



# About the Artist...

Eric Dowdle is an American folk art painter that transforms stories in to paintings and popular puzzles enjoyed all over the world. He is known for his depictions of cities and local landmarks and weaving those stories into every image he creates. He has sold over 40 million puzzles created from his over 500+ original pieces of art. Eric's high energy and charisma pushes him to create, contribute, and inspire.

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

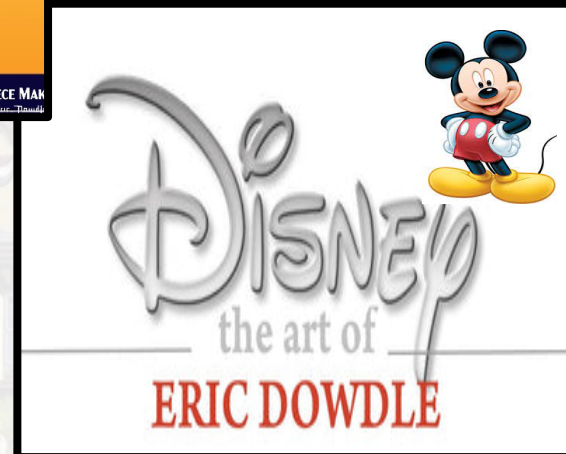
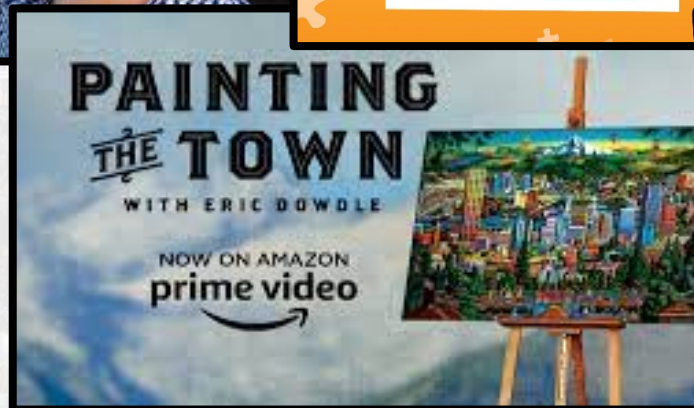
**- Dowdle Studios company motto**





# Artist Accomplishments...

Eric's unique art style has grown his company into a multi-million dollar business with his art and puzzles sold worldwide to small and large box retailers. He hosts two television programs, a radio program, and a partnership with Disney, along with a large loyal following and customer fan base.





# About Dowdle Puzzles...

- As an artist, Eric quickly realized that art on the walls barely got noticed, BUT puzzles can keep the attention of someone for hours.
- In 1997 Eric took a chance and had some of his original paintings made into puzzles – THAT BECAME A HUGE SUCCESS!
- Today, Dowdle Puzzles has sold over 40 million puzzles created from his 500+ original pieces of art (3<sup>rd</sup> best selling item at Costco!).



**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



# *Your Story...*

- We want to tell the story of your city by doing a painting, turning it into a puzzle and having an unveiling party and celebration that will be remembered for years to come!



- Showcase your city and tell your story
- Iconic landmarks
- Famous building (old/new)
- Schools, colleges, universities
- Churches
- Museums
- Parks and Recreation
- Geographical features
- Memorable/famous people
- Hospitals



- He will visit your city and immerse himself into the community and discover what makes your city unique. He likes to go off the beaten path to find a city's folklore, heritage, culture and character that you will see come to life in his painting.





