: Was held earlier in the year, on April 1; this year was our largest and most popular event. We sold out at 600 participants, and about 500 people showed up. That event was moved to our Ice Arena, on the turf, this year, as it was during the April 1 snowstorm. We were very happy that we still had 500 people attend, and will continue to host that event for our community.

Medallion Hunt: Held during the Spring Break time of year and is in its fourth year now. It's a great opportunity for families and friends to get together. It's starting to get pretty competitive; people are getting out into our parks in droves and really trying to find the medallion.

Movies in the Park: Movies are currently taking place with one shown last Friday, June 23, *Minions*; the next will be on July 21, *Raya and the Last Dragon*, followed by another on August 11, *DC League of Super-Pets*. It's a great family event that features entertainment for kids and adults. There are games, crafts, food, giveaways, and many community sponsors. It is hosted by Mo, a local realtor, and it's a free family event for everybody to attend at Highlands Park.

Free Friday Events: An opportunity for members of the public to come out to different parks within our community. Every one of these events is at 10:00 a.m., and we alternate between Highlands Park and Woodridge Park, which are two of our most popular parks, to give people the opportunity to meet us in their back yards. Coming up this Friday, June 30, is Tie-Dye in Highlands Park; there are currently about 800 people on Facebook who are interested, so we're excited to see what that turnout will be. Future Scheduled Events: July 14: Bingo at Woodridge Park; July 28: Chalk the Walk at Highlands Park; August 18: Spin Art at Woodridge Park.

Park Run: This is a relatively new program, in its second year; the 50th run was celebrated last Saturday. Every Saturday morning at Hamlet Park, at 9:00 a.m., there's a family friendly inclusive 5K. It is volunteer based, so about 10 volunteers are required to operate this event every Saturday morning. It has been fairly successful, and the number of participants is growing week after week; we're averaging about 14 participants, though last Saturday there were 50! We are one of only three locations that hold this event, the others are in Eagan and Chaska. It's another really unique opportunity here in Cottage Grove.

Annual Ice Show: This has been a great free public event; this year it was standing room only in our North Rink. It is a partnership with our figure skating Booster Club, and an extension of our Learn to Skate Program that we offer at the Ice Arena.

Strawberry Fest 5K/1K: As a Recreation Department, we offer the 5K and the 1K, and we had just under 150 participants this year, so it's great and it's still growing. We love seeing our community utilize our parks and open spaces.

Mud Run: Probably the best way to kick off summer for the kids in our community; this is done as a partnership with Woodbury Parks and Recreation. It was held at a new location this year, Hamlet Park; previously, it had been held at Oakwood Park, but due to a new restaurant that's now there, we lost our parking ability. We were really happy with how it turned out; the trail opportunity there was awesome and gave parents the ability to push strollers and take their younger children and truly see the whole course while watching the children. There were over 200 participants this year, which he believed was more than we've had in the last number of years; so, that's also becoming more popular.

Zombie Run: This was kind of a COVID program that we came up with, and it's been popular. That's another event that we partner with Woodbury on, and that one is actually in Woodbury, at Carver Park; we host the Mud Run, and Woodbury hosts the Zombie Run. We've had over 100 participants for that, and that event takes place at the end of summer. It's a big chase game, tag game, and the kids love it; they're hooting and hollering the whole time. It's one of the favorite programs that our staff operates.

Arbor Day: This is a great community event. We push and promote, looking for volunteers to help our Parks and Rec Department and all the Public Works crews plant upwards of 100 trees. We hold a drawing to give away trees; we had over 500 registrants this year who were hoping to receive one of the trees. It's also a great way to continue improving our parks and open spaces.

Food Truck Festival: This is coming up at Kingston Park in September; we will be partnering with *Discover Cottage Grove* and the Recreation Department will be providing activities during the duration of the event. It is open to families, people of all ages, so we're really excited to see what happens with that. Hopefully, we can turn that into a multiyear event.

Pumpkin Chuck: Brad said this was one of his masterminds as a way to figure out how to recycle pumpkins; that event is also continuing to grow. It's a very simple program that we put on: The first year we filled two half-ton trucks, last year we filled our big dump truck, and we'll see what this year brings, but he's hoping to keep filling more and more trucks.

Spooktacular: This event is super busy, so we've had to continue to add additional hours for that. We transform our South Rink into a Halloween-themed skating opportunity. We had two 100-person sessions for adults and kids last year. Everybody comes dressed up in their favorite costume attire, our Recreation Department typically picks a theme, and last year it was *Where's Waldo?*, so that was fun. We hand out goodie bags and of course there are a ton of decorations. It's a super fun event for the family, and we're planning to have three 100-person sessions this year.

Public Works Open House: This is a great opportunity for not only the Recreation Department, but also the Parks Department, Streets Department, and the entire Public Works Department to really show off what we do for our community. Families get to see the inner workings, see the trucks up close, touch the trucks, touch the diggers, and it really can help the community understand what it takes to move our City forward.

Paddle Share/Snowshoe Rental: Paddle Share is a new program that started in the last three years; it's been extremely successful. To date, we have over 100 rentals already, and we're just one month in, so things are doing really well.

*Discover Cottage Grove* has been a great supporter of that, to help promote it. Last year, we brought some snowshoes in

to utilize that trailer; we still have some work to do behind it, but we'll continue to promote that and push winter recreation opportunities here in Cottage Grove.

Cosmic Skate: I'll kind of loop that into Public Skate; Cosmic Skate is something that we brought on about three years ago. We shut off all the lights in the South Rink, turn on the party lights, crank up the music, and friends and family, young and old, attend and truly love it. Year to date, six months in, it's about a quarter of our Public Skate attendance, so it's very busy. We've served over 2,000 people for a Cosmic Skate stick and puck open skate, so we're really busy at the Ice Arena. This event has actually really driven our birthday party participation, so if any families are looking to host birthday parties, we're really starting to push into that scene.

Holiday Train: We do a Food Drive at schools, in partnership with the bank and the Holiday Train. Molly Pietruszewski, me, and some others coordinate the auction and pickup at Hamlet Park, as well as the dry goods Food Drive. Santa makes a stop there every year. Of course, the Holiday Train is serving anywhere from 3,000 to 5,000 people per year; there's management of the vendors and all the activities going on there.

Brad stated that's just some of the family and community events that the Recreation Department offers. If you have any recommendations, he'd be happy to listen to them and also answer questions.

Chairman Dennis thanked Brad for the presentation. It's quite impressive to see that you have something going on almost every single month, and that's a lot. Chairman Dennis asked if the Board had any comments, questions, or feedback.

Vice Chair Olsen stated he sure wished Brad was in charge when he was a kid, growing up here in Cottage Grove. We didn't have any of this stuff. Brad said it's always growing; Vice Chair Olsen said yes, it's unbelievable. He told Brad that his kids, even though they're now young adults, still love to come to half of this stuff. They've been doing it for years, and they just think it's so much fun. He thinks the encouraging thing is the attendance for each of these events continues to grow. The only thing he would say about that is perhaps we're a victim of our own success, because as it continues to get out there in the public that we offer all these things, you have to keep adding sessions, which takes more work. He gave kudos to Brad and his team for continuing to come up with new ideas. If anybody really wants to go to a fun event, he has to highly recommend the Pumpkin Chuck; that was a stroke of genius, and people absolutely love it. So, he's guessing they're going to have a couple trucks worth this year for sure.

Chairman Dennis said regarding the Cosmic Skate, where you can rent it out for birthdays, the next time it's Vice Chair Olsen's birthday, he thinks we all need to get together down there and have a skating party for him. Vice Chair Olsen said that's in April; Chairman Dennis replied all right, we'll make it happen. He thanked Brad again for all of the information.

## 5.2 Annual Report

Assistant Mann stated in the Board's emailed packet, and a printed copy that's in front of them, is a very extensive, detailed Annual Report. She said we'd like to highlight our top five major accomplishments, along with three goals for 2023.

