

Bisbee, AZ

Office of the City Manager



2018 Community Video Program

Name: Robert E. Smith / Jennifer Luria
Title: City Manager / Tourism Manager
Address: 1415 Melody Lane Bldg. G
City, State, Zip: Bisbee, AZ 85603
Phone: 520-432-6014 / 520-456-6720
Email: rsmith@bisbeeaz.gov
Website: www.bisbeeaz.gov

This agreement is between CGI Communications, Inc. ("CGI") and the City of Bisbee (the "City") 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 viewer access on different devices via a link on the www.bisbeeaz.gov homepage, including any alternate versions of that homepage.

During the term of this Agreement, CGI shall:

- Produce a total of 4 video chapters with subject matter that includes but is not limited to: Welcome, Education, Healthy Living, Homes / Real Estate
- Provide one Community Organizations chapter to promote charities, nonprofits and community development organizations
- Provide script writing and video content consultation
- Send a videographer to City locations to shoot footage for the videos
- Reserve the right to use still images and photos for video production
- Provide all aspects of video production and editing, from raw footage to final video including professional voiceovers and background music
- Provide a final draft of Community Video Program content subject to City's approval (up to 3 sets of revisions allowed). CGI's request for approval of content or revision, including final draft, shall be deemed approved if no response is received by us within 30 days of request
- Provide our patented OneClick™ Technology and encode all videos into multiple streaming digital formats to play on all computer systems, browsers, and Internet connection speeds; recognized player formats include WindowsMedia™ and QuickTime™
- Store and stream all videos on CGI's dedicated server
- Feature business sponsors around the perimeter of video panels
- Be solely responsible for sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- Facilitate viewer access of the Community Video Program from City website, including any alternate versions of City's homepage, for different devices, by providing HTML source code for a graphic link to be prominently displayed on the www.bisbeeaz.gov 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. "Community Video Program" graphic link to be provided to replace the "Coming Soon" link upon completion and approval of videos
- Grant to City a license to use CGI's Line of Code to link to and/or stream the videos
- Own copyrights of the master Community Video Program
- Assume all costs for the Community Video Program
- Afford businesses the opportunity to purchase various digital media products and services from CGI and its affiliates

During the term of this Agreement, the City shall:

- Provide a letter of introduction for the program on City's letterhead
- Assist with the content and script for the Community Video Program
- Grant CGI the right to use City's name in connection with the preparation, production, and marketing of the Program
- Display the "Coming Soon" graphic link prominently on the www.bisbeeaz.gov homepage within 10 business days of receipt of HTML source code
- Display the "Community Video Program" link prominently on its www.bisbeeaz.gov homepage, including any alternate versions of your home page, for viewer access on different devices for the entire term of this agreement
- Ensure that this agreement remains valid and in force until the agreed upon expiration date, regardless of change in administration
- Grant full and exclusive streaming video rights for CGI and its subsidiaries, affiliates, successors and assigns to stream all video content produced by CGI for the Community Video Program
- Agree that the town will not knowingly submit any photograph, video, or other content that infringes on any third party's copyright, trademark or other intellectual property, privacy or publicity right for use in any video or other display comprising this program.

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. City warrants that it is a tax exempt entity. The undersigned, have read and understand the above information and have full authority to sign this agreement.

The City of Bisbee, AZ

CGI Communications, Inc.

Signature:

Name (printed): Jennifer Luria

Name (printed): Nicole Rongo

Title: Tourism Manager

Title: Vice President of Marketing and Acquisitions

Date: 4/1/18

Date: March 21, 2018

Bisbee, AZ

Office of the City Manager

10/30/18

To: Council

Fr: Robert E Smith

Re: CGI Communications

Council – We've received calls from a few local businesses asking about CGI Communications, and I'm providing the following information for clarification.

Summary:

The City has taken the opportunity, at no cost or obligation, to have a professional video created by a 30 year old media company that has proven its ability to create quality media, and is endorsed nationwide. The production of that video has been overseen by the city's Tourism and Marketing Manager at my instruction, and offers businesses in Bisbee that want to participate, the opportunity to have additional exposure of their brand and video linked to the City's website. Businesses are not required to participate, and CGI has received no information, compensation, or competitive advantage from the City.

