



# City of West Allis

Resolution: R-2018-0432

**File Number: R-2018-0432**

**Final Action:**

**Sponsor(s):** Advisory Committee

**JUN 19 2018**

Resolution adopting the Logo, Brand and Marketing Strategy for the City of West Allis.

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 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 Mayor and Common Council of the City of West Allis wish to formally adopt a logo, brand, and marketing strategy for the City of West Allis to ensure cohesive, consistent and high quality branding, marketing and promotion activities to accomplish the City’s vision; and

WHEREAS, the new City logo shall be used in accordance with established guidelines and on all City printed pieces, official items, signage, equipment, buildings, marketing and community engagement collateral; and

WHEREAS, the new City logo, branding, and marketing strategy shall be used by and adhered to by all City Departments, Committees, Commissions, Boards and offices.

NOW, THEREFORE, BE IT RESOLVED that the Mayor and Common Council approves and adopts the official City of West Allis logo, brand and marketing strategy presented by Savage Solutions on June 19, 2018.

BE IT FURTHER RESOLVED that the Mayor, City Administrator, and Communications Department staff work with Savage Solutions to recommend various marketing and branding activities which will be brought to the Common Council and/or Tourism Commission for consideration and funding.

BE IT FURTHER RESOLVED that Savage Solutions shall develop brand standards for City of West Allis Departments' usage for consideration by the Common Council at its next regularly scheduled meeting on July 17, 2018.

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ADOPTED         JUN 19 2018        

  
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Steven A. Braatz, Jr., City Clerk

APPROVED         6/21/18        

  
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Dan Devine, Mayor