



City of West Allis

Legislation Text

File #: R-2018-0462, **Version:** 1

Resolution authorizing the Mayor to partner with Savage Solutions to implement and execute a Logo, Brand, and 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.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Common Council of the City of West Allis 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 a Logo, Brand, and Marketing Strategy and Plan 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 201-5101-517.54-03, Tourism Fund-Advertising.