

CITY OF

*West Allis*

EST. 1906

**WEST ALLIS  
CAMPAIGN**

Proposal Presentation  
Phase 1 | May 2024

*Welcome back!*

**SAVAGE**

# WELCOME

Hello West Allis Team,

We made some bold claims as a unified team back in '17. We (Savage) set the goal of changing the perceptions and misperceptions of what a lot of people thought West Allis was and would always be. We all worked hard. We set forth the plan. And, like we all knew it would, it's working beyond even our expectations.

Now it's time to share our quirky, somewhat weird, cool City with the rest of WI and beyond. To do so we will need a plan, a dedicated team and a campaign that breaks through all of the clutter that is out there.

We have landscaped the market and feel timing is perfect. Let's plan and build this year and launch in '25 as everyone will be ready to see something besides political ads and inventory is readily available next year.

The attached proposal is to build out the strategy, campaign and plan for the next three years and the only way to get started. From there we will share a much more detailed presentation and get buy-in from council and share with the rest of the region.

We are beyond excited to get the band back together.

Sincerely,

*Cory Savage + Team*



### **Do Incredible Work, Always.**

Every client and every project deserves our absolute best strategy, creative, and execution. We don't take shortcuts, and we never take the easy way out. We will strive to always do the right thing, do it well, and deliver our best.

### **Choose Positivity.**

We choose to enjoy those around us, the work that we do, and who we do it for. We intentionally lean into optimism, dream big, and support one another.

### **Be Brave.**

We stand up for what is right and for what we believe in. We're not afraid to be honest and transparent, and we always do what's best for both our clients and our team.

*Our Core Values*

## **YOUR TOUR GUIDE**

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# CHALLENGES

## What we heard...

- You're ready to embark on the next phase of the comprehensive marketing plan in which we want to focus on regional tourism marketing.
- You're looking for a 3 year plan that is supported by a comprehensive campaign to drive hotel stays and promote local business.
- You want to re-engage with Savage, your original partner for the comprehensive City re-brand, to make all of this happen.
- You would like to target 25-44 year olds with a message embracing the quirky, edgy, and welcoming vibe that West Allis exudes.
- You want to focus a large part of the campaign around hotel stays, business trips, local tourism, and staycations.
- You are looking for strategy, photography, media buying, and a digital platform conversion tool (working within City's website capabilities).

*We view this more  
as 'The Opportunity'*

**SAVAGE**



**PHASE I**



RESEARCH + DISCOVERY

## Why this matters...

**We Listen.** We start listening to what you have experienced, what you have tried, what is important to you.

**We Dig.** We then begin to dig deeper based on what we have learned. We research everything we can to be effective in going after our established goals.

**We Measure.** After we've spent our time in the trenches, we begin formulating who we need to target, what we need to say, and how we can reach them.

## What We'll Do:

- Research + Insights
- Interview Key Stakeholders
- Competitive Landscape + Market Analysis
- Create Campaign Goals + KPI's

*Listen, Learn + Measure*

# MENT DEVELOP- CAMPAIGN

## Why this matters...

**Everything Starts Here.** The foundation has been built. We have an incredible brand, and businesses are flocking to West Allis (as predicted). For the most part, local tourism is working, and we are continuing to see it grow. Now it's time to share what West Allis has become to those who are looking for something to do that isn't like any other day trip.

**Bring it to Life.** There are always a lot of moving parts when it comes to building ad campaigns, but that's truly the fun stuff. There will be a lot of content creation needed, but we're always up for the task. This is where we will define where the campaign will live and how it will look across different channels (in both digital and traditional media).

