



City of West Allis

Legislation Text

File #: R-2019-0803, **Version:** 1

Resolution to create City of West Allis Policies and Procedures Manual Policy No. 1115, City Sponsorship Policy

WHEREAS, the 2017-2021 City of West Allis Strategic Plan Goal Number One, Brand/Image/Destination, 1-2 states, "Align City marketing activities with businesses and stakeholders activities; invest in collaborative partnerships with businesses and community organizations;" and

WHEREAS, sponsorship given and received is an effective and beneficial form of marketing; and

WHEREAS, the City has historically sponsored public events which have bolstered tourism and served to make West Allis an event destination, such as West Allis A La Carte, Settlers Weekend, and the Chriskindlmarkt at West Allis Farmers Market; and

WHEREAS, sponsorships are an effective means of enhancing and improving the City's ability to continue to provide engaging, exciting events to the community; and

WHEREAS, sponsorships allow for the business community to support City events and activities which enhance the well-being of West Allis residents; and

WHEREAS, through sponsorships, the City can take a more active role in collaborating with businesses, community groups, and non-profits to offer programming and activities which enrich the lives of our citizens; and

WHEREAS, sponsorships provided by the City build brand awareness in the community and further the City's ability to reach and connect with residents; and

WHEREAS, sponsorships granted to the City by partnering organizations ease the financial challenge of hosting beneficial City events and activities in times of increasing fiscal limitations; and

WHEREAS, sponsorship provides opportunities for the City to serve as an active stakeholder in supporting events which uplift and strengthen the entire West Allis community.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of West Allis that Policy No. 1115, City Sponsorship Policy, is approved as presented.

BE IT FURTHER RESOLVED that the City Administrator is authorized and directed to include Policy No. 1115 in the City's Policies & Procedures Manual and distribute said policy to all departments, divisions, and offices.

ADM/ORDRES/2019/AFR2019.56