



City of West Allis

7525 W. Greenfield Ave.
West Allis, WI 53214

Resolution: R-2017-0156

File Number: R-2017-0156

Final Action:

Sponsor(s): Administration & Finance Committee

Resolution authorizing the City Administrator to enter into a contract with Savage Solutions, LLC for Branding and Marketing Services for an initial cost not to exceed \$50,000.

WHEREAS, the 2017-2021 City of West Allis Strategic Plan Goal Number One aspires to have the City of West Allis become the “preferred municipality in the Milwaukee Metropolitan area, the state and the country” through focused rebranding, marketing and promotion actions; and

WHEREAS, the Tourism Commission was established by the City in 2015 pursuant to Wisconsin State Statutes 66.0615 to be the receiving body and monitor the collection of local room tax revenue at an amount apportioned per State Statutes, to provide the City a Commission whose role would include tourism promotion and development through marketing of projects to promote the City, tourist informational services, or municipal development significantly used by tourists, and attract tourists, per State Statutes, and to fund tourism marketing for activities and products available in the City of West Allis; and

WHEREAS, the City of West Allis and the Tourism Commission share the mission of improving the brand and image of the City of West Allis; and

WHEREAS, the City of West Allis and Tourism Commission issued a Request for Proposals (RFP) for Rebranding, Positioning and Marketing Services; and

WHEREAS, RFP responses were evaluated and scored by Tourism Commission, Communication and Development Department Staff, and members of the Mayor’s ad hoc marketing committee, and Savage Solutions, LLC was selected; and

WHEREAS, the Scope of Work includes a project cost estimate of \$47,500 (which may need to be adjusted based on the findings during the discovery portion of the project); and

WHEREAS, during the course of the project, Savage Solutions will recommend various marketing and branding activities which will be brought to the Common Council and/or Tourism Commission for consideration and funding.

NOW, THEREFORE, BE IT RESOLVED by the City of West Allis that Savage Solutions, LLC is selected to provide branding and marketing services on behalf of the City of West Allis and the Tourism Commission.

BE IT FURTHER RESOLVED by the City of West Allis that the City Administrator is hereby authorized to negotiate and execute a contract with Savage Solutions, LLC and negotiate the terms and conditions substantially in conformance with the purpose(s) of this resolution.

BE IT FURTHER RESOLVED that the initial \$50,000 will be appropriated from the funds designated for Tourism Promotion and Tourism Development under the control of the Tourism Commission.

BE IT FURTHER RESOLVED that the City Attorney be and is hereby authorized to make any substantive changes, modifications, additions and deletions to and from the various consulting Contract documents, including but not limited to all attachments, exhibits, addendums and amendments, as may be necessary and proper to correct inconsistencies, eliminate ambiguity and otherwise clarify and supplement said provisions to preserve and maintain the general intent thereof, and to prepare and deliver such other and further documents as may be reasonably necessary to complete the transactions contemplated therein.

ADM\ORDRES\2017\ADMR2017.29

ADOPTED June 6, 2017

APPROVED 6/13/17

Monica Schultz
Monica Schultz, City Clerk

Dan Devine
Dan Devine, Mayor