## What We'll Do:

- Plan, Ideate, Identify Audiences + Create a Campaign Book
- Build-out Launch Timeline + Budget
- Create Plan/Outline How the Campaign Continues to Live + Grow Beyond Launch

*build the blue prints*

**SAVAGE**



**PHASE II**



# VISITOR FOCUS WEBSITE

WITHIN THE  
CITY'S CURRENT  
PLATFORM

## Why this matters...

**Relevancy.** We will create a micro-site and landing pages that can be regularly updated with key events, additional “things to do,” as well as possible tour days. It is essential that the site is more geared towards visitors and tourism and not just another page on the City’s site. It will play a key role in reporting and analyzing what is working.

**Storytelling.** The full campaign will need to live out on a digital platform that will feature stories, videos, photography, and why West Allis should be on your list of places to visit.

**Build Audiences.** There will be an opportunity to build out audiences for ongoing marketing efforts and brand ambassadorship for years to come.

## What We'll Do:

- Design an On-brand Site/Presence for Desktop + Mobile to be Integrated with City's Website Partner
- Create Engaging Content Clearly Communicating Our Quirky, Cool, Edgy City.
- Include Calendar and Itineraries to Potential Visitors

*create a spot for action*

# SAVAGE

# SOCIAL STRAT + CONTENT

## Why this matters...

**The Megaphone.** We want to make this campaign shareable + memorable. Then, unleash it to the world.

**Versatility.** There will be no shortage of ideas and videos that we will come up with for multiple platforms. We want to make sure that we create assets to share with the City's marketing team.

**Consistency.** All visuals and messaging must be consistent across paid and organic challenges. The plan is to create an asset library, along with guides on how to use the campaign content.

## What We'll Do:

- Develop Theme, Plan + Style for Engaging Content that Clearly Communicates Our Quirky, Cool, Edgy City
- Create a Content Plan + Calendar for the City to Continue to Utilize + Execute On

*show off the fun*

**SAVAGE**



# SCOPE + BUDGET

# SCOPE

## PHASE I (NOW)

### PRE-CAMPAIGN DEVELOPMENT Scope

- Discovery + Interviews (to include 2-3 businesses for Economic Development Campaign Direction)
- Research + Landscape
- Present 1-2 campaign concepts which would include potential campaign angle + direction for Economic Development
- Development of Audience Profiles from both a consumer perspective as well as a business perspective

Up to 160 hrs

### CAMPAIGN BOOK Scope

- Creation of Fully Developed Campaign Book Based on One Direction Presented in Pre-Campaign Development
- Includes following:
  - Campaign Brand, Voice + Complete Blue Prints
  - Video Concepts + Storyboards
  - Concepts for Social
  - Concepts for Events + Experiential + Swag
  - Potential angle for Business / Economic Development Experiential + Swag

Up to 120 hrs

## PHASE II (LATER)

### WEBSITE PLAN + DESIGN Scope

Strategy Development for Website to be Part of Current City Platform

- Strategy Plan + Design
- Creative + Copy for Proposed Site

### SOCIAL CONTENT PLAN Scope

Strategy Development for Social and/or Other Media Content.

- Overall Strategy Plan
- Example Creative + Copy for Proposed Posts
- Proposed 90 Day Calendar

### \*PHOTO + VIDEO

Estimates for Needed Photo + Video Needs Based on Campaign Concepts Can be Supplied with Final Concept Approval

## BUDGET OVERVIEW PHASE I

Discovery + Research	INCLUDED
Campaign Development	INCLUDED
Video Story Board Development	INCLUDED
Social Media Strategy	INCLUDED
<b>Total</b>	<b>\$48,000</b>

## PAYMENT SCHEDULE

The payment plan below is a partnership agreement for marketing services over a four (4) month period. Any additional project requirements will be billed separately.

- > Month 1 Invoice \$12,000
- > Month 2 Invoice \$12,000
- > Month 3 Invoice \$12,000
- > Month 4 Invoice \$12,000

Contract Duration: All work is to be completed within 30 days from the final invoice date. Any additional work completed after the 30-day grace period will be completed at an hourly rate and billed as an additional invoice.