### Top 5 Accomplishments

- 1) In 2022, we ended up exceeding our budgeted revenue projections and coming in under our expense budget, so we made a profit last year.
- 2) Created our second annual Cottage Grove Visitors Guide with 36 pages of community amenities and opportunities for visitors to the city; that's distributed at visitor stops all over Minnesota, along with the Mall of America, the airport, and then we mailed them out to people who requested them, residents and visitors alike.
- 3) Awarded a \$14,000 matching grant from Explore Minnesota to stimulate travel for the economic benefit of our community, which will hit the 2023 Quarter 3 budget number; we're in the process of spending that money now.
- 4) Continued to grow our website visitors and social media following; we do a lot of paid social media advertising, which has grown our following tremendously.
- 5) Participated in many events to promote *Discover Cottage Grove* and the City of Cottage Grove, including the Saints game, the One Family tournament, and Strawberry Fest. Although we weren't a part of the Holiday Train, we were there, and also at the Halloween parade, and many other events. We took a lot of photos last year.

### Goals

- 1) We're hosting a Food Truck Festival this year, which we'll talk about shortly.
- 2) We're looking at potentially bringing a mural wall to the City of Cottage Grove; she displayed an example of what that would look like. Visitors are drawn to things like that, as a place where they can take photos, and it's another unique experience that we could offer to visitors.
- 3) Hold a Strategic Planning Session on where we want to take the Convention and Visitors Bureau; it is long-term planning of what the Convention and Visitors Bureau should look like moving forward.

Assistant Mann stated that's a quick overview of what's in that extensive Annual Report. She'd be happy to take any questions, but none were asked.

### 5.3 Food Truck Festival 2023 Budget Amendment

Assistant Mann stated we have planning underway for the inaugural Food Truck Festival event in Cottage Grove, on September 16, at Kingston Park, from 11:00 a.m. to 6:00 p.m. As Brad mentioned, they are partnering with us to host some kids' activities, along with some other local partners who will do the same.

#### Revenue and Expense Projections

Since this event will affect the Convention and Visitors Bureau budget, we need to bring it to you for review. After speaking to our Finance Department, we've kind of laid out for you the Revenue and Expense Projections; Assistant Mann doesn't want them to be worried about the revenue projections because you're only looking at revenue that's already been collected. Reservation fees for food trucks are \$350 each, and we have 25 food trucks participating in the event. We are also offering sponsorships; so far, there are four confirmed, and we're working on additional sponsorships from other local businesses. We are also partnering with the Lions Club on alcohol sales in an alcohol tent, and they are giving us a portion of the proceeds. As this is our first event, we don't have historical data to be able to accurately project what that donation amount will be, and the same is true for overall sponsorships, as we're still working on those. Just know that our projected revenue of \$11,750 will grow; that will not be our final projected revenue.

With the expense projections, all of the expenses that we will have are listed here; these are things that we need to run an event, restrooms, dumpsters, entertainment, and a couple tents so people have places to get out of the sun. The kids' activities are donated. We're looking at providing shirts for some volunteers that day, so again, these are all the items needed for us to run the event. Our projected expenses total \$13,650.

Again, revenue is slightly less than the expenses, but we expect more revenue to come in; it's just hard to project what those numbers will actually be. Assistant Mann said the recommendation is before you, and she'll be happy to answer any questions.

Chair Dennis thanked Assistant Mann for the presentation. He asked to look again at the Revenue and Expense Projections, and stated he had a couple thoughts: 1) With the percentage of sales from the Lions Club, the Lions are pretty generous with what they do for us, and he can imagine that during an event like this, that there will be a decent amount of product sold. So, he's sure that will be very helpful to us. 2) Regarding the expense projections, with entertainment expense for two performers, he said a few years ago he emceed an event for Basic Needs. There was a young lady who lived in Cottage Grove, who was trying to kind of break into the music scene; so, she came and performed and volunteered her time to do that. So, he's wondering if we could advertise a little bit to see if there's anyone who might be interested in volunteering to do some entertainment; it wouldn't cost us anything, so then we would save that money, which would make a big difference. It was just a thought and asked if anybody else had comments.

Vice Chair Olsen thanked Assistant Mann for the presentation. He stated we actually had our June Cottage Grove Lions Club meeting last Tuesday, and this was a primary topic of conversation because it is the inaugural event. There were a lot of questions about what exactly we should or should not be doing; our intent as a Club is basically to cover our costs, and then the rest will go to *Discover Cottage Grove*, which is how we would normally handle an event like this. Obviously, the more we can sell, the better off we're going to be. It is currently not our intent to offer food because it's a Food Truck event, but we offered food at Strawberry Fest. Generally, with events like this, we'll either do hamburgers or brats, but if there's a desire to have us do food, he would need to know that. We have our own grills, etc., so we certainly can, but we don't want to take any money away from the Food Trucks, as they're paying a fee to be there. One of the things that we probably need to do soon is talk about what types of things you'd like us to offer; we can run the gamut, water, Gatorade, soda, and adult-type beverages. We would just need to know what we should or shouldn't do. At some point, it would be good for us to sit down and have a conversation within the next couple weeks so that we can organize effectively.

Entertainment was a primary question that came up at our Club meeting last week. One of the things that we have learned is that if you're going to have an event like this or something similar, entertainment is kind of a big deal for the people who are in the park. You don't want it to just be quiet, so he's very pleased to see that we're looking at a stage and some music production; those are all questions asked at our Club meeting that he could not answer then, but now he'll share that information with the Board. That will help us obviously keep the energy level up in the park, and hopefully get people in the right mood to maybe buy one or two of our adult-type beverages, and that just means more money for the Convention and Visitors Bureau.

Wristbands were also discussed at our meeting; at Strawberry Fest, in order to buy an adult-type beverage, you had to have a wristband. He's just curious if that had been discussed. He thought he'd heard that SoWashCo Cares was going to be maybe help out with some of that, but wondered if that was still the case.

Assistant Mann replied yes, SoWashCo Cares will be a community partner with us; they will be selling the wristbands and keeping the funds from those sales as kind of a donation to them for participating in the event. Vice Chair Olsen asked if she knew how much they were going to charge; Assistant Mann replied she believed it was \$2. Vice Chair Olsen stated good, the same price it was at Strawberry Fest. That's a really reasonable price, and they'll be able to keep that revenue, which is fantastic; wristbands are also something the Lions can do, but we'd prefer to let somebody else do it if they want to, as it's one less thing we have to worry about.

**Recommendation: By motion, approve adding the revenue and expenses for the Cottage Grove Food Truck Festival to the Convention and Visitors Bureau 2023 budget.**

**Vice Chair Olsen made a motion to approve adding the revenue and expenses for the Cottage Grove Food Truck Festival to the Convention and Visitors Bureau 2023 budget. The motion was seconded by Director Hanson. The motion passed unanimously (5-to-0 vote).**

#### **5.4 Quarter 1 Lodging Tax Revenue & 2024 Preliminary Budget Approval**

##### **Quarter 1 Lodging Tax Revenue**

Assistant Mann stated looking at a recap of the revenue collection for Quarter 1 2023, we came in slightly under our average estimate for Lodging Tax, which is fairly standard for our hotel facilities in Cottage Grove. We budgeted \$16,587, and Lodging Tax is kind of averaged throughout the year, so Quarter 1 tends to come in a little bit lower; Quarters 2, 3, and 4 tend to come in a bit higher. We also had Visitors Guide ad sales, which hit our revenue in Quarter 1 of this year, bringing our Total Revenue to \$18,695, which is 12.7% over our projected revenue for Quarter 1.