# Recent Commission Examples

## City Commission

**Pleasant Grove City**

*Strawberry Days Centennial*



## Non-Profit Commission

**Morro Bay**

*Morro Bay Beautiful*



## Business Commission

**COSTCO**

*Costco Treasure Hunt*



501(C)(3) Option





Novell  
SAFE BETS AMERICA







# A Recent Example: Pleasant Grove City

- Focused on People
  - *History of city captured.*
  - *Stories and traditions included.*
  - *Present & Past Leaders*
- Used for fund raising
- Commissioned by Pleasant Grove City

## 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                                  | 8. Clock tower                                 | 15. PGHS Viking mascot (770 E. 200 S.)                     |
| 2. City Council Member Cyd LeMone                   | 9. Discovery Park (1511 N. 100 E.)             | 16. Main Street  |
| 3. City Council Member Eric Jensen                  | 10. Manila Creek Park (3300 N. 900 W.)         | 17. Alhambra Theater (20 S. Main Street)                   |
| 4. City Council Member Todd Williams                | 11. Shannon Fields (400 W. 220 S.)             | 18. The Bungalow Reception Center (235 S. 100 W.)          |
| 5. City Council Member Dianne Andersen              | 12. Old Bell School (35 S. 100 E.)             | 19. Ace Hardware (330 S. Main Street)                      |
| 6. City Council Member Brent Bullock                | 13. Old City Hall (111 S. 100 E.)              | 20. Pool Hall (75 E. Center Street)                        |
| 7. G Mountain                                       | 14. Valley Vista Trails                        | 21. The Blacksmith Shop (400 East 600 Northside)           |
| 8. Mt. Timpanogos                                   | 15. Murdock Canal Trail                        | 22. Signs with 12 Neighborhoods *                          |
| 9. Flag hanging in Grove Creek Canyon               | 16. Battle Creek Falls                         | 23. Battle Creek Battle Monument (7700 E. 200 S.)          |
| 10. Strawberry Days Parade                          | 17. doTERRA (389 S. 1300 W.)                   | 24. Fugals Snook Farm (501 W. 1300 N.)                     |
| 11. Strawberry Days Carnival (150 S. Center Street) | 18. Purple Turtle (85 E. State Street)         | 25. Blue Silos (3300 N. 900 W.)                            |
| 12. Strawberry Days Rodeo (400 W. 220 S.)           | 19. Taco Amigo (239 W. State Street)           | 26. Hot Air Balloon in shape of a strawberry               |
| 13. PG Public Safety Building (106 S. 100 E.)       | 20. Water Gardens (912 W. Garden Drive)        | 27. Stone Gate -- Old Manila White Church (886 W. 2600 N.) |
| 14. PG Library (30 E. Center Street)                | 21. Brooklyn Allen -- Miss Pleasant Grove      | 28. First Mayor--Henson Walker (May 1855)                  |
| 15. PG Rec Center (547 S. Locust Avenue)            | 22. Daylight Donuts (125 E. State Street)      | 29. Biking Viking  |
| 16. PG Swim Pool (582 E. 300 S.)                    | 23. Smith Resall (10 S. Main Street)           |  |
| 17. Old Joe (Old Fire Truck) (77 E. 200 S.)         | 24. Central Bank (807 S. Pleasant Grove Blvd.) |  |

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

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# Morro Bay

- Commissioned as fundraiser by Morro Bay Beautiful
- Businesses donated to be a part of the art.
- Celebrated the towns 150<sup>th</sup> anniversary.
- Sold through all puzzle 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 Taffy.
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 Dom'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.

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# Dowdle

## Commissioned Original Art Program

### HOW IT WORKS

- Determine your budget and structure strategy
  - *Customize your program from the options presented*
  - *Contractual agreement*
- Prepare your list of landmarks, people, buildings, etc. that you wish to have included in your art "Must Have List" and "Wish List"
  - *Include all references, copyright releases and branding guides to help tell your story*
- Watch your ideas come to life
  - *Review the initial sketch of the idea & layout*
  - *Eric will then tell your story as he paints to canvas*  
*(Approximately 3-4 month process)*
- Organize and promote your events
  - *Unveiling banquet and/or related events*
  - *Promote your paints & implement revenue-generating programs (e.g. puzzles, prints, posters, color contests, etc.)*



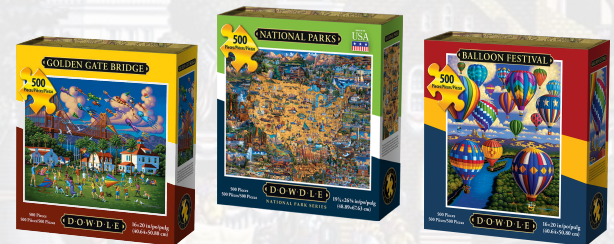
# City Commissioned Art Program...

