

## MEMORANDUM

**To:** Board of Directors

**From:** Amy Grau, Marketing Director

**Subject:** Selection of CI Design for the Milwaukee Metro Fire Rescue Rebrand

**Date:** June 17, 2026

I am pleased to inform you that, following a thorough review process, we have selected **CI Design** as the agency partner for the **Milwaukee Metro Fire Rescue (MMFR) Rebrand Project**. After evaluating proposals, conducting interviews, and discussing internally with project committee members, our team unanimously feels that CI Design is the best fit to support this important and complex initiative.

### **Cost Evaluation and Rationale for Selection**

The total proposed cost for the project is **\$60,000**. Of the eight agencies that responded to the RFP, CI Design submitted the **lowest-priced proposal** while also offering the **most comprehensive set of deliverables**. The other proposals ranged from **\$72,000 to more than \$200,000**. After interviewing three finalist agencies, the committee concluded that CI Design not only meets the full scope outlined in the RFP at a significantly lower cost but also provides the opportunity to expand the deliverables within the \$60,000 total—resulting in greater value than any of the competing proposals. For these reasons, the committee unanimously selected CI Design as the agency to move forward.

### **Original Scope**

The following deliverables were outlined in the original RFP and are included in the cost proposal provided by CI Design:

- Development of the **primary MMFR logo**
- Creation of **brand assets** including the badge and supporting design elements
- A comprehensive **brand style guide**
- A **one-page brand overview**
- Multiple **versions and formats** of the logo and design assets for use across:
  - Uniforms
  - Vehicles
  - Equipment
  - Firehouse signage

- Additional operational applications

These assets will form a flexible brand system rather than a single universal logo. This ensures that the brand can be appropriately applied across the wide variety of MMFR needs.

### **Critical Process Component: Focus Group Tone & Approach**

As part of onboarding CI Design, we will hold an alignment meeting with the chiefs and myself prior to any firehouse visits or focus groups.

Two distinct organizational cultures exist within the merging departments, and many staff members remain hesitant about change. Establishing the proper tone before stakeholder engagement will help ensure meaningful participation and stronger outcomes.

### **Additions to the Scope**

During interviews, CI Design presented additional opportunities related to:

- **Location-specific branding** for individual firehouses
- **Messaging development** to support internal alignment and departmental culture integration

We are exploring what could be added to keeping the total project cost **at or below \$60,000**.

These additions will help establish consistent brand application across firehouses with different histories and identities, while still allowing thoughtful customization where appropriate.

### **Next Steps**

We will be meeting with CI Design next week to:

- Confirm project timelines
- Align on tone, process, and stakeholder engagement
- Review potential additions to the scope
- Finalize deliverables within the approved budget range

We remain committed to completing the project within the original timeline, even with possible scope enhancements.

CI Design demonstrated a clear understanding of the significance of this merger and the cultural nuances involved. Their thoughtful approach and alignment with MMFR's mission make them a strong partner for creating a brand that represents and unifies the organization.