##### **2024 Preliminary Budget**

Revenue: Looking ahead to 2024, we have been averaging overall about a 64% to 65% occupancy rate, based on the past couple of years for Lodging Tax revenue. So, we're looking at bumping up our Lodging Tax projection for the 2024 budget to 63% occupancy rate, which is 3% higher than we have budgeted in the past. That would bring our total yearly Lodging Tax projection to \$72,276. With Visitors Guide ad sales for next year, we're projecting revenue of \$5,095. One thing we haven't laid out in our budget, although it's kind of happened on the back end, is the America Rescue Plan Act (ARPA) funds; those have been used to cover the salary and benefits of our Marketing and Communications Specialist. So, in 2024, we're laying out all of our expenses and revenue in the budget for you; ARPA funds will cover \$54,693 of the salary and benefits for the year. We're also using our current estimate of \$11,500 in revenue for the Food Truck Festival for next year, bringing our total projected revenue to \$143,564.

Expenses: We typically break down our expenses into Marketing Expenses, Operating Expenses, and Other Expenses. One thing to note is Other Expenses has been the payback to the City and the EDA for the startup costs associated with the Convention and Visitors Bureau; those costs will be paid in full at the end of Quarter 2 2023, so that category will be dropped moving forward. Marketing Expenses include things like hosting our website, social media advertising, going to local events to market the Convention and Visitors Bureau, along with transcription services, and some advertising in publications. Our total Marketing Expenses are estimated at \$41,199. Operating Expenses include things like postage for mailing the Visitors Guides and continuing education; we are part of the MACVB, which is a Visitors Bureau organization for the entire State. We also have our 5% Administrative Fee and 25% Contractual Services to the City under Operating Expenses, so now you can see the Marketing and Communication Specialist's salary and benefits portion that falls under the Convention and Visitors Bureau. Total Operating Expenses come in at just over \$107,000.

When looking at the budget overall, we are projecting a loss for next year of about \$4,900, based on our projections. One thing to also note in expenses is we have some leftover swag, so we were able to lower some of our expenses for next year, based on things that we still have in stock. So, that was taken into account when we looked at our budget.

Assistant Mann stated the Recommendation is before you, and she'd be happy to stand for any questions.

**Recommendation: By motion, Approve the 2024 Cottage Grove Convention and Visitors Bureau Preliminary Budget.**

**Director Levine made a motion to approve the 2024 Cottage Grove Convention and Visitors Bureau Preliminary Budget. The motion was seconded by Director Hanson. Motion passed unanimously (5-to-0 vote).**

#### **OTHER BUSINESS**

**6.1 CGCVB Comments - None.**

**6.2 Response to Previous CGCVB Comments**

## **6.2A Historical Visitors Bureau P&L Review and Fund Separation Information**

Brenda Malinowski, Finance Director, stated at the last meeting there was a request for the accounting history on the Cottage Grove Convention and Visitors Bureau, so that was provided in your packet.

As we were reviewing that accounting history, we went back to the Resolution that established the Convention and Visitors Bureau and realized that it stated that the monies for the Convention and Visitors Bureau shall be kept in a separate designated fund, identified as The Bureau Fund. In government accounting, a Fund is used to show accountability and compliance and collection and use of public resources. So, think of it as a self-balancing set of accounts; there are assets, liabilities, equity, and then the operating activities of the Fund. Right now, the Convention and Visitors Bureau is kept in the EDA Fund. So, for 2023, we are going to be creating a new Fund, putting the monies that are currently in the Fund at the end of 2022 and establishing that new Fund. If you have any questions about that, or if there are any questions about the accounting, she can answer those; no questions were asked.

Chairman Dennis stated he thought it was a great idea to separate that out, and thanked Director Malinowski for that information.

**7.1 Workshop - None.**

## **ADJOURNMENT**

Chairman Dennis noted our next meeting will be held on Tuesday, August 22, 2023, at 7:30 a.m. in the Cottage Grove Council Chambers.

**Director Larson made a motion to adjourn the meeting at 8:01 a.m. The motion was seconded by Director Levine. The motion passed unanimously (5-to-0 vote).**

Respectfully submitted,

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Jaime Mann, Assistant to the City Administrator

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**TO:** Board of Directors, Cottage Grove Convention and Visitors Bureau

**FROM:** Jaime Mann, Interim Communications Manager

**DATE:** November 21, 2023

**RE:** Cottage Grove Food Truck Festival Recap

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## Discussion

Discover Cottage Grove hosted the inaugural Cottage Grove Food Truck Festival on Saturday, Sept. 16 from 11 a.m. to 6 p.m. With it being the first time the Visitor's Bureau has hosted the event, the CVB had no data to share with potential food trucks on the success of the event.

The event hosted 23 food trucks along with the Cottage Grove Lions Club hosting the alcohol tent, a cornhole tournament hosted by One Family and some bounce house inflatables for kids to play in during the event. There were also two bands that performed during the event.

Based on feedback from the participants and attendees at the event, the inaugural event was a huge success. The CVB is estimating that we had between 4,000 and 5,000 attendees over the course of the event. Almost all the food trucks had lines of people waiting to order or waiting for their food through the duration of the event and some lines never seemed to get shorter. The bounce houses were consistently full and people really enjoyed the cornhole tournament. The bands kept people entertained and the Lions Club alcohol tent was a popular spot to visit.

Feedback from the food trucks was resoundingly positive and many wanted to pre-register to attend next year's event. The two bands that performed during the event both offered to perform next year as well. In walking around the event and talking to the attendees, many were happy that Discover Cottage Grove was hosting this event in our city and would welcome it back next year.

Overall, the 2023 event would not have happened without the work of our fantastic committee, volunteers supporting and working the day of the event, city staff working to keep the event clean and safe, and our non-profit partners working with us to make this event successful while helping to fundraise for a local organization.

There are a few changes that we will make for next year, but mark your calendars, our event will take place on September 14, 2024!



**TO:** Board of Directors, Cottage Grove Convention and Visitors Bureau

**FROM:** Jaime Mann, Interim Communications Manager

**DATE:** November 21, 2023

**RE:** 2023 Q2 & Q3 Lodging Tax and Other Revenue Collection

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## Discussion

### **2023 Q2 & Q3 Lodging Tax and Other Revenue Collections**

Due to a short history of lodging tax revenue collected and the variability of the industry for the past couple years, the 2023 budget used conservative monthly revenue estimates of \$5,529 at a 60% occupancy rate in lodging tax collections for all months of 2023. The City of Cottage Grove has collected all the second and third quarter lodging tax, Food Truck Festival revenue, and grant dollars and received the following amounts:

	Q1	Q2	Q3	Q4	Total
<b>Lodging Tax Revenue</b>	\$ 13,050	\$ 19,593	\$ 22,249		\$ 54,892
<b>Other Revenue</b>	\$ 5,095	\$ 4,900	\$ 18,150	\$ -	\$ 28,145
<b>2023 Total Revenue</b>	\$ 18,145	\$ 24,493	\$ 40,399	\$ -	\$ 83,037
<b>2023 Budgeted</b>	\$ 22,877	\$ 22,338	\$ 32,588	\$ 16,587	\$ 94,390

In total the lodging tax collections for the second quarter of 2023 was \$19,593. Other revenue collected in quarter two includes the participation fee for food trucks who attended the Cottage Grove Food Truck Festival along with some sponsorship money which totaled \$4,900. These totals bring quarter two revenue to \$2,155 over budgeted revenue or 9.6% over the revenue projected for the quarter.

The lodging tax collections for the third quarter of 2023 was \$22,249. We also had grant dollars totaling \$14,000 which came in quarter three along with additional food truck festival revenue of \$4,150. This puts actual revenue at \$7,811 over projected revenue. The CVB is 24.0% over our budgeted revenue projections for third quarter and 6.7% over projected revenue year to date.



