



CITY OF WAUWATOSA
MEMO

To: **Government Affairs Committee**

From: **Eva Ennamorato, Communications Manager**

Date: **January 20, 2026**

Subject: **Contract with McDaniels for services related to an additional design element for the City of Wauwatosa**

A. Issue

Consideration of a contract with McDaniels for services related to an additional design element for the City of Wauwatosa.

B. Background/Options

Earlier in 2025, Alderperson Arney proposed discussing the development of a flexible design element to be used in the city's communication materials. This element is not intended to replace the existing city shield nor is there any mass replacement or re-branding scheduled or budgeted as part of this proposal. This is an effort to add a complementary tool to the city's communications toolkit.

This project would not change the public safety shields or brands, the library's identity, or the city shield, nor would it require replacing existing materials that currently use the city shield. Instead, as part of the scope of work, the agency would help identify appropriate and limited uses for the design element. Feedback on how and when it is used would be gathered through community engagement and input from elected officials.

The council directed staff to obtain budget proposals to complete this work. Staff received five responses:

1. Boelter and Lincoln, \$27,500 - \$33,000
2. LimeGlow, \$14,590
3. McDaniels, \$14,250
4. Olson Graphic Design, declined to participate
5. THIEL, \$16,625 - \$22,925

McDaniels is the lowest cost vendor, is completing the design for the city's new website in 2026, and their proposal (included in packet) best meets the city's needs. As McDaniels is the vendor assisting with the redesign of Wauwatosa.net, this ensures that the work on this new design element will naturally integrate with and inform web elements for a cohesive digital presence.

It's important to know that their proposal would fit into the existing website budget, so no additional funds are needed.

In their response is a description of the process to create the new design element, which includes research and community engagement, concept development, and final designs. Community members, employees, and elected officials will have the opportunity to give input. The final decision makers will include a member of the community with experience in marketing and branding, an alderperson with experience in marketing and branding, and the city's communications professional staff, including the Deputy City Administrator, Communications Manager, and Communications Specialist.

C. Strategic Plan (Area of Focus)

This project could overlap many areas of our strategic plan, including goals underneath the economic development priority area.

D. Fiscal Impact

The contract with McDaniels is \$14,250 for services related to an additional design element for the City of Wauwatosa. The Communications team was able to deliver the 2026 new website under budget and there are funds available in this project to cover the entire cost for the new design element.

There is no additional budget needed to complete the project.

E. Recommendation

Staff recommends approving the contract with the lowest cost respondent, McDaniels, in the amount of \$14,250.