

Office of the City Manager

City of Richland Hills, Texas

Memorandum

To: Honorable Mayor Bill Agan and members of the Richland Hills City Council
From: Eric Strong
Date: November 5, 2013
Subject: Website Community Videos

Council Action Requested:

Discuss potential partnership with CGI Communications for the creation of Community Videos for the website.

Background Information:

Recently we have been contacted by a company called CGI Communications with an offer to partner with them in making a series of up to three 60 second videos about the City of Richland Hills. These videos are free to the City. They are funded through advertising that CGI will attempt to sell to businesses within the community. However, even if they are unsuccessful in selling advertising, there is no charge to the City.

Once we agree to make the videos, they will go out to Richland Hills businesses and offer to let them purchase the advertising, which includes an option for local businesses to purchase a short promotional video of their own. When someone clicks on one of our videos, a video player will appear. Around the frame of the video will be the logos and advertising links for any business that chooses to buy advertising.

Mr. Hawk and I have both partnered with this company previously to participate in this program (He did it in Burleson, I did it in Ennis). It is a great way to provide high quality videos on the front page of the website that really highlights our community.

No council action is required. However, I want you to be aware of it, because CGI will be in the community filming and going to businesses to talk about their partnership with us. In the event someone asked you about it, I didn't want them to catch you off-guard.

For informational purposes, I have attached a copy of the agreement with them, a sample letter they will use to market the program to businesses, a summary of the program, and a FAQ page. If you have any questions about this, please don't hesitate to let me know.

Board/Citizen Input: N/A

Financial Impact: N/A

Staff Contacts:

Eric Strong
Assistant City Manager
estrong@richlandhills.com

Attachments: Agreement for Services
Sample Marketing Letter
Program Summary
FAQ's

November 5, 2013

2013 Community Video Tour Agreement

CGI Communications, Inc.
130 East Main Street, 8th Floor
Rochester, NY 14604
(800) 398-3029 phone
(866) 429-8611 fax

Name: Eric Strong 7i - 3
Title: Assistant City Manager
Address: 3200 Diana Drive
City, State, Zip: Richland Hills, Texas 76118
Phone: 817-616-3745
Email: Estrong@Richlandhills.com
Website: <http://www.richlandhills.com/>

This agreement is between CGI Communications, Inc. and the City of Richland Hills and shall remain in effect from the date it is signed by both parties until the third anniversary of the date that the completed and approved Community Video Program is made available for viewing via a link on the <http://www.richlandhills.com/> website homepage for viewer access. Any termination or modification of this Agreement shall not take effect until the expiration of the current term.

CGI Communications, Inc shall provide a Community Video Program as follows:

- ⌚ One welcome video from your Mayor or other civic leader
- ⌚ Up to 2 additional videos to showcase various aspects of your community (providing a total of three 1 minute community highlight videos)
- ⌚ One Community Organization chapter to promote charities, nonprofits and community development organizations
- ⌚ Script writing and video content consultation
- ⌚ A videographer will come to your location to film videos
- ⌚ We reserve the right to use still images and photos for video production
- ⌚ All aspects of video production and editing, from raw footage to final video including professional voiceovers and background music
- ⌚ Final draft of County Video Showcase content subject to your approval (up to 3 sets of revisions allowed). Any request for approval any revision, including final draft, shall be deemed approved if no response is received by us within thirty (30) days of request
- ⌚ Patented OneClickTM Technology and encoding of all videos into multiple streaming digital formats to play on all computer systems, browsers, and Internet connection speeds; recognized player formats include WindowsMediaTM and QuickTimeTM
- ⌚ Store and stream all videos on CGI's dedicated server
- ⌚ Business sponsors allowed on the perimeter of video panels
- ⌚ Businesses will be allowed to purchase various digital media products and services from CGI Communications and its company affiliates
- ⌚ Duration of sponsor participation will be one to two years and CGI Communications is solely responsible for sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- ⌚ Viewer access of the Community Video Program from your website shall be facilitated by CGI Communications providing HTML source code for graphic link to be prominently displayed on the <http://www.richlandhills.com/> website homepage as follows: "Coming Soon" graphic link designed to coordinate with existing website color theme to be provided within 10 business days of execution of this agreement; "Video Tour" graphic link to be provided to replace the "Coming Soon" link upon completion and approval of videos
- ⌚ CGI Communications will own copyrights of the master Community Video Program
- ⌚ The City of Richland Hills will assume no cost or liability for this project