**TO:** Board of Directors, Cottage Grove Convention and Visitors Bureau

**FROM:** Jaime Mann, Interim Communications Manager

**DATE:** November 21, 2023

**RE:** 2024 Budget Approval

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## Background

### Revenue

Projections of 60% occupancy were used when forecasting for 2022 and 2023 lodging tax revenue, estimating the total to be \$66,348 in revenue. In looking back at the past two years, on average, the CVB have averaged a revenue of almost 65% occupancy for the full year. For 2024, the recommendation is to increase the projected occupancy and use a 63% occupancy rate for budgeting total lodging tax revenue which would give a projected revenue of \$72,276. This falls more in line with what has historically been collected from our lodging facilities yearly.

Also under the revenue category, are American Rescue Plan Act (ARPA) funds which are used to cover a portion of the salary for our Marketing and Communications Specialist. The ARPA funds are considered revenue to the CVB and are offset by the salary and benefit expense. The CVB will not receive enough money from the ARPA funds to cover 100% of the salary and benefits of that position in 2024. It is estimated that the advertising in the Visitors Guide in 2024 will be \$5,095 which helps offset the cost of printing the Visitors Guide.

Newly added for 2024 are estimates for the Food Truck Festival. Based on projections, it is estimated that the CVB will collect \$8,750 in food vendor payments and \$2,750 from donations and sponsorships of the event.

Since the last Board of Directors meeting in June, the CVB has been awarded a grant for \$10,000 from Explore Minnesota. Since there are no matching funds required for this grant program, the CVB was able to apply without Board approval. The Explore Minnesota Tourism Recovery Grant was applied for in July 2023 and awarded to the CVB on July 27. This grant awards the CVB \$10,000 to be used on some additional marketing initiatives to promote Cottage Grove tourism.

In total, it is estimated that there will be \$153,564.00 in revenue collected by the CVB in 2024.

### Expense

As in previous years, expenses are being broken out into three separate categories: marketing, operations and other. Marketing expenses are core to the organization's mission of *"promoting Cottage Grove as a premier destination for leisure travelers, weddings and outdoor enthusiasts, a recognized and successful host city for meetings and conventions, and a prominent and*

*respected venue for sporting events.”* A reliable history for activities by the CVB is still being established so funding levels for each line item and initiative for the 2024 budget are based on actual and projected spending for 2023.

<b>Marketing Expenditures</b>	
Website Hosting/Domain	<b>\$1,380.00</b>
Collateral Development and Printing	<b>\$8,000.00</b>
Marketing and Local Events	<b>\$1,025.00</b>
Food Truck Festival	<b>\$13,650.00</b>
Social Media	<b>\$15,504.00</b>
Professional Services	<b>\$240.00</b>
Advertising in Publications	<b>\$1,100.00</b>
Other Types of Advertising	<b>\$300.00</b>
<b>Total Marketing Expense</b>	<b>\$41,199.00</b>

In total marketing expenses for 2022 are at \$41,199.00. Website hosting is budgeted at \$1,380 for 2024. Printing of the Visitors Guide for 2024 is estimated to be \$8,000. Expenses related to the Food Truck Festival are budgeted to be around \$13,650. Advertising in publications includes the brochure program with the Mall of America and the airport have been budgeted at \$1,100. Professional services has been budgeted at \$240 and include transcription services. This leaves some areas that allow for flexibility in the budget in marketing at local events and other types of advertising which are budgeted at \$1,325.

Social media will continue to be the focus for the CVB’s marketing efforts so \$15,504 has been budgeted for social media to maintain the presence of the CVB on social media. With the reorganization of the city’s Communication team, the city now has an in-house Social Media Specialist who also supports the CVB. The Social Media Specialist has experience in managing paid advertising from previous work experience and is comfortable in doing the same for the CVB. In doing some research into CVB budget items, it was found out that 40% of our paid social media budget was used to pay the marketing company and only 60% was used for targeted advertising. This is well above the market standard for costs related to the work they are doing for the CVB. It is proposed that all paid social media advertising for the CVB be brought in-house and supported by the city’s internal communications team instead of outsourcing that work. This will not only save on the cost to pay the company, but marketing dollars will be able to be stretched further moving forward.

The second expense category is operations and represents the funds needed to carry out the mission of the Visitors Bureau.

<b>Operating Expenditures</b>	
Communication Specialists Salary and Benefits	<b>\$83,325.00</b>
Office Supplies/Equipment	<b>\$360.00</b>
Postage	<b>\$720.00</b>
Continuing Education/Classes/Seminars	<b>\$1,750.00</b>
Dues/Subscriptions	<b>\$325.00</b>
Administration Fee (City of Cottage Grove)	<b>\$3,613.80</b>
Contractual Services (City of Cottage Grove)	<b>\$17,165.55</b>
<b>Total Operating Expense</b>	<b>\$107,259.35</b>

Many of the operations expenditures are for day-to-day expenses like office supplies and postage that equal \$1,080. For 2024, the Visitor Bureau will continue its membership with the Minnesota Association of Convention and Visitors (MACVB) for \$325 and has \$1,750 budgeted for continuing education which includes attending the MACVB annual conference. \$3,613.80 is budgeted as the 5% administrative fee that is paid back to the city for facilitating the CVB. Contractual services to the city of 25% covers services like accounting, audit, clerical and legal services and totals \$17,165.55. Finally, the largest expense is for a portion of the salary and benefits of the two Communication Specialist positions for a total of \$83,325.

The final expense is the other category. Since the CVB completed all our payback expenses after the second quarter of 2023, it no longer has that debt to pay back to the city or the EDA.

With a total revenue projection of \$153,564.00 and total expenses projected at \$148,458.35 in 2024, equates to a net profit of \$5,105.65. The CVB is still determining best practices and methods for marketing the city therefore the 2024 budget is meant as a guide that allows for flexibility to adapt and change as we move forward.

## **Discussion**

It is proposed that all paid social media advertising for the CVB be brought in-house and supported by the city's internal communications team instead of outsourcing that work.

## **Recommendation**

Approve the Cottage Grove Convention and Visitors Bureau 2024 budget.

