

**CITY OF WEST ALLIS
RESOLUTION R-2024-0299**

**RESOLUTION TO APPROVE A CONTRACT WITH SAVAGE SOLUTIONS, LLC
FOR MARKETING SERVICES IN AN AMOUNT UP TO \$48,000, FUNDED BY
ROOM TAX DOLLARS THROUGH THE TOURISM COMMISSION**

WHEREAS, the Tourism Commission was established by the City in 2015 pursuant to Wisconsin Statute Section 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, tourism 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 entered into an initial contract for branding and marketing services with Savage Solutions, LLC in 2017 and continued its Common Council-approved partnership with the agency in 2018 and 2019; and,

WHEREAS, in 2018, the Common Council of the City of West Allis approved the brand, logo and three-year marketing strategy developed by Savage Solutions;

WHEREAS, in 2019, the advertising campaign developed by Savage Solutions to launch the brand earned the City of West Allis nearly 100 million impressions and successfully repositioned the community as a Wisconsin destination for living, working, and recreation; and,

WHEREAS, in 2020 and as a result of the pandemic, marketing campaign work with Savage Solutions was suspended; and,

WHEREAS, as part of the City of West Allis 2022 – 2026 Strategic Plan, Focus Area #1, Community, Five Year Goal 1.3, “Foster meaningful, diverse, and inclusive civic engagement and provision of City services,” Objective 1.3.2, “Fully implement the City’s brand and image plan” as created by Savage Solutions in 2018 requires re-engagement of the agency to build on the groundwork laid in 2019; and,

WHEREAS, the new Scope of Work includes a project cost of \$48,000 and is focused on tourism and economic development promotions; and,

WHEREAS, the City has a historic partnership with Savage Solutions from prior work and would like to use the agency as a Single Source provider; and,

WHEREAS, during the course of the project, Savage Solutions will create a comprehensive campaign and recommend various marketing activities which will be brought to the Common Council and/or Tourism Commission for consideration and funding in order to support our Vision of being the preferred city for visitors, residents and businesses and to further our 2022 – 2026 Strategic Goal of Destination; and,

NOW THEREFORE, BE IT RESOLVED by the City of West Allis that the contract provided by Savage Solutions, LLC is approved to provide campaign development and marketing services on behalf of the City of West Allis and the Tourism Commission.

BE IT FURTHER RESOLVED that the \$48,000 will be appropriated from the funds designated for advertising under the control of the Tourism Commission in accounts 201-5101-517.54-03 and professional services 201-5101-517.30-04.

BE IT FURTHER RESOLVED that the City Attorney be and is hereby authorized to make any non-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.

SECTION 1: **ADOPTION** “R-2024-0299” of the City Of West Allis Municipal Resolutions is hereby *added* as follows:

A D O P T I O N

R-2024-0299(*Added*)

PASSED AND ADOPTED BY THE CITY OF WEST ALLIS COUNCIL

_____.

	AYE	NAY	ABSENT	ABSTAIN
Ald. Ray Turner	_____	_____	_____	_____
Ald. Kimberlee Grob	_____	_____	_____	_____
Ald. Chad Halvorsen	_____	_____	_____	_____
Ald. Marissa Nowling	_____	_____	_____	_____
Ald. Suzzette Grisham	_____	_____	_____	_____
Ald. Danna Kuehn	_____	_____	_____	_____
Ald. Dan Roadt	_____	_____	_____	_____
Ald. Patty Novak	_____	_____	_____	_____
Ald. Kevin Haass	_____	_____	_____	_____
Ald. Marty Weigel	_____	_____	_____	_____

Attest

Presiding Officer

Rebecca Grill, City Clerk, City Of
West Allis

Dan Devine, Mayor, City Of West
Allis