



DDA ACTION SUMMARY SHEET

MEETING DATE: January 20, 2026

TOPIC Merchandise Development

BACKGROUND BRIEF:

The Executive Director is coordinating two program expansions that have generated a demand and ask for marketing and promotional hats, and other logo and identity based products. We are working with the Organization Committee, whom through a volunteer/reimbursable expenses has designed graphics and logos for the “Illuminators” and for the “Lumber Yard Paint Creek”.

We made some prototype hats and are now seeking to work with local suppliers and businesses in the district to start building a merchandise base. The intent of this is to build both awareness and offer hats and bike gear for sale to gain revenue against the marketing effort.

We have previously secured approval and invoicing for t-shirts prior to the volunteer recruitment effort at Dragon on the Lake and have worked with a vendor to detail patches for hats, vests etc. We now intend to continue that work using Tapestry Collective (fka Broadway Embroidery) for future Illuminators program needs and Right Hook for the Lumber Yard. This continues previously approved source and cost, and maintains continuity in the effort, without a new quote or vendor replacement.

This request is to authorize the finishing of hats for the Lumber Yard promotion.

FINANCIAL IMPACT: The DDA budgeted \$1,200 in GL 248-725-881-000 for Merchandise to Sell and budgeted \$2,500 in GL 248-728-886-000 for Marketing Materials. The organization has yet to expend any sums from these accounts.

Right Hook Cost \$13 /hat - Total \$1300 (100 hats in four styles)
Other options Vista Print (\$1770)
Rushorder tees (\$1980)
4Imprint (\$1236)

We want to keep this local.

RECOMMENDED MOTION:

Authorize the Executive Director to utilize Right Hook for the creation of 100 hats at a cost not to exceed \$1300, with funds equally from GL 248-725-881-000 and GL 248-728-886-000