



February 22, 2017

Dear Cottagewood Community Foundation Members and Friends of the Cottagewood Store,

We hope your 2017 is off to a great start! Somehow March is already fast approaching, which means activity surrounding the Cottagewood Store and our calendar of events for the year is well underway. We are excited for the year ahead and look forward to another successful season!

As each of us can appreciate, our community thrives because of the store and events, and involvement from the community is key. We want to thank those Board Members who have completed their Board terms, Tom Erdman, Dan Goodrich and Sarah Jewett; our tireless Store Manager Laurie Jenkins; as well as all of you who contribute to the Cottagewood Community Foundation, volunteer for and attend the events, and who always find a reason to pop down to the store. Each contribution helps our little Store continue to operate and be a community gathering spot for all families. And we absolutely cannot do any of it without the help of volunteers; a special thank you to everyone who chipped in throughout the 2016 season and we say thank you in advance for those who will help volunteer in 2017.

We would also like to welcome Darcy Westlind to the Board and thank him in advance for his time and leadership.

2016 IN REVIEW

The generosity of our Cottagewood Community Foundation's 260+ shareholding members is strong and comes through in multiple ways, including:

- **Strong Community Events:** Despite Mother Nature calling the weather shots against our favor a few times this year, the continued focus on combining Grill Nights with family fun events was successful. From the dog show to turtle races to Cottagewoodstock, we saw good attendance and enjoyment of these events that we will continue forward in 2017. We learned that Cottagewood is full of chili chefs at our first-ever Chilifest this year. And we rounded out the year with our annual visit from Santa and Mrs. Claus, sleigh rides, and the Holiday Boutique. It was great to see so many familiar and new faces at the events throughout the season.
- **Cottagewood 4th of July:** The cornerstone of our summer in Cottagewood is 4th of July. Last year's festivities were once again another huge success. Games in the park, bicycle decorating and the parade are just a few of the activities that makes the morning special. As we look to build upon our events each year, we were excited about how the addition of the pancake breakfast drew a large crowd and put smiles on the kids' faces.....as well as adults.
- **Store Grounds:** We added a new digital board in the Store allowing for us to feature those businesses and neighbors who help make our store operations possible. It also gives us the ability to communicate upcoming events to those folks who are in the store shopping or grabbing a snack. After many years, the store's well pump decided to give up. We replaced the well pump last fall which will help improve the efficiency of the system in the years to come.

- **Financial Update:** The Cottagewood Store experienced a strong 2016 in the areas of overall fundraising/member contributions, events and merchandise. The 2016 season income totaled approximately \$171,000. Clothing sales were much stronger year-over-year as merchandise was available when the store opened versus previous year. We increased 4th of July sales by roughly 15% through event turnout and sales associated with the Pancake Breakfast. Despite mother nature impacting a few of our key Grill Nights, we experienced good revenue with the non-weather related ones. Expenses remained fairly consistent to previous years, with some increases in the area of events (offset by income) and food. As mentioned last year, we engaged a 3rd party accounting firm to assist in our accounting practices. We felt good about what we learned, but also realized that we could be more streamlined and efficient with our dollars. Moving forward, we have engaged a new accounting firm, increased Board oversight and new in-store accounting practices that will greatly help Laurie and make our operations as efficient and effective as possible.

2017 PREVIEW

We are putting together a 2017 Store strategy and event calendar that will continue to build on the strong traditions of Cottagewood. We will always look to create events that focus on creating a sense of community, while financially assisting the store in day-to-day operations.

- **Expanding Our Community and Volunteering Network:** We cannot emphasize enough that it truly takes each of our 260+ Community members to pull off great events we can all enjoy. We will have plenty of opportunities for you to get out and meet new community members, reunite with your neighbors and have some fun while benefitting the Store. We hope you will consider ways you can engage via volunteering at events through Sign-Up Genius, making contributions to the store and events, and we encourage your creativity and thoughts on how you can help make a difference!
- **In-Store Experience:** Exciting new 'lakeside' merchandise and gifts are in the process of being developed by Laurie. We will continue to refresh the menu as necessary, and will always have plenty of Sunrise Sandwich's available. After many years of service, our espresso machine decided that it was done and the parts to fix no longer exist. We are in the process of getting an upgraded machine to be ready for opening day!
- **Event Calendar:** We are excited to begin the season with the Store opening on April 29! A few of the dates are still being confirmed and we will be sure to send out lots of updates and information in the coming months. The following 2017 events and in process:
 - Fall and Spring Lawn Sales
 - Cottagewood Foundation Member Party
 - Grill Nights
 - Fourth of July
 - CTWD Golf Tournament
 - 2nd Annual Chili Cook-Off
 - Holiday Boutique and Santa visit

- **Board Captainships:** Board members have committed their time to specific committee and event leadership during 2017 listed here. Feel free to reach out to any of them if you have an interest in helping out with any of the events for the year...starting now!

