



CDA STAFF REPORT

MEMO DATE: February 3, 2020
MEETING DATE: **FEBRUARY 10, 2020**

TO: Village of Cottage Grove Community Development Authority
CC: Matt Giese – Village Administrator
Lee Boushea – Village Attorney

FROM: [Erin Ruth, AICP – Village Planning Director](#)

RE: **CGI Communications – Community Showcase Video Program**

OVERVIEW

The Village has received an invitation to participate in the Community Showcase Video Program from CGI Communications, Inc. The program is free to municipalities and results in the production of several short (about 1 minute) videos that can be placed on the municipality's website.

The Village collaborated with the Town of Cottage Grove on a series of videos in 2016. These can be found on the bottom of the Village's home webpage.

Through the program, CGI will produce a welcome video and up to three additional videos, each about one minute long. Typical topics for the other three videos include education, tourism, economic development, parks and recreation, and health and wellness. CGI will write the script and provide full production, with the municipality having complete control over the content. When complete the videos are embedded into the municipal website. CGI will provide analytic data about video viewers.

The program is free to municipalities because CGI will attempt to recruit local businesses to produce their own promotional video, which is accessible via a link from the municipal videos. The typical cost to the business for this service is \$1,000 to \$5,000. There is no minimum number of participating businesses to allow a municipality to participate.

See the attached flyer for more information.



STAFF RECOMMENDATION

Staff is seeking direction from the CDA whether to again work with CGI to produce a new set of videos.

The main positive is the cost. There is no charge to the municipality.

Some negatives include:

- CGI retains ownership of the videos so there are limitations to how they can be incorporated into the Village website or for other uses.
- Part of the deal is that the Village writes an introduction letter that CGI uses to recruit business sponsors – may give the impression the Village more active in seeking sponsors than it really is (there is no minimum number of sponsors required).
- While CGI provides some assistance prior to shooting, Village staff is largely responsible for generating the subject matter and is solely responsible for arranging site visits and coordinating scheduling (videographer is on site only two days).

An alternative would be for the Village to engage a company to create video content as part of the marketing project. While there would be a cost, there should also be more flexibility in how the video may be used and more assistance in creating a higher quality product.

COMMUNITY SHOWCASE VIDEO PROGRAM

**DRIVING RESIDENTS, BUSINESS, AND
TOURISM TO YOUR COMMUNITY**



TO LEARN MORE ABOUT THIS PROGRAM

-  VISIT www.mayors.tv
-  EMAIL nicoler@cgicommunications.com
-  CALL Vice President of Marketing and Acquisitions, Nicole Rongo at 800-398-3029 x203



cgicompany.com



COMMUNITY PROMOTION

The Community Showcase Video Program provides unique video content for municipalities to enhance their website. Delivered FREE OF CHARGE, our program is designed to meet the promotional needs of all communities, large and small.



COMMUNITY ORGANIZATIONS

CGI will provide an additional overview video that depicts the important role non-profits play in enriching the quality of life for residents each day. Non-profit organizations receive a FREE logo that links directly to their website, providing them with additional exposure through the community's participation.

CGI works directly with your community to produce a series of videos for your official website. The videos help communities promote tourism, educate and welcome new families and residents and attract new businesses.

Your Video Tour will include a message from your mayor (or other civic leader), and has additional content to highlight quality of life, recreation, business & industry, shopping & dining, and much more.

VIDEO TOUR



GOCAST™ MOBILE APP



GoCast™ gives you the power to record and upload videos to your official website and social media pages instantly! Operated right from your smart phone or device, GoCast™ allows you to record up to two minutes of video at a time with no limitation as to how often it's used. It is the perfect solution to adding new content to your website every day! From ribbon cuttings, festivals, departmental messages, emergency notifications, holiday greetings, event promotion...GoCast™ lets you capture it all.



BENEFITS

- ⦿ NO COST to your municipality
- ⦿ Simple implementation process
- ⦿ Professional video production
- ⦿ Captivating interface on your website homepage
- ⦿ Enhanced online communication
- ⦿ Optimized Internet presence



2019 Community Video Program

Name: Matt Giese

Title: Village Administrator

Address: 221 E. Cottage Grove Road

City, State, Zip: Cottage Grove, WI 53527

Phone: (608) 839-4704

Email: MGiese@village.cottage-grove.wi.us

Website: www.village.cottage-grove.wi.us

This agreement is between CGI Communications, Inc. ("CGI") and the Village of Cottage Grove (the "Village") 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.village.cottage-grove.wi.us homepage, including any alternate versions of that homepage.

During the term of this Agreement, CGI shall:

- Produce a total of six 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 Village 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 Village'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 Village website, including any alternate versions of Village's homepage, for different devices, by providing HTML source code for a graphic link to be prominently displayed on the www.village.cottage-grove.wi.us 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 Village 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 Village shall:

- Provide a letter of introduction for the program on Village's letterhead
- Assist with the content and script for the Community Video Program
- Grant CGI the right to use Village's name in connection with the preparation, production, and marketing of the Program
- Display the "Coming Soon" graphic link prominently on the www.village.cottage-grove.wi.us homepage within 10 business days of receipt of HTML source code
- Display the "Community Video Program" link prominently on its www.village.cottage-grove.wi.us 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. Village 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.

Village of Cottage Grove, WI

CGI Communications, Inc.

Signature:

Name (printed):

Name (printed): Nicole Rongo

Title:

Title: Vice President of Marketing and Acquisitions

Date:

Date: October 10, 2019

FREQUENTLY ASKED QUESTIONS

▶ **Who is CGI Communications, Inc.?**

Formed in 1987, 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 with in a few weeks upon request. The entire video production is typically about 12 -16 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 in partnership with the USCM and NLC to provide a myriad of digital marketing tools to showcase and promote municipalities nationwide. Our Community Showcase Video Program is an opportunity that both members and non-members can participate in.

▶ **Who fulfills the sponsorship element of the Community Showcase 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.

▶ **What is the GoCast Mobile App?**

GoCast gives you the power to record and upload videos to your official website and social media pages instantly! Operated right from your smart phone or device, GoCast allows you to record up to two minutes of video at a time with no limitation as to how often it's used. It is the perfect solution to adding new content to your website every day! From ribbon cuttings, festivals, departmental messages, emergency notifications, holiday greetings, event promotion...GoCast lets you capture it all.

