



City of West Allis

Resolution: R-2019-0102

File Number: R-2019-0102

Final Action:

Sponsor(s): Administration & Finance Committee

FEB 05 2019

Resolution authorizing the Mayor to partner with Savage Solutions to implement and execute the first full year of the accepted Three Year Marketing Strategy and Plan for the City of West Allis in the amount of \$180,000 [\$100,000 from a donation from FIRE (First-Ring Industrial Redevelopment Enterprise) and \$80,000 from funds designated for Tourism Promotion and Development based on a change to state law which requires room tax revenue allocation to Tourism Promotion and Development].

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, 2015 Wisconsin Act 55 requires municipalities to allocate a portion of room tax collected to Tourism Promotion and Tourism Development; and

WHEREAS, the Tourism Commission was established by the City in 2015 pursuant to Wisconsin State Statutes 66.0615 and 2015 Wisconsin Act 55; and

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

WHEREAS, Savage Solutions engaged numerous local stakeholders, business owners, and residents to solicit information about the City’s history and the hopes for the future of the community; and

WHEREAS, Savage Solutions developed a brand and marketing strategy based on discovery process and meetings with stakeholders, and the Mayor, City Administrator, and Communications Department staff reviewed and worked through various iterations of a Brand and Marketing Strategy; and

WHEREAS, the City of West Allis Common Council approved Savage Solutions’ proposed Three Year Marketing Plan ON DATE; and

WHEREAS, the City of West Allis launched its new brand at the West Allis Farmers Market on October 13, 2018; and

WHEREAS, between October 13, 2018 and December 31, 2018, Savage Solutions implemented numerous promotional and marketing tactics to support the City’s new brand, including launching the thatswhywestallis.com website, which welcomed over 12,298 new visitors during this three month period; and

WHEREAS, between October 13, 2018 and December 31, 2018, Savage Solutions created a “ThatsWhyWestAllis” Instagram channel, which gained 581 followers since its launch, and has earned 187,361 impressions during this three month period; and

WHEREAS, Digital Advertising purchased during the three month period of October 13, 2018 - December 31, 2018 reached over 1,629,962 impressions; and

WHEREAS, Traditional Advertising purchased during the three month period of October 13, 2018 - December 31, 2018, included the following : Television ads (559,718 impressions); Radio (1,291,860 impressions); Outdoor billboards (6,200,000 impressions); Website ads (906,029 impressions); Print ads (149,498 impressions); resulting in 9,107,105 advertising impressions in the three month period; and

WHEREAS, per the Three Year Marketing Strategy, 2019 is the first full year of the Strategy; media impressions are predicted to reach 66,141,600 to support and promote the City of West Allis brand and the opportunities to business owners, potential residents, and visitors therein.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Common Council of the City of West Allis that the City of West Allis accepts the donation from FIRE to pay a portion of the cost to implement and execute a Logo, Brand, and Marketing Strategy and Plan for the City of West Allis.

BE IT FURTHER RESOLVED that the Mayor is hereby authorized to partner with Savage Solutions to implement and execute Phase 1 of the Three Year Marketing Strategy for the City of West Allis and authorize activities substantially in conformance with the purpose(s) of this resolution and in accordance with the approval required by the City of West Allis purchasing policies.

BE IT FURTHER RESOLVED that the \$180,000 is appropriated in the following manner: \$100,000 from a FIRE (First-Ring Industrial Redevelopment Enterprise) donation, which will be deposited in the Tourism Fund, and \$80,000 from the funds designated for Tourism Promotion and Tourism Development under the control of the Tourism Commission, which is already available in the Tourism Fund; the entire \$180,000 will be charged to Account No. 201-5101-517.54-03, Tourism Fund-Advertising.

ADM/ORDRES/2019/ADMR2019.06

ADOPTED FEB 05 2019

APPROVED 2/7/19



Steven A. Braatz, Jr., City Clerk



Dan Devine, Mayor