## **Attachments:**

2024 Budget Worksheet

Cottage Grove Convention and Visitors Bureau  
2024 Budget Worksheet

PRELIMINARY BUDGET

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	2023 Budget	Notes
<b>Revenue</b>															
<b>Lodging Tax at 3%</b>															
3840 Lodging Tax	\$ 6,023.00	\$ 6,023.00	\$ 6,023.00	\$ 6,023.00	\$ 6,023.00	\$ 6,023.00	\$ 6,023.00	\$ 6,023.00	\$ 6,023.00	\$ 6,023.00	\$ 6,023.00	\$ 6,023.00	\$ 72,276.00	\$66,350.00	Based on a 63% occupancy rate
<b>Total Lodging Tax Revenue</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 72,276.00</b>		
<b>Other Revenue</b>															
3324 Grants							\$10,000.00						\$ 10,000.00		
3324 ARPA Funds	\$ 54,693.00												\$ 54,693.00		covers approximately 66% of the CVB portion of salary and benefits for 2024
3574 Visitors Guide Ad Sales	\$ 5,095.00												\$ 5,095.00	\$6,290.00	
3575 Food Truck Fest Food Vendor Payments					\$ 8,750.00								\$ 8,750.00		
3812 Food Truck Fest Donations and Sponsors						\$ 2,750.00							\$ 2,750.00		
3816 Refunds & Reimbursements													\$ -		
<b>Total Other Revenue</b>	<b>\$ 59,788.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 8,750.00</b>	<b>\$ -</b>	<b>\$10,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 81,288.00</b>	\$6,290.00	
<b>Total Revenue</b>	<b>\$ 65,811.00</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 14,773.00</b>	<b>\$ 16,023.00</b>	<b>\$ 16,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 6,023.00</b>	<b>\$ 153,564.00</b>	\$72,640.00	
<b>EXPENSES</b>															
<b>Personal Services</b>															
4100-4144 Salary, PERA, FICA, Health Insurance	\$ 6,943.75	\$ 6,943.75	\$ 6,943.75	\$ 6,943.75	\$ 6,943.75	\$ 6,943.75	\$ 6,943.75	\$ 6,943.75	\$ 6,943.75	\$ 6,943.75	\$ 6,943.75	\$ 6,943.75	\$ 83,325.00		75% of salary and benefits
<b>Total Personal Services</b>	<b>\$ 6,943.75</b>	<b>\$ 6,943.75</b>	<b>\$ 6,943.75</b>	<b>\$ 6,943.75</b>	<b>\$ 6,943.75</b>	<b>\$ 6,943.75</b>	<b>\$ 6,943.75</b>	<b>\$ 6,943.75</b>	<b>\$ 6,943.75</b>	<b>\$ 6,943.75</b>	<b>\$ 6,943.75</b>	<b>\$ 6,943.75</b>	<b>\$ 83,325.00</b>		
<b>Commodities</b>															
4200 Office Supplies / Equipment	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 120.00	\$420.00	
4210 OP Supply - Other	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 240.00	\$500.00	
<b>Total Commodities</b>	<b>\$ 30.00</b>	<b>\$ 30.00</b>	<b>\$ 30.00</b>	<b>\$ 30.00</b>	<b>\$ 30.00</b>	<b>\$ 30.00</b>	<b>\$ 30.00</b>	<b>\$ 30.00</b>	<b>\$ 30.00</b>	<b>\$ 30.00</b>	<b>\$ 30.00</b>	<b>\$ 30.00</b>	<b>\$ 360.00</b>	\$920.00	
<b>Contractual Services</b>															
4300 City of Cottage Grove (5% Administration Fee)	\$ 301.15	\$ 301.15	\$ 301.15	\$ 301.15	\$ 301.15	\$ 301.15	\$ 301.15	\$ 301.15	\$ 301.15	\$ 301.15	\$ 301.15	\$ 301.15	\$ 3,613.80	\$3,317.50	automatically calculated based on lodging tax
4300 Contractual Services [City of Cottage Grove (25%)]	\$ 1,430.46	\$ 1,430.46	\$ 1,430.46	\$ 1,430.46	\$ 1,430.46	\$ 1,430.46	\$ 1,430.46	\$ 1,430.46	\$ 1,430.46	\$ 1,430.46	\$ 1,430.46	\$ 1,430.46	\$ 17,165.55	\$15,758.13	automatically calculated based on lodging tax
4300 Contractual Services/Professional Services	\$ 60.00	\$ 60.00			\$ 60.00			\$ 60.00		\$ 60.00			\$ 240.00	\$1,444.37	transcription services (add in any photography???)
4305 Website Hosting/Domain	\$ 115.00	\$ 115.00	\$ 115.00	\$ 115.00	\$ 115.00	\$ 115.00	\$ 115.00	\$ 115.00	\$ 115.00	\$ 115.00	\$ 115.00	\$ 115.00	\$ 1,380.00	\$1,380.00	
4305 City Reimbursement (Start-up Costs Payback)													\$ -	\$2,750.00	
4311 Postage	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 720.00	\$475.00	
4340 Collateral Development & Printing	\$ 8,000.00												\$ 8,000.00	\$11,000.00	updated based on actual 2023 cost of \$7,158
4341 Social Media Advertising/Marketing Online	\$ 1,292.00	\$ 1,292.00	\$ 1,292.00	\$ 1,292.00	\$ 1,292.00	\$ 1,292.00	\$ 1,292.00	\$ 1,292.00	\$ 1,292.00	\$ 1,292.00	\$ 1,292.00	\$ 1,292.00	\$ 15,504.00	\$15,504.00	
4341 Advertising in Publications	\$ 1,100.00												\$ 1,100.00	\$3,600.00	brochure program (\$1100 January)
4341 Other Types of Advertising (Magazines, Billboard, etc)	\$ 300.00												\$ 300.00	\$9,946.00	Explore MN visitors guide listing - \$300 January
4401 Dues / Subscriptions							\$ 325.00						\$ 325.00	\$325.00	MACVB membership
4403 Continuing Education/Classes/Seminars	\$ 500.00				\$ 500.00				\$ 500.00		\$ 250.00		\$ 1,750.00	\$1,500.00	
4434 Marketing at Local Events		\$ 125.00			\$ 900.00								\$ 1,025.00	\$3,000.00	Strawberry Fest (\$125 February) / Saints game (\$900 May)
4434 Food Truck Festival								\$ 13,650.00					\$ 13,650.00		
<b>Total Contractual Services</b>	<b>\$ 13,098.61</b>	<b>\$ 3,383.61</b>	<b>\$ 3,198.61</b>	<b>\$ 3,198.61</b>	<b>\$ 4,658.61</b>	<b>\$ 3,198.61</b>	<b>\$ 3,523.61</b>	<b>\$ 3,258.61</b>	<b>\$ 17,348.61</b>	<b>\$ 3,198.61</b>	<b>\$ 3,508.61</b>	<b>\$ 3,198.61</b>	<b>\$ 64,773.35</b>	\$70,000.00	
<b>Total Expense</b>	<b>\$ 13,128.61</b>	<b>\$ 3,413.61</b>	<b>\$ 3,228.61</b>	<b>\$ 3,228.61</b>	<b>\$ 4,688.61</b>	<b>\$ 3,228.61</b>	<b>\$ 3,553.61</b>	<b>\$ 3,288.61</b>	<b>\$ 17,378.61</b>	<b>\$ 3,228.61</b>	<b>\$ 3,538.61</b>	<b>\$ 3,228.61</b>	<b>\$ 148,458.35</b>	\$70,920.00	
<b>Net Income</b>	<b>\$ 52,682.39</b>	<b>\$ 2,609.39</b>	<b>\$ 2,794.39</b>	<b>\$ 2,794.39</b>	<b>\$ 10,084.39</b>	<b>\$ 12,794.39</b>	<b>\$ 12,469.39</b>	<b>\$ 2,734.39</b>	<b>\$ (11,355.61)</b>	<b>\$ 2,794.39</b>	<b>\$ 2,484.39</b>	<b>\$ 2,794.39</b>	<b>\$ 5,105.65</b>		



**TO:** Board of Directors, Cottage Grove Convention and Visitors Bureau

**FROM:** Gretchen Larson, Economic Development Director

**DATE:** November 21, 2023

**RE:** Dowdle Commissioned Art Program

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## Discussion

In October, the Dowdle marketing team reached out to invite the City of Cottage Grove to join Dowdle Studios in the "Land That I Love" tour for America's 250<sup>th</sup> birthday starting in 2026. Eric Dowdle is partnering with a handful of communities in each state during his tour to tell the unique story and rich history of each community.

The Dowdle Studios team is passionate about capturing the essence and stories of cities and places worldwide through the captivating medium of folk-art style painting. Led by renowned artist Eric Dowdle, their mission is to transport viewers and art enthusiasts into the heart of each location, offering a deeper understanding of the community's history, culture, and people.

The team's creative process has been documented in the popular series "Painting the Town with Eric Dowdle," and now rebranded as "The Piece Maker" which has recently been picked up by the Magnolia Network and is currently premiering on Discovery+ and HBO Max.

Recognizing the potential economic development and tourism impacts of such an endeavor, we hosted a virtual meeting with team Dowdle, that included Mayor Bailey and CVB Chairman Olsen. After the meeting it was determined that work on an agreement should continue to move forward.

Total costs for the project are \$150,000 and includes an original commissioned painting by Eric Dowdle (\$75K), purchase of 6,000 puzzles (at wholesale cost \$12.50 ea. X 6,000 = \$75K) an unveiling party with the artist to be held in approximately the third week of June 2024, and marketing support via sale of the puzzles at the Dowdle website. The agreement also provides us a perpetual license to use the images of our painting for promotional and marketing purposes. The costs for the project are available in the ED trust fund.

The 6,000 puzzles proposed to be purchased would be delivered the day of the unveiling. We anticipate selling the puzzles at events and festivals as a potential cost recovery of the entire project with 100% of the retail sales of the puzzles being retained by the city (see matrix). They would be sold at Strawberry Fest, the Hometown Holiday and any events that the Discover Cottage Grove staff may organize or attend throughout 2024.