The City of Richland Hills shall:

- ⌚ A letter of introduction for the program on your organization's letterhead
- ⌚ Assist with the content and script for the Community Video Program
- ⌚ Grant CGI Communications the right to use organization's name in connection with the preparation, production, and marketing of the program
- ⌚ Display the "Coming Soon" graphic link prominently on the <http://www.richlandhills.com/> website homepage within 10 business days of receipt of HTML source code
- ⌚ Agrees to display the "Video Tour" link to be no less than 150 by 400 pixels prominently on the <http://www.richlandhills.com/> website homepage for the term of this agreement
- ⌚ In the event contract signatory changes, the City of Richland Hills agreement shall remain valid until the agreed upon expiration date
- ⌚ Grant full and exclusive streaming video rights for CGI and its subsidiaries, affiliates, successors and assigns to stream all video content on Community Video Program and all related CGI Programs, including but not limited to its "Community Video Network"
- ⌚ Represent and warrant that any and all photographs, videos, and other content it submits to us for use in any video or other production does not infringe on any third party's copyrighted material, trademark or other intellectual privacy or publicity rights and shall defend and indemnify us from any such claim or action

This Agreement constitutes the entire agreement of the parties and supersedes any and all prior communications, understandings and agreements, whether oral or written. No modification or claimed waiver of any provision shall be valid except by written amendment signed by the parties herein

We, the undersigned, understand the above information and have full authority to sign this agreement

<u>The City of Richland Hills</u>	<u>CGI Communications, Inc.</u>
<u>Signature:</u>	<u>Signature: </u>
<u>Name (printed):</u>	<u>Name (printed): Nicole Rongo</u>
<u>Title:</u>	<u>Title: Vice President of Marketing</u>
<u>Date:</u>	<u>Date: 09/23/2013</u>

Dear Valued Business Owner:

The City of Richland Hills is excited to announce the launch of a new program that we feel will have a significant impact on the promotion of our wonderful community. We have entered into an agreement with CGI Communications to produce a series of streaming online videos highlighting all our community has to offer its residents, visitors, and businesses.

CGI is a leader in online marketing solutions, working with thousands of communities and businesses nationwide. With an easily viewable interface on the official city website (<http://www.richlandhills.com/>) their video program will encourage viewers to learn more about area attractions, economic development opportunities, quality of life, and so much more.

In addition to the videos being on the city's official web site, they will also be featured on Relocate.org, the largest relocation network in the nation. The City of Richland Hills is dedicated to highlighting the advantages of living and working in our community, and we feel that this program can do just that!

A representative of CGI Communications will be contacting you with an opportunity to take advantage of their innovative digital media tools and services. We encourage you to consider supporting this program, which we feel is truly a win-win for all involved.

Best Regards,

Signatory
Title



Summary of Community Video Showcase Program

CGI Communications, Inc. has entered into a partnership with the US Conference of Mayors and the National League of Cities to provide communities a marketing tool that they can utilize to showcase and promote their community assets and attributes. As a result of this partnership, the City of Richland Hills, TX has been presented with the opportunity to receive a fully produced, NO COST Community Showcase program to be featured on the City's official website.

