

RESOLUTION ___ - 18

RESOLUTION TO ADOPT A NEW SAUK COUNTY LOGO

Background: In December 1981, the Sauk County Board of Supervisors adopted the County's first official logo. There is a lack of uniformity throughout the County on the use of the logo. In December 2017, the Economic Development Committee initiated a public contest to update the Sauk County logo which included a \$500 cash prize for the winning design. This contest was supported by the recommendations outlined in the recently approved *Making Sauk: A Place Plan*. Selection criteria included; relevance, originality, aesthetic quality and applicable. Applications were due on February 1, 2018 and reviewed by a logo committee. In all, thirty-three designs were submitted however, no winner was chosen. In May of 2018, the county reached out to local graphic designers to see what interest existed to continue this process. BirdDog Graphics from Prairie du Sac was selected and has created six different designs for consideration. After reviewing these designs through the Economic Development committee, the top two were chosen. These new designs, in addition to the current logo, will be voted on by the County Board and will become the official logo of Sauk County.

Fiscal Impact: [] No Impact [X] Budgeted Expenditure [] Not Budgeted

NOW, THEREFORE, BE IT RESOLVED, by the Sauk County Board of Supervisors, met in regular session, hereby adopts the design with the most votes as the official Sauk County logo in accordance with this resolution.

For consideration by the Sauk County Board of Supervisors on December 18, 2018.

Respectfully submitted,

ECONOMIC DEVELOPMENT COMMITTEE

Peter Vedro, Chairman

Marty Krueger

Bryant Hazard

Scott Von Asten

Wally Czuprynko

Bob Newport

Kevin Lins

Fiscal Note: There will be a fiscal impact of \$500 for the design of the new logo if adopted.

MIS Note: No MIS impact.