



CITY OF WAUKESHA

Administration

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Committee: Common Council	Date: 1/21/2020
Common Council Item Number: ID# 20-0081	Date: 1/21/2020
Submitted By: Jennifer Andrews, Community Development Director	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: Approve a contract for marketing services provided by Savage Solutions for downtown Waukesha.	

Details:
 The 2020 Planning Department budget included funds for the continued marketing and branding efforts for downtown Waukesha. This contract is similar to previous years in terms of cost and services provided. The total cost of the contract is \$51,000 which falls in line with the budget that was approved for 2020. The main services include: social media management, SEO & digital production, 10p 10 in the "Sha Development, Event curation & marketing, general design work, event video work and project management. The staff meets monthly with Savage to guide work and implementation of the marketing strategy for downtown Waukesha.

Options & Alternatives:
 Approve the contract and continue with downtown Waukesha marketing efforts.
 Deny the contract and seek a new vendor for marketing services.

Financial Remarks:
 1720.53260 \$51,000 (approved budget \$55,000)

Executive Recommendation:
 Approve the contract with the condition that the City Attorney approve the final language and authorize the Mayor to sign the contract once the City Attorney approves the language.