We hope to incorporate the City's CGI video on our website soon, as it is recently out of production and in final form.

CGI is a video production company endorsed by the US Conference of Mayors and the National League of Cities, and provides free video programming and production, showcasing cities across the US. Primarily these materials are used by Cities on their websites.

Details:

To date CGI has produced:

- Over 201,000 videos in the US,
- Highlighting almost 54,000 businesses
- Showcasing over 3,700 communities
- Content on over 4,400 websites

Find information [about CGI here \(https://cgicompany.com/the_process/mayors/\)](https://cgicompany.com/the_process/mayors/), with additional details at the [US Conference of Mayor's website here \(https://cgicompany.com/the_process/mayors/slide9.html\)](https://cgicompany.com/the_process/mayors/slide9.html), and directly at [CGI's website here \(https://cgicompany.com/\)](https://cgicompany.com/).

Please [see Douglas' video](http://www.elocallink.tv/m/v/player.php?pid=w2a9B9A7x11&fp=azdoug17_wel_iwd), produced by CGI at this link:

http://www.elocallink.tv/m/v/player.php?pid=w2a9B9A7x11&fp=azdoug17_wel_iwd

This video is used by the City of Douglas on their website at: <http://www.douglasaz.gov/>

When you click the video to watch it, you'll notice several business logos around the outside of the City of Douglas video. If you click one of those logos, it will take you to that business' video, which is

Robert E. Smith | City Manager | rsmith@BisbeeAZ.Gov | www.BisbeeAZ.Gov | 520-432-9637 (O) | 520 353-5010
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Bisbee, AZ

Office of the City Manager

also produced by CGI. Douglas has 15 businesses/non-profits that decided to use CGI to produce videos for them so they'd be linked to the City's website.

The City pays nothing to CGI to receive professional production and video to use on its website and can use (or not use) the video as the City likes on its own website. The viewable link for the video offers other businesses in the City the opportunity to display their logos and their videos, if the business wants to engage CGI to produce a video. Again – there is no obligation. Non-profits are offered an opportunity to create a CGI video for exposure at no cost, and for-profit businesses are charged a fee by CGI for the service.

Aside from its free use of the CGI video, the City has no cost or obligation to CGI, and provides CGI with no information related to local businesses or non-profits. The city receives no compensation from CGI, regardless of whether they create other videos for other businesses in Bisbee or not. And like any other company in the US, CGI is free to approach any business at any time and ask them if they'd like to create a video to advertise their business.

I and the City Tourism and Marketing Manager both believe that the City's video will be beneficial to its online presence/website, and we both would encourage local businesses to create additional profile on-line that is available to smartphones. Towards those ends we both also encourage businesses and non-profits to check out CGI's services and consider participating in CGI's program/services.

Included below (as attachments) are:

1. The FAQs related to the City and its use of CGI to create a web based video for the City's use.
2. The Letter used by our Marketing department to inform businesses in Bisbee about what CGI is doing with the City, and to see if any businesses are interested in creating an advertising video with CGI.
3. The typical timeline provided by CGI for production of a video, and
4. The agreement with CGI to secure a video for the City's use.

CGI is also allied, through the US Conference of Mayors with [SnapNation](#) – a business directory of over 7.3 Million businesses that are linked to CGI videos across the nation. This link will take you to the SnapNation business listing/map: <http://www.elocallink.tv/m/r/r/geo.php?fp=1> -- round blue circles are businesses on this map – some cities (like Sierra Vista and Douglas) have no listings in SnapNation, as no businesses there have chosen to use the SnapNation listing/directory.

Additionally, the US Conference of Mayors is allied with GoCast:

https://cgicompany.com/the_process/mayors/slide7.html, A smartphone application that allows Cities, Counties, an individual or business to capture video on their smartphone and upload it directly to a business website instantly.

