

**CITY OF SHEBOYGAN
RESOLUTION 79-26-27**

BY ALDERPERSONS MITCHELL AND PERRELLA.

AUGUST 10, 2026.

A RESOLUTION authorizing the appropriate City officials to execute an agreement with Savage Solutions, LLC.

WHEREAS, the City of Sheboygan has engaged Savage Solutions, LLC in the development of a new municipal brand intended to strengthen community identity and enhance the City's communications with the public; and

WHEREAS, the City of Sheboygan has no currently adopted branding guidelines or architecture, and the City's brand was last updated in 1994; and

WHEREAS, Savage Solutions, LLC has submitted a proposal outlining services for the exploration and launch of the City's new brand, including the design and development of a dedicated brand microsite, town hall presentation and brand-story video production.

NOW, THEREFORE, BE IT RESOLVED: That the Common Council hereby approves City officials to execute the Agreement for Services and all related and substantially similar documents on behalf of the City of Sheboygan.

PASSED AND ADOPTED BY THE CITY OF SHEBOYGAN COMMON COUNCIL

Presiding Officer

Attest

Ryan Sorenson, Mayor, City of
Sheboygan

Meredith DeBruin, City Clerk, City of
Sheboygan