Our Community Showcase program is a valuable tool for the City of Richland Hills, TX to enhance its website by adding streaming video content. The video content will allow the city to effectively engage and communicate with your on line audience in a powerful, new and innovative way. We will come to your location to film the necessary footage to fully produce a Welcome Chapter plus 2 additional community highlight videos on topics such as Quality of Life Relocation, Business and Industry, Education, etc. The program will be customized to showcase the best of what Richland, TX has to offer to residents, visitors, and businesses. Also, with the click of a button you will be able to send your entire video interface to anyone in the world with an email address or Smartphone! Whether it be a recruiter, site locator, future resident, or visitor you will now have a powerful tool to answer all questions and inquiries about your community!

To view an example of our Video Tour Book, please click here:

<http://www.amsterdamny.gov/>

<http://www.simpsonville.com/>

In addition to the videos we will produce for and about your community, we will provide the local business community with the opportunity to utilize our various digital media tools and services as well. Businesses will be able to expand their outreach by having their own video produced as well. It is solely CGI's responsibility to educate the local businesses on opportunity for participation. In addition, local non profit organizations will be able to expand their visibility though the program by having a free link and logo around the Community Organizations Chapter provided, certainly something they will be excited about! The best part about our program is that the City bears no liability whatsoever regardless of sponsorship participation. This Video Tour will truly enhance your City's website as the primary destination for information about Richland Hills, TX

Whether you are actively promoting tourism, recruiting businesses for economic development, or simply looking for ways to provide the public with additional information about your community, this is a progressive opportunity to assist you with achieving your marketing objectives. With no financial investment from City funds, we've eliminated the need for lengthy budget meetings and approval processes, therefore allowing us to begin production immediately!

Thank you for taking the time to review our proposed program for the City of Richland Hills, TX. We look forward to working with you!

Please don't hesitate to contact us if you have any questions regarding our program!

Best Regards,

Nicole Rongo
Vice President of Marketing
800.398.3029 x 203
nicoler@cgicommunications.com



WHY CGI?

- ◆ **Who is CGI Communications, Inc.?**
Formed in 1988, CGI Communications, Inc. is a leading provider of high-impact marketing solutions to communities and small businesses. CGI is one of Upstate New York's top growth companies, receiving the Top 100 Award for 6 years since 1999 in the Greater Rochester Area.
- ◆ **Are there any hidden costs?**
No. There is never a point where your municipality will ever see an invoice for any services we provides.
- ◆ **What if no businesses sign up for sponsorship?**
Even if zero sponsors participate, your Community will still receive the program at no cost. There is no threshold or minimum sponsorship requirement.
- ◆ **How long is the production process?**
The video production is typically a 12-14 week process.
- ◆ **What is the relationship between CGI and the United States Conference of Mayors, the National League of Cities and the Federation of Canadian Municipalities?**
CGI works closely with the USCM, NLC and FCM to provide a myriad of digital marketing tools to showcase and promote individual municipalities nationwide. Our Community Showcase Program is an opportunity that both members and non-members can participate in.
- ◆ **Who fulfills the sponsorship element of the Community Video Program?**
CGI takes care of all sponsorship fulfillment, however if your community would like to recommend businesses that you would like to see have first right of refusal, we encourage and welcome you to do so.
- ◆ **Do we have a choice of what season we are filmed in?**
Absolutely! It is our goal to film municipalities in the season you feel best represents your community as a whole.
- ◆ **Do we need an Official Representative in our Welcome video?**
Absolutely not! It is your community's choice on whether or not you would like to have a civic leader represented in the welcome video.
- ◆ **Does our city have a choice in what type of establishments can participate in the sponsorship fulfillment?**
Of course! Your community has a say in the types of businesses that are featured. We simply need to know prior to the beginning of the sponsorship fulfillment campaign. For further information, please request CGI's Sponsor Policy.
- ◆ **What is relocate.org?**
Relocate.org is the largest online community video network in the nation to assist those relocating. By partnering with CGI, your completed video program will be showcased on relocate.org at no cost to garner more exposure for your wonderful community.
- ◆ **Is there a special rate for non-profit organizations that want to get involved?**
We provide a Community Organizations chapter that creates an opportunity for local non-profits to garner exposure on our program at no-cost.