



City Council Agenda Item Report

FROM: Ryan Cummins, City Manager

MEETING DATE: February 3, 2026

SUBJECT: Proposals for Logo and Branding Refresh Project

DESCRIPTION:

In December, City Council approved the issuance of a request for proposals (RFP) for the logo and branding refresh project and forming a Branding Advisory Committee.

We reviewed 26 proposals from agencies responding to the RFP. Firms responded from West Michigan, Greater Michigan, the Midwest, and even International. Responses ranged in cost from \$7K to nearly \$100K, all against the same scope and requirements provided by the city. The committee gathered to review submissions and arrive at a recommendation.

The Criteria

We reviewed proposals against the following criteria.

1 -- Evaluating Core Requirements

- Did the agency address the core asks from the RFP?
- Does scope of work/process outlined to deliver against the RFP feel appropriate?
- Does the cost for the work/process outlined feel responsible and appropriate?

2 -- Evaluating Design Readiness

- Does the proposal look, feel, and sound like what the agency will deliver?
- Do case studies provided provide a sense of strategy-based design?
- Does the agency's design POV feel clear, compelling, relatable, and timeless?

3 -- Evaluating Understanding of Saugatuck

- Does the agency understand our sense of place, and in particular the power of OUR place?
- Does the agency understand the relationship hierarchy between Saugatuck -> West Michigan --> Michigan --> Midwest?
- Is the choice defensible, and why?

Recommendation

After reviewing all proposals, the committee recommends hiring Concept A Creative Studio for the following reasons:

- Experience with both municipal and corporate branding
- Experience with other West Michigan local and regional municipalities
- Experience with Saugatuck-Douglas CVB, including campaigns with proven results
- With knowledge of the city and the area, onboarding will be easier and more productive
- Cost wasn't the lowest or the highest, but seemed most realistic

Because of the size of the files, all proposals can be viewed here:

https://drive.google.com/drive/folders/1nHxplgeOcdlABACnb0xijQv-1_re7q2m?usp=sharing

Next Steps

City Council should review all proposals and may either concur with the recommendation or select a different proposal. Once a firm is selected, the committee will set up a kickoff meeting and provide frequent updates to City Council.

BUDGET ACTION REQUIRED:

None at this time. Sufficient dollars were budgeted for a firm to assist with a logo and branding refresh project.

LEGAL REVIEW:

N/A at this time.

SAMPLE MOTION:

Motion to approve the proposal from Concept A Creative Studio for the logo and branding refresh project.