## Recommendation

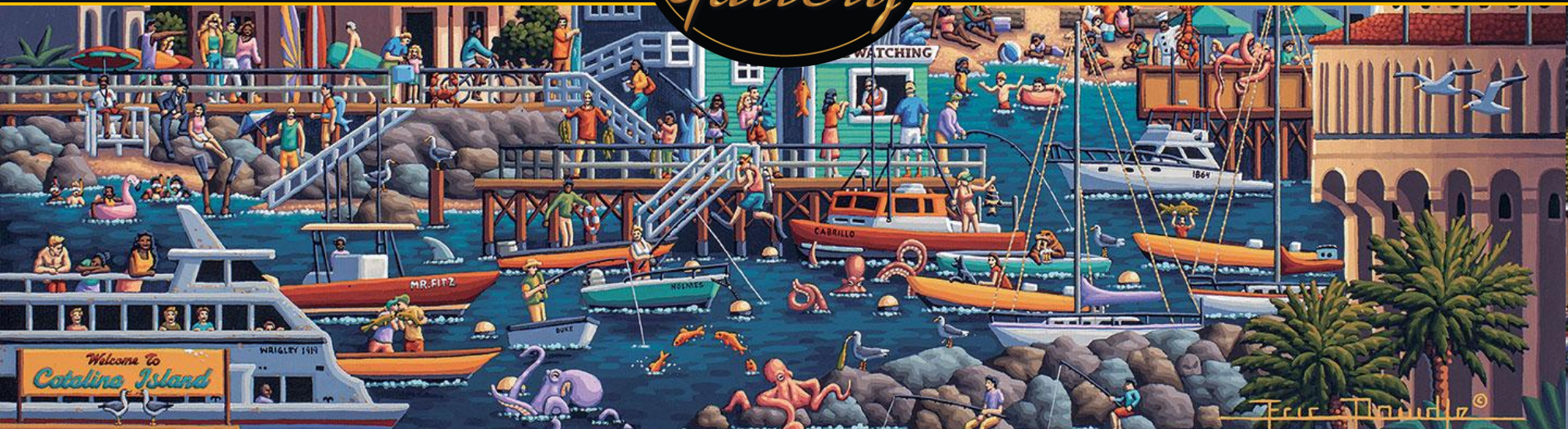
Support the project by encouraging the Economic Development Authority to pursue it for consideration and approval as both an economic development and a tourism strategic initiative.

## Attachments

Dowdle Marketing Slide Deck



D·O·W·D·L·E  
*Gallery*



# Eric Dowdle

## The Artist



***“We tell stories that inspire people to live meaningful  
and engaged lives.”***

NOVELL  
ONE GREAT STORY  
- Dowdle Studios company motto

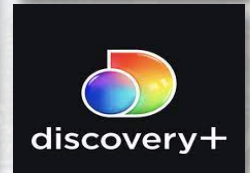
# About the Artist



Dowdle™ sells more than  
**10 MILLION**  
puzzles per year

Walmart \* Disney  
TARGET COSTCO WHOLESALE

PIECE MAKER  
Eric Dowdle™

An orange promotional graphic for Eric Dowdle's puzzles. It features the text "Dowdle™ sells more than 10 MILLION puzzles per year" in large, bold letters. Below this, logos for Walmart, Disney, Target, and Costco Wholesale are displayed. At the bottom right, there is a small logo for "PIECE MAKER Eric Dowdle™". The background is decorated with white puzzle pieces.

**BIGGER THAN MILK**

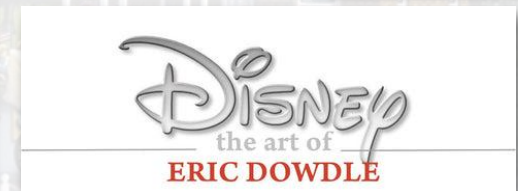
Costco WHOLESALE

1. Chicken
2. Eggs
3. Dowdle Puzzles
4. Milk

THANK YOU!

IN 2020, Dowdle's numbers quadrupled. His puzzles were the third best-selling item at Costco.

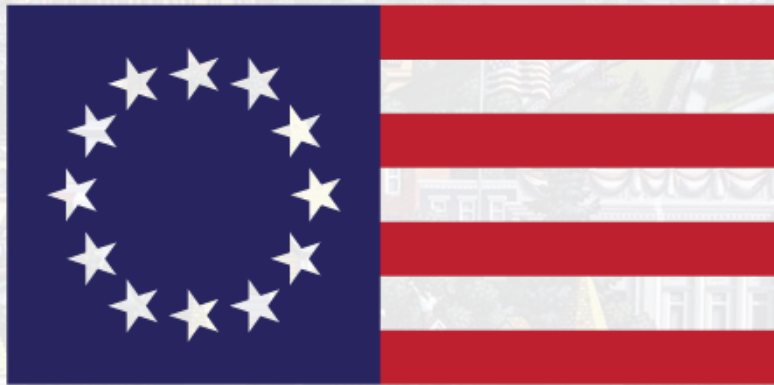
PIECE MAKER  
Eric Dowdle™

A promotional graphic for Costco. It features a man in a red plaid shirt holding a puzzle box in a Costco aisle. The text "BIGGER THAN MILK" is prominently displayed. A list of items includes "Dowdle Puzzles" as the third item. A "THANK YOU!" note and a barcode are also present. At the bottom, it states that Dowdle's puzzles were the third best-selling item at Costco in 2020. The "PIECE MAKER Eric Dowdle™" logo is in the bottom right corner.

# Land That I Love

Tour for America's 250th Birthday!

**LAND** THAT **LOVE**



**D·O·W·D·L·E**



# Showcase Your City



Iconic Landmarks



City Celebrations



City and Government Officials



Religious Structures



Famous and Historical People



Statues and Monuments



Historical Architecture



Geographical Features



Historical Streets



Parks, Lakes, Ponds and Trails



# Project Commissioned Examples

## City

### Commission

Pleasant Grove City  
*Strawberry Days Centennial*



## Non-Profit Commission

Morro Bay  
*Morro Bay Beautiful*



501(C)(3) Option

## Business

### Commission

COSTCO  
*Costco Treasure Hunt*





Strawberry Days  
100th Anniversary

SOUTH Rexall DRUGS

VIKINGS

THE GROVE THEATRE  
NOW SHOWING  
PLEASANTVILLE

WELCOME TO  
PLEASANT GROVE

WELCOME TO  
PLEASANT GROVE

Pleasant Grove Strawberry Days

Four Seasons

Novell  
ONE GREAT AMERICA

# Puzzle Insert Example

- Commissioned by Pleasant Grove City
- Puzzle Synopsis & Designated Callouts
- Puzzle Distributed & Retailed Nationally

## PLEASANT GROVE CITY

In September 1850, seven founding families settled in the area now known as Pleasant Grove. Attracted by a "pleasant" grove of trees that signaled the land was rich with water and good soil, they quickly established farms and homes.

Pleasant Grove is home to Strawberry Days. The first Strawberry Days was held on June 21, 1921; which makes it one of the longest continuously running community celebrations in Utah. So grab some strawberries and cream, settle back for the parade, cheer for the Strawberry Days Rodeo cowboys, and celebrate the centennial year of Strawberry Days.

