



CITY OF WAUKESHA

Administration

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Committee: Click here to enter text.	Date: 12/15/2017
Common Council Item Number: Click here to enter text.	Date: 12/19/2017
Submitted By: Jennifer Andrews, Director of Community Development	City Administrator Approval: Kevin Lahner, City Administrator Click here to enter text.
Finance Department Review: Rich Abbott, Finance Director RA	City Attorney's Office Review: Brian Running, City Attorney Click here to enter text.
Subject: Review and act on a request to approve a contract with Savage Solutions for '2018 Content Engagement' in the amount of \$50,000.	

Details:
 This contract is for continuing the branding and marketing efforts for Downtown Waukesha. The scope of the contract includes social media, website content and hosting, photography and video. It also includes graphic design for materials downtown, including additional banners to better market our parking ramps, though the actual banner production and installation costs will be done using CDBG funds.

This past year our work with Savage Solutions included the launch of a Downtown website (www.downtownwaukesha.com) and the Downtown Waukesha Facebook page, both of which have been great tools to promote events and businesses downtown. The approval of this contract is to continue adding content to both of these assets, and provide the necessary expertise in creating additional materials to promote downtown.

Options & Alternatives:
 Option 1: Approved the contract and keep moving the City of Waukesha branding and marketing effort forward.
 Option 2: Not move ahead with the branding effort.

Financial Remarks:
 The contract amount for Savage Solutions marketing services is \$50,000 and was included in the 2018 budget (Acct: 1720.53260).

Community Development Block Grant funds will be used for the production and installation of materials such as parking ramp banners/signage and empty storefront marketing banners. The City's 2018 allocation for Downtown Branding is \$27,000 (Acct: TBD).



Executive Recommendation:

Approve the contract for Savage Solutions for 2018 Content Engagement.