



CITY OF WAUKESHA

Administration

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Committee: Finance Committee	Date: 3/8/2016
Common Council Item Number: 16-401	Date: 3/15/2016
Submitted By: Jennifer Andrews, Director of Community Development	City Administrator Approval: Kevin Lahner, City Administrator KL
Finance Department Review: Rich Abbott, Finance Director RA	City Attorney's Office Review: Brian Running, City Attorney BR
Subject: Review and act on a request to approve a contract with Savage Solutions for 'Downtown Brand Reveal' in the amount of \$40,800.	

Details:
 The next step in the process of branding Downtown Waukesha is the reveal of the brand to the public and creation of materials to accompany the branding effort such as street banners, t-shirts, mugs and other initiatives to draw attention to the new imagery. Savage Solutions has provided a project proposal to reveal the brand for Downtown. The proposal includes preliminary meetings to discuss the strategic rollout, design of all materials associated with the reveal, working with vendors to produce the materials, creation of a brand reveal video, and the creation of a micro-website.

Within the contract the City has asked for an estimate relating to the costs of the material and production costs (\$38,000), but that is not included in this contract and will be funded through CDBG funds. There will be additional costs related to wayfinding signage that are not included in this contract.

Options & Alternatives:

Option 1: Approved the contract and keep moving the City of Waukesha branding effort forward.

Option 2: Not move ahead with the branding effort.

Financial Remarks:
 The contract amount for Savage Solutions marketing services is \$40,800 and was included in the 2016 budget (Acct: 1720.53260).

The amount estimated for the materials and production costs is \$38,000 (this will likely include new banners for downtown) and is funded with out of cycle CDBG funding from Waukesha County (Acct: TBD).

Executive Recommendation:
 Approve the contract for Savage Solutions to develop a reveal program (Option 1). The staff will work closely with Savage Solutions to develop and implement the program in 2016.