1. Mayor Guy Fugal
2. City Council Member Cyd LeMone
3. City Council Member Eric Jensen
4. City Council Member Todd Williams
5. City Council Member Dianna Andersen
6. City Council Member Brent Bullock
7. G Mountain
8. Mt. Timpanogos
9. Flag hanging in Grove Creek Canyon
10. Strawberry Days Parade
11. Strawberry Days Carnival (150 S. Center Street)
12. Strawberry Days Rodeo (400 W. 220 S.)
13. PG Public Safety Building (106 S. 100 E.)
14. PG Library (30 E. Center Street)
15. PG Rec Center (547 S. Locust Avenue)
16. PG Swim Pool (582 E. 300 S.)
17. Old Joe (Old Fire Truck) (71 E. 200 S.)
18. Clock Tower
19. Discovery Park (1511 N. 100 E.)
20. Manila Creek Park (3300 N. 900 W.)
21. Shannon Fields (400 W. 220 S.)
22. Old Bell School (55 S. 100 E.)
23. Old City Hall (111 S. 100 E.)
24. Valley Vista Trails
25. Murdock Canal Trail
26. Battle Creek Falls
27. doTERRA (389 S. 1300 W.)
28. Purple Turtle (85 E. State Street)
29. Taco Amigo (239 W. State Street)
30. Water Gardens (912 W. Garden Drive)
31. Brooklin Allen – Miss Pleasant Grove
32. Daylight Donuts (125 E. State Street)
33. Smith Rexall (10 S. Main Street)
34. Central Bank (801 S. Pleasant Grove Blvd.)
35. PGHS Viking mascot (770 E. 200 S.)
36. Main Street
37. Alhambra Theater (20 S. Main Street)
38. The Bungalow Reception Center (235 S. 100 W.)
39. Ace Hardware (330 S. Main Street)
40. Pool Hall (15 E. Center Street)
41. The Blacksmith Shop (400 East 600 Northish)
42. Signs with 12 Neighborhoods \*
43. Battle Creek Battle Monument (1700 E. 200 S.)
44. Fugals Snuck Farm (501 W. 1100 N.)
45. Blue Silos (3300 N. 900 W.)
46. Hot Air Balloon in shape of a strawberry
47. Stone Gate – Old Manila White Church (886 W. 2600 N.)
48. First Mayor—Henson Walker (May 1855)
49. Biking Viking

\*Sam White's Lane, String Town, Scratch Gravel, Battle Creek, Grove Creek, Monkey Town, Old Fort, Little Denmark, Mud Hole, Northfield, Big Spring, and Manila.

• D O W D L E •



# Puzzle Insert

## Example

- Commissioned as 501(C)(3) by Morro Bay Beautiful
- Businesses donated to be included in the art
- SOLD OUT inventory in 4 weeks

### MORRO BAY

On the Central Coast of California, a large, rounded rock rises majestically out of the Pacific Ocean. When Portuguese explorer Juan Rodríguez Cabrillo saw it in 1542, he named it El Morro because of the crown shape. However, this site had been significant to the Salinan and Chumash people long before that. In 1870 Franklin Riley founded the settlement of Morro Bay as a prime trade location for dairy goods, fresh produce, and commercial fishing. The iconic rock complemented with three 450-foot smokestacks give the appearance of Poseidon's crown and trident rising from the ocean. Morro Bay is a hidden gem beloved by all who know it, and it attracts new visitors every year. We are grateful to Morro Bay Beautiful for commissioning this new Eric Dowdle painting and introducing us to their wonderful city. Come with us to Morro Bay.

1. Morro Rock named by explorer Juan Rodríguez Cabrillo in 1542. It was known as Le'samo by the Salinan people and Lisamu to the Chumash, and is a sacred spot to both peoples.
2. North of Morro Bay is the Elephant Seal Rookery.
3. The scenic Pacific Coast Highway runs right past Morro Bay.
4. The Pacific winds make kite flying exceptional.
5. The stacks were built in the 1950s as part of a power plant, now closed.
6. The waves along Morro Beach are great for surfing.
7. Blue Herons are a common sight. (see #47)
8. The Morro Bay Trolley is a great way to see the town.
9. Eric loved flying kites with Yohanna from one of the kite shops.
10. Morro Bay Maritime Museum.
11. Neal from Morro Bay Oyster Co. and his daughter Maya.
12. Morro Bay Oyster Co. uses unique methods to sustainably farm amazing oysters.
13. Margo introduced us to finger limes, aka fruit caviar, and we have been changed.
14. Max at La Parisienne bakery showed Eric how to make macarons.
15. Morro Bay has a large, healthy and adorable sea otter population.
16. Giovanni carries the spirit of his mom, Kathy, and dad, Mike, with him in his business.
17. Giovanni's sells fresh seafood, ships it overnight, and serves amazing fresh seafood on site, mmmm.
18. The sand spit has miles of beaches and dunes facing the bay and the ocean.
19. Paddle boarding and kayaking are popular pastimes, proper form shown here by City Manager Scott.
20. Erik and Becka with the Morro Bay Harbor Patrol. They provide an incredible service.
21. The sea lion dock offers fun sights AND sounds.
22. U.S. Coast Guard provides an invaluable service to the Morro and Estero Bays.
23. The Inn at Rose's Landing – fantastic views.
24. Casey by the giant clam shell "wings" at Giovanni's.
25. Angela, Francisco, and Pablo own the Hungry Fisherman, a local favorite for good food.
26. Over a hundred ships anchor in Morro Bay as homes, dreams, and businesses.
27. Dutchman's Seafood House features acclaimed seafood.
28. The Monterey Cypress is the symbol of the Central Coast.
29. Iconic Dom's Breakers Cafe – birthplace of Morro Bay Beautiful.
30. Marina Square – great shopping and delicious food.
31. Windows on the Water has wonderful views for dining.
32. Sam, 2nd generation at Carousel Tiffy.
33. Paul carries on his family's restaurant tradition at Dutchman's.
34. The sea life in Morro Bay is abundant but should not be touched.
35. World-renowned Morro Bay Shell Shop.
36. Chris continues the family tradition of excellence at Dorn's.
37. Susanne with the mythical Morro Rock Macaroon.
38. Morro Bay Beautiful volunteers make all the difference.
39. Former Fire Chief Knuckles and his wife Deanne – exceptional hosts.
40. Free spirits of the 60s and 70s add their flavor.
41. Adam and his "snuggle" maker.
42. Morro Bay – home of the legendary Jack LaLanne and his inspiring wife, Elaine, who is still involved in the community.
43. Julianna was a gracious hostess.
44. Ann, former Morro Bay Beautiful president and her husband Ron made this commission happen. Thank you!
45. David started the Shell Shop as a young man in Morro Bay.
46. Dowdle super fans, Patti and Shirley, live in Morro Bay.
47. Heron Rookery Natural Preserve.
48. Morro Bay Beautiful brought this painting about and they do amazing work keeping Morro Bay beautiful.
49. Tidelands Park.
50. Morro Bay Beautiful has made art of the city trash cans and keep the beaches clean with their "butt" buckets.
51. Mayor Pro Tem Jeff and Kerry with their dog Mikey.
52. Morro Bay Blue Butterfly.
53. All "creatures," both real and fictional, love Morro Bay.
54. Morro Bay National Estuary is one of a handful in the U.S.

DOWDLE

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www.DowdleStudios.com

# Question...

What would you want to highlight about your community to tell its story?