Original Eric Dowdle Painting, Framed & Matching Giclee Puzzle w/missing pieces)	32" x 40" or "22 x 28"	\$75,000
Jigsaw Puzzles (100, 500, 1,000 pieces)	6,000 min x \$12.50 ea	\$75,000

## Celebrational Unveiling Event



## Jigsaw Puzzles



Suggested Retail  
\$24.99

Sell 6,000 Puzzles  
@\$24.99 =  
\$149,940.00







# Dowdle

## Commissioned Original Art Program

### PROGRAM STRUCTURE

- Payment made in two installments
  - *50% down per agreement, remaining due upon completion (unveiling)*
  - *Puzzles are billed net 30 after delivery on day of unveiling event*
- Client receives a 12-month exclusive license to distribute the original artwork image and any products containing the image.
  - *All products produced by Dowdle with the image on behalf of the client (whether intended for resale or as gifts) are made available at the best wholesale cost.*
- Dowdle retains all copyrights, reproduction, and distribution rights of art
  - *After a 12-month exclusivity period, Dowdle will have the right to distribute the image on future Dowdle products.*
  - *Client may continue to distribute based on the wholesale cost.*
- Additional video, artist signings, and related event support are available
  - *Depending on the level of support.*





# Dowdle

## Commissioned Original Art Program

### The Unveiling Event

The messages will center on community diversity, that ***“There are No Missing Pieces,”*** emphasizing the worth of the individual.

- City to provide venue for the unveiling event day.
- Dowdle will provide entertainment for the event with input from the city.
- The City can bring in media and tie in other city related civic events to the day.

### The Unveiling Ceremony

- *At the unveiling ceremony, city leadership and dignitaries will address the crowd with stories about the city’s history and its part in the American picture.*
- *Eric Dowdle will be the concluding speaker and will invite someone to assist in the unveiling.*
- *Signing event available with the Artist.*



# Dowdle Commissioned Original Art Program

**DOWDLE** THE WORLD'S LARGEST PUZZLE  
"What A Wonderful World"

Bringing the *World Together* One Piece at a Time



COMPLETED PUZZLE SIZE: 8' X 29'



"What A Wonderful World" encompasses 184 of Eric's world travels. That experience has created a passion and appreciation for people and their unique places they call home.

CAN BE BUILT SEPARATELY & BROUGHT TOGETHER

- All Puzzle Pieces Fully Interlock
- Perfect Team Building Activity (Age 8+)
- Fun & Educational

**60**  
1,000 PIECE PUZZLES

VISIT US ON [DOWDLEFOLKART.COM](http://DOWDLEFOLKART.COM)

sales@dowdlefolkart.com • 801.785.1123 • 1280 West 200 South, Lindon, UT 84042

## Optional Unveiling Events

(A) World's Largest Puzzle Event – estimated 4 hours - \$10,000.00

- *We roll into town with 60 tables, one for each of 60 teams who will be completing a 1000-piece puzzle.*
- *There will be a carnival atmosphere with music, entertainment, and bunting.*
- *Media coverage will document the 60 individual puzzles that are combined to "Put the World Together one Piece at a Time."*
- *The completed WLP will be photographed with the participants by a drone.*





# Dowdle

## Commissioned Original Art Program

### ❖Optional Unveiling Events Continued:

- (B) 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 \$250/ 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.*



