



ALDERPERSON AGENDA ITEM MEMO

To: Wauwatosa Common Council

From: Ald. Margaret Arney

Date: December 19, 2023

Subject: Proposed process to update the City of Wauwatosa logo

A. Background/Rationale

Wauwatosa is a desirable, thriving, diverse community that offers its residents outstanding amenities and services. In recent years we have seen an influx of younger families, expansion of large and small businesses, and a revitalized village “downtown.”

Wauwatosa invests significantly in our public image through our online website presence, tourism-related marketing and social media. Unfortunately, our city logo has not kept pace with our growth and changes. The logo is the one consistent image representing the city. Like the original kitchens and furnishings of many of our 1950’s era homes, it needs updating.

B. Key Issues for Consideration

As a city, we have invested in high quality marketing efforts over the last several years. We feel the benefits of this investment in the bounceback from the pandemic in our local businesses, restaurants and tourism.

Updating our logo is an important piece of our marketing investment.

C. Fiscal Impact

There will be no short-term impact to the investigation of logo update options. Staff will assess the impact on the Wauwatosa City budget and offer the Council options.

D. Requested Action

I request that the Common Council instruct staff to explore the process and cost of updating and implementing a new Wauwatosa city logo that aligns with our current city image, values and marketing goals.

E. Attachments

None.