### Late Payments

We know we're going to love working together! But, we can't afford to work for free. To keep things running as smoothly as possible, we'll help keep you aware of payment dates following this timeline:

- 45 days past invoice date: Reminder email will be sent.
- 60 days past invoice date: 2.5% charge will be added to the invoice and reminder call will be made.
- 90 days past invoice date: All work will be stopped until 100% of overdue payments are received.

### Contract Termination

We know, we know—this won't be necessary. But, we like to cover our bases, and in the event of extemporaneous, cataclysmic circumstances that may result in your wish to terminate this agreement, we ask for a 30-day written notice. We will use those 30 days to deliver all completed and working files to you (the "Client").

In that 30-day time-frame, 100% of all outstanding invoice balances must be paid, in addition to 50% of the remaining contract balance before the Client receives final files.

### Additional Work Requests

The above payment plan is for the scope of this contract only. Of course, we love to keep a good thing going, so if you've got additional work you want us to tackle, let's do it! We'll bill it as either a separate, independent contract, or as an addendum to this proposal.

# MEET THE TEAM

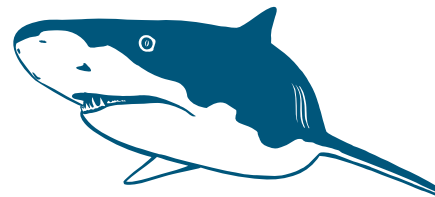
*Savages*



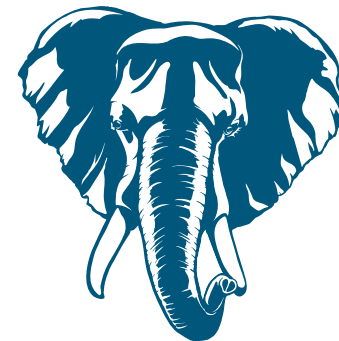
**CORY SAVAGE**  
- The Head Honcho



**MARK HUNGSBERG**  
- The Creative Overseer



**SOPHIE CAVANAUGH**  
- The Storyteller



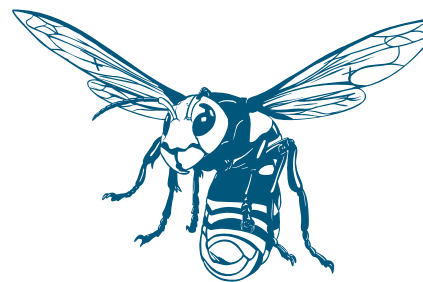
**TRACY KOEPER**  
- The Artist



**ERIN LAWRENCE**  
- The Digital Mastermind



**TONY SPENCE**  
- The Swiss Army Knife



**COLLIN JACOBI**  
- The Sherlock



**MARY CARROLL**  
- The Master Organizer



APPROVAL

## CLIENT APPROVAL

City of West Allis The "Client") and Savage Solutions, LLC enter into this Agreement for Services (the "Agreement") as of March 2024 for the project referred to as Campaign 2024.

### Terms of Agreement

Payment shall be made according to the Payment Plan. This agreement shall consist of the Scope of Project, the Payment Plan, the Rate Structure, this Agreement for Services, and the Terms & Conditions, included in this proposal. Project scope must be completed within identified budget and payment plan. Any additional service will be estimated and agreed upon in writing. If payment is not timely received, services may be revoked and/or turned off in accordance with the Late Payment provisions

### Validity

The terms and project descriptions in this Agreement are valid for 30 days. We appreciate your confidence in our ability to help you add value to your company. I hope this Agreement expresses and confirms the understanding of both parties. Your signature below will act as your acceptance of this Agreement and will initiate our mutual activity to ensure a successful endeavor. If you are in agreement, please sign and retain one fully executed copy of this Agreement, and return one fully executed copy, with the first payment to Cory Savage's attention.