# Dowdle

## Optional Dowdle Products with your Image

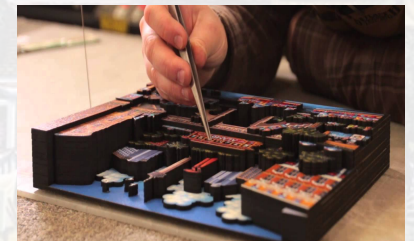
Framed Giclee Canvas Print	11"x14"	\$99.00*
	16"x20"	\$170.00*
	18"x24"	\$225.00*
	22"x28"	\$329.00*
	32"x40"	\$716.00*
	40"x50"	\$895.00*
Stratascapes	5"x7"	\$250.00*
	8"x11"	\$400.00*
	13"x16"	\$600.00*
Wooden Puzzles- Classic (Laser-cut)	300 pc	\$120.00*
	500 pc	\$180.00*



Framed Original Art Canvas Giclee'



Large Framed Stratascape



Premium Wooden Puzzles (Laser-cut)



\*Prices listed are Wholesale



# Dowdle Studios and Land that I Love

- These commissioned art projects tie in with a national movement called “Land that I love”.
- This movement is an effort to bring awareness to Americana and its historical foundations.
- Each community that takes part in the Commissioned Art Program has the option to be included in the “Land that I Love” series.
- Any Unveiling Ceremony will, with permission of your community, be a part of Eric Dowdle’s Painting the Town television series that will tie into the “Land that I Love” program.

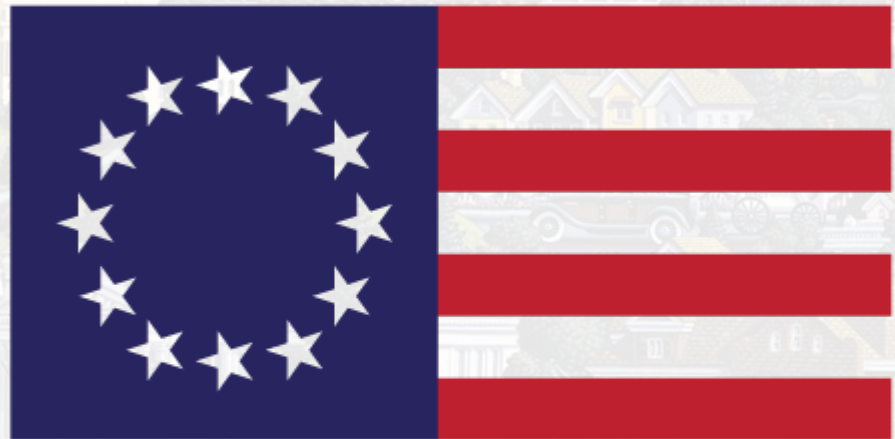


# Land that I Love

After an unexpected and miraculous victory over the world's superpower, the British Royal Army, George Washington ascribed the victory not to himself but to God.

*The success, which has hitherto attended our united efforts, we owe to the gracious interposition of heaven. To that interposition, let us gratefully ascribe the praise of victory and the blessings of peace. (Letter to the Executives of New Hampshire, November 3, 1789)*

# LAND THAT I LOVE



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# D·O·W·D·L·E

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Partners in this endeavor to the Land that I Love organization are:

- Tim Ballard, author of seven books dealing with God's hand in the founding of America and founder of Operation Underground Railroad, an organization dedicated to rescuing children from sex trafficking and sexual exploitation.
- Eric Dowdle, founder of Dowdle Studios, a unique and inspiring art form that tells the story of people interacting with their environment. This art is made into puzzles, which has transformed the company into a leader in quality puzzles based on 400+ pieces of art.
- Alvin Jackson, Businessman, former state senator, and Board Member for The Thomas Jefferson Center for Constitutional Studies, an organization dedicated to teaching principles of liberty and the U.S. Constitution from the viewpoint of the Founders.





Thank You



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