RES

Bisbee, AZ

Office of the City Manager

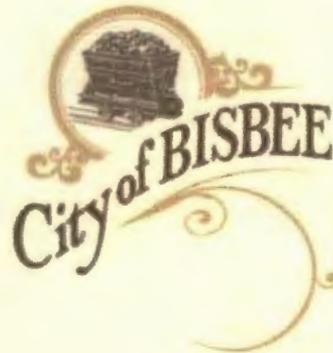


Frequently Asked Questions

- **Who is CGI Communications, Inc.?**
Formed in 1988, CGI Communications, Inc. is the leading provider of high-impact marketing solutions to communities and small businesses. CGI is one of Upstate New York's top growth companies, receiving multiple Top 100 Awards in the Greater Rochester Area.
- **Are there any hidden costs?**
No, there is never a point where your municipality will see an invoice for any services we provide.
- **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 time line?**
The welcome video can be completed within a few weeks. The entire video production is typically about 12 -14 weeks, but can vary depending on what time of year filming is preferred.
- **What is the relationship between CGI and the United States Conference of Mayors and the National League of Cities?**
CGI works closely with the USCM and NLC 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 to have the 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.
- **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.

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Dear Valued Business Owner:

The City of Bisbee is excited to announce a new partnership with CGI Communications, Inc. to create a series of professionally produced online videos to highlight everything our community offers residents, visitors, and business owners.

In addition to creating the videos, CGI is ensuring they are seen. Mobile devices have shifted the landscape of business, making it more important than ever to embrace technology as residents of Bisbee are able to stream high quality video on every device. For many businesses, getting noticed online can be a challenge, however, **utilizing video dramatically improves visibility and drives more action to your website** than static pages; the demand for video climbing even higher for users on mobile devices. Today, mobile usage has surpassed desktop usage and that number continues to climb. CGI Communications will ensure your video program is future-proof for years to come!

With an easily viewable interface on the official city website, this video program will encourage viewers to learn more about area attractions, economic development opportunities, quality of life, and the businesses supporting the program. In addition, the city's official website will backlink to CGI's www.ejocallink.tv, which hosts the Video Tour.

We are dedicated to highlighting the advantages of living and working in Bisbee; advantages that include access to our wonderful business community; and we feel that this video program can be widely successful. We encourage you to consider participating in this city-wide program as it provides an exciting opportunity to showcase your business and utilize the power of video on your own websites and social media pages.

To learn more about sponsorship opportunities or to request an appointment please e-mail BrandonB@cgicomcommunications.com.

Best Regards,

A handwritten signature in dark ink, appearing to read "J. C. L.", is positioned above the typed name.

Jennifer Luria
Tourism Manager

Video Production

CGI highlights all aspects of your business with the distinct power of video. You know your business better than anyone, and we broadcast your message clearly and professionally. We work with you to determine the content and present your vision, translated into an engaging tool you can share online with your customers and clients-to-be!



1

WELCOME

Your project's producer will greet you, introduce themselves and schedule a time where the details can be discussed.



2

PRODUCTION MEETING

Your producer will call at the agreed upon time to explain each step in detail and ensure the final video includes everything that is important to you. You will also set a shoot date during this meeting, defining a clear deadline for the project.



3

SCRIPTING

A professional writer will review the information gathered during the production meeting and create a voiceover script that meets all the requirements. You will have final say over the script that is used.



4

STORYBOARD

Taking the foundation created by the writer, the producer will create the visual guide to your video, listing all people, props, and locations needed as well as the guide for filming the day of the shoot.



5

VIDEOGRAPHY

The videographer will arrive at the scheduled time and direct the shoot, filming all necessary scenes for your video. The footage will then be sent to your editor, which may take a week or two.



6

EDITING

The editor will follow the storyboard and place the best footage into a sequence with the recorded voiceover script to create your video for you to review.



7

APPROVAL

Once all changes you may have are made, your producer will ask for your final approval of the video.



8

ADD TO WEBSITE

After the video is approved, our web support specialist will ensure the video is embedded into any websites required to display the video.