# Commissioned Art Program

<ul style="list-style-type: none"> <li>● Original Eric Dowdle Painting, Framed</li> <li>● Matching Giclee Canvas Puzzle, Framed</li> <li>● Art Image License</li> <li>● Unveiling Event</li> </ul>	32" x 40" each	\$75,000
<ul style="list-style-type: none"> <li>● Jigsaw Puzzles (100, 500, 1,000 pieces)</li> </ul>	6,000 x \$12.50 each	\$75,000

**\*Suggested Puzzle Retail**

**\$24.99**

**6,000 x \$24.99**

**= \$149,940.00 😊**



Original Painting 32" x 40"



Matching Giclee Canvas  
Puzzle  
32" x 40"



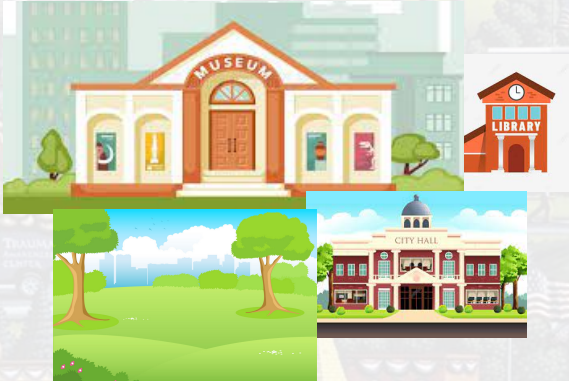
6,000 Dowdle Puzzles



# The Unveiling Event



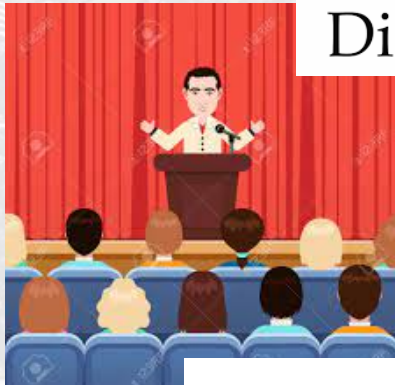
Venue Location & Event Promotion Provided by Client



Dignitaries



Entertainment



MAYOR



FOOD

Let's Celebrate!



# Funding the Project



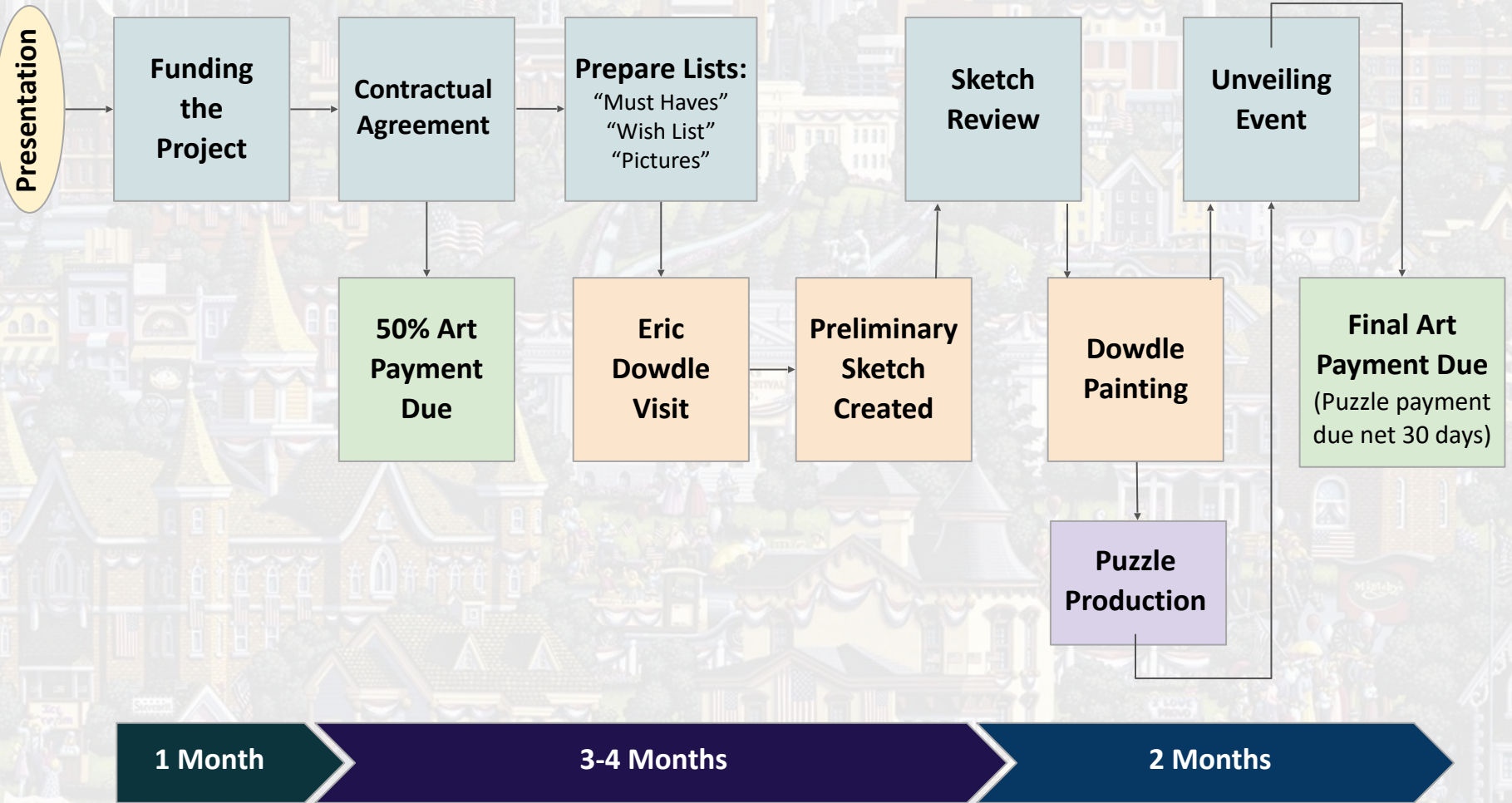
**CHAMBER  
OF  
COMMERCE**

IRS Qualified Charity  
**501(c)(3)**  
Tax exempt  
nonprofit



**Art Council & Committee**

# Art Project Timeline



# Revenue & Fundraising Opportunities

12-Month  
Exclusivity  
Period on  
Art License

Copyrights,  
Reproduction  
and Distribution  
Rights retained  
by Dowdle  
Studios

Press Check  
(color  
screening)

Revenue &  
Fundraising  
Options

Dowdle  
Puzzles

Auction  
Original Dowdle  
Painting  
and/or  
Canvas Giclee

Posters

Greeting  
Cards

Wholesale  
Cost on ALL  
Dowdle  
Merchandise

Premium  
Wood  
Puzzles

Framed Art  
Canvas  
Giclee

Stratascapes

Collector  
Magnets

Ornaments

Community  
Distribution

City Website

Local Cafes.  
Restaurants &  
Brewery's

BusinessPartners

Gift Shops

Truck Stops  
&  
Gas Stations

# Dowdle Products

## Optional Dowdle Products with your Image

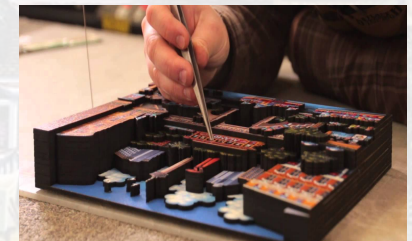
Framed Giclee Canvas Print	11"x 14"	\$99.00*
	16"x 20"	\$170.00*
	18"x 24"	\$225.00*
	22"x 28"	\$329.00*
	32"x 40"	\$716.00*
	40"x 50"	\$895.00*
Stratascapes	5"x 7"	\$250.00*
	8"x 11"	\$400.00*
	13"x 16"	\$600.00*
Wooden Puzzles - Classic (Laser-cut)	300 pc	\$120.00*
	500 pc	\$180.00*



Framed Original Art Canvas Giclee'



Large Framed Stratascape



Premium Wooden Puzzles (Laser-cut)



\*Prices listed are Wholesale

# Dowdle

Commissioned Original Art Program

## Optional Unveiling Events:

- Puzzle Wall
  - *On an exterior or interior wall, from 8' x 10' in size up to a 16' x 60', a large wall puzzle will be constructed.*
    - *Prices are calculated at a rate of \$150/ sq ft. Example: a 16 foot by 16 foot wall would be 256 sq ft. The cost to do that size of a wall would be \$64,000.00.*
  - *At the unveiling of the original, the wall puzzle will be unveiled.*
  - *Prominent people who represent community diversity, history, and achievement will be called up to put their pieces in the wall.*
  - *Communities have the option to build this puzzle instead of the World Puzzle at their Unveiling Event.*



Thank You



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