Finance	Jody Grieger
Marketing	Perris Deppa
Facilities	Nick Dalsin & Darcy Westlind
Store Operations & Merchandise	Laurie Jenkins

Member Party	Rob Burke & Erin Moos
Grill Nights	Abby Wallin
July 4th	Sharon Murphy Garber
Chili Cookoff	Perris Deppa & Erin Moos
Holiday Boutique	Laurie Jenkins
Santa Visit	Jody Grieger & Lisa Wells

CCF CONTRIBUTION AND MEMBERSHIP OPTIONS

The Cottagewood Store would not exist without the generous support of the community. When fundraising, the goal of the Cottagewood Community Foundation is to encourage and value contributions of all amounts. Please remember that the CCF is a non-profit organization with 501c3 status. **Thank you for supporting the Cottagewood Store!**

The CTWD Board is excited to share with you a new membership structure for the Cottagewood Store. The CCF Board has been working on these changes over the past 6 months. All the great benefits that you've enjoyed are still in place and we've created new levels of sponsorship to encourage broader and deeper community participation. Together we can continue to thrive.

Non-Member Contribution Option

Good Neighbor (\$10-249 annual contribution) receives:

- Personalized thank you letter from CCF Board member
- Name recognition on board within store
- Email welcome/recognition announcement
- Email updates on store events

Member Contribution Options

New CCF Member (one-time \$500 or more contribution) receives:

- Part "owner" of the store, ensuring the financial stability of the store for years to come
- Personalized thank you letter from CCF Board member
- Name recognition on board within store
- Two tickets to next Foundation/Member Party
- Email welcome/recognition announcement, Email updates on store events
- Eligible to serve on the Cottagewood Community Foundation Board
- Personalized brick outside the store

For Current CCF Members

The following Annual Options and Benefits for Continuing Support are available:

Storekeeper (\$250-499 contribution) receives:

- Two tickets to next Foundation/Member Party
- Eligible to serve on the Cottagewood Community Foundation Board
- Member discounts on renting space and equipment
- Email recognition announcement, Email updates on store events

Community Builder (\$500-999 contribution) receives "Storekeeper" benefits plus:

- Personalized brick outside the store

Community Sustainer (\$1,000+ contribution) receives "Community Builder" benefits plus:

- Name recognition on permanent plaque within store*
(1-4 years recognition, 5-9 years recognition, 10+ years recognition)

*Please note, individuals and families who have been consistently strong supporters of the store in the past will have the option to be recognized on the permanent plaque

We request that every CCF member consider a tax-deductible donation of \$250 - \$500 or more to support 2016 operations.

We can accept securities, in-kind and matching gifts as well. Another great way to contribute is through a new membership in the CCF. A gift membership for a child or grandchild would secure their brick in the Store's walkway, cementing their stake in the community literally and figuratively! Please be among the contributors, and send your check, using the attached form.

If you have comments, ideas, or wish to become involved in the Foundation's operation, we encourage you to contact any board member. In the meantime, have a great beginning to 2017, and we look forward to seeing you Saturday, April 29th, Opening Day 2017!

Sincerely,

CCF Board of Directors

Rob Burke, President
Perris Deppa
Nick Dalsin
Jody Grieger

Sharon Garber
Erin Moos
Lisa Wells
Darcy Westlind



Name: _____

e-mail: _____

Street Address: _____

Phone: _____

I/We would like to support the Cottagewood General Store as follows:

- Storekeeper** For current CCF members. \$250 - \$499 to support 2016 operations
- Community Builder** For current CCF members. \$500 - \$999 to support 2016 operations
- Community Sustainer** For current CCF members. \$1,000+ to support 2016 operations
- New CCF Member** \$500 to become a part owner of the Store and secure your legacy (includes engraved brick in Store walkway)
- Good Neighbor** For nonmember Cottagewood residents. \$10 - \$249 annual contribution to help maintain Store and landscape (name recognition in-store)
- Volunteer Interest** I'd like to help out at this event or in this role:

All contributions of \$250 or more include two tickets to our spring Foundation Party

Make checks payable to The Cottagewood Community Foundation (CCF). The CCF is a 501c3 nonprofit organization, and contributions are tax deductible. Please mail form and check to CCF at 20280 Cottagewood Ave., Deephaven, MN 55331. Thank you for supporting your Store and community.