#### City of West Allis

#### Savage Solutions

Client Signature: \_\_\_\_\_

\_\_\_\_\_

Printed Signature: \_\_\_\_\_

\_\_\_\_\_

Signee Title: \_\_\_\_\_

\_\_\_\_\_

Date: \_\_\_\_\_

\_\_\_\_\_



## TERMS + CONDITIONS

**DUTIES OF SAVAGE SOLUTIONS, LLC:** Savage Solutions, LLC (SLLC) will produce the work on behalf of Client pursuant to the Scope of Project (the "Work") provided with the Agreement for Services (the "Agreement"). Client acknowledges that SLLC shall only be required to produce the Work described in and in accordance with the assumptions specifically stated within the Scope of Project. SLLC does not undertake any other obligations unless agreed to in writing.

**ACCEPTANCE OF SCOPE OF PROJECT:** Client shall be required to provide its written acceptance of each element and phase of the creation and production of the Work, as provided within the timetable provided to Client by SLLC, prior to SLLC's obligation to proceed to the next production element. Client's written acceptance of each element shall create a conclusive presumption that the element is acceptable to Client without objection.

**MISCELLANEOUS CHARGES:** In addition to the cost contained in the Payment Plan, Client shall reimburse SLLC for all documented out of pocket costs and expenses incurred in the performance charges of the Agreement including, but not limited to, all courier fees, overnight mail expenses, shipping expenses (including the shipping of the work to

client's designated location), travel expenses, etc. SLLC may submit periodic invoices for all expenses. Additional reimbursable fees, not covered within the Agreement, include:

- Copyright, trademark, and legal fees
- Materials (CD's, DVD's, ZIP Disks, binders, photocopies, etc.)
- Specialized software (internet applications, design applications outside those listed in SOFTWARE & HARDWARE COMPATIBILITY section)
- Computer output fees (digitizing, drum scanning, film, production)
- Printing and production costs, proofs, reproductions
- Photography and image licensing

**SAFEGUARDING PROPERTY:** Under no circumstances shall SLLC be liable to Client or any other party for incidental, consequential, special or punitive damages arising out of, or related to, the Agreement. SLLC's maximum liability under the Agreement shall not exceed the Agreement Price.

**CLIENT RESPONSIBILITIES:** All text will be submitted in electronic format by way of email or on disk. Client will submit all feedback by email to the Project Manager designated by SLLC. Upon the signing of the Agreement, Client will designate no more than two (2) primary contacts for SLLC / Client interaction

**NOTICES:** Unless specified otherwise, all notices, demands or other writings in this Agreement provided to be given or made or sent, shall be agreed to have been fully given or made or sent, when made in writing and personally delivered or when deposited in the United States mail, with postage prepaid, and addressed as follows:

If to Client:  
City of West Allis  
West Allis City Hall  
7525 W Greenfield Avenue  
West Allis, WI 53214

If to SLLC:  
Cory Savage, President  
Savage Solutions, LLC  
233 N. Water St., Suite 201  
Milwaukee, WI 53202

**INDEPENDENT CONTRACTOR:** SLLC shall perform all services and discharge all liabilities as an independent contractor. No relationship of employer-employer, owner-agent, lessor-lessee, partnership or joint venture is created by this Agreement.

**SCHEDULES, OVERTIME, AND RUSH WORK:** SLLC reserves the right to adjust the schedule and or/charge additionally in the event the Client fails to meet the agreed-upon deadlines for delivery of information, materials, approvals, payments, and for changes and additions to the services outlined in the Scope of Project.

CREDIT: SLLC reserves the right to include the contracted work completed for Client in SLLC promotional activities such as submitting to design competitions. This includes web, print, and multimedia projects designed by SLLC, as well as project specific technologies and applications utilized and/or designed for my client.

TAXES AND FEES: Client shall be responsible for all sales and/or use taxes and all fees.

TITLE TO MATERIALS & IDEAS: Prior to the completion of the Work and SLLC' receipt of full and final payment, all right, title and interest in and to all tangible and intangible Work and Work products, and all right, title and interest in and to copyrights, trade secrets, trademarks and other intellectual property derived from such Work and Work products, shall remain the sole and exclusive property of SLLC. Upon receipt of final payment, SLLC shall convey to Client all of its right, title and interest in and to the final Work to the extent of SLLC' title. Notwithstanding SLLC' conveyance of the copyrights to the Work, all concepts and ideas utilized in the creation of the Work shall remain the property of SLLC, and Client's ownership of the Work and related materials will not prevent SLLC from applying the same or similar concepts reflected in the Scope of Project to other projects undertaken by SLLC. All

materials submitted to and rejected by Client will remain the property of SLLC regardless of whether the physical embodiment of the creative work is in Client's possession in the form of memoranda, copy, artists, renderings, art work plates, recordings, films, tapes, computer discs, etc.

THIRD PARTY CONTRACTS: SLLC may contract with other individuals or companies acting on behalf of the Client to provide additional services such as writing, photography, database design, scripting, illustration, printing, and fabrication. The Client agrees to be bound by any terms and conditions, including required credits and usage rights, with respect to reproduction of the materials that may be imposed on SLLC by those third parties.

INDEMNIFICATION: Client shall indemnify, defend and hold SLLC harmless from any and all loses, costs, damages, and expenses (including reimbursement for SLLC' reasonable attorneys fees incurred), arising out of any claims, demands, suits, actions and proceedings brought against SLLC arising out of the use of the Work or any of the materials prepared by SLLC pursuant to this Agreement.

ARBITRATION: Any dispute arising under, or in any way related to, this contract shall be submitted to binding arbitration in Milwaukee, WI, to be governed by and conducted in accordance with the rules and regulations of the American Arbitration Association. The cost of any such proceedings shall be divided evenly between Client and SLLC.

CONTROLLING LAW: The validity, interpretation and performance of this contract shall be controlled by and interpreted under the laws of the State of Wisconsin.

DISABILITY / ADA COMPATIBILITY: Websites and/or code are not guaranteed ADA or Disability compatible unless otherwise stated in the SCOPE of Work. SLLC is not responsible or liable for any issues arising from incompatibility with text readers, translators, or other disability assistance devices.



ENTIRE CONTRACT: This Agreement contains the entire agreement between SLLC and Client. No representations, assurances, promises, guarantees or warranties were made or relied upon by either party other than those expressly set forth in writing in this Agreement.

ENFORCEMENT: Client shall pay all of SLLC's costs and fees, including reasonable attorneys' fees, incurred by SLLC to enforce this Agreement.

SEVERABILITY: Any provision of this Agreement prohibited or unenforceable under applicable law shall be ineffective only to the extent and without invalidating the remaining provisions of this Agreement

WARRANTY: SLLC shall pass through all manufacturers' warranties to Client. SLLC will provide reasonable assistance to Client in coordinating the repair or replacement of the product by the manufacturer. THIS WARRANTY IS EXCLUSIVE, AND EXCEPT AS EXPRESSLY SET OUT IN THIS AGREEMENT, SLLC MAKES NO OTHER WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, AND DISCLAIMS ALL OTHER WARRANTIES, INCLUDING ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. NO WAIVER, ALTERATION, ADDITION OR MODIFICATION OF THE FOREGOING CONDITIONS SHALL BE VALID, UNLESS MADE IN WRITING AND SIGNED BY SLLC.

FORCE MAJEURE: SLLC shall not be liable for any loss, damage, delays, changes in shipment schedules or failure to deliver caused by any event beyond its control, including, without limitation, accident, fire, actual or threatened strike or riot, explosion, mechanical breakdown (including technological or information systems), plant shutdown, unavailability of or interference with necessary transportation, any raw material or power shortage, compliance with any law, regulation or order, acts of God or public enemy, prior orders from others, or limitations on SLLC or its suppliers' products or marketing activities.

