



City of Green River
City Council Meeting
Agenda Documentation

Preparation Date: 02/28/19	Department: Administration
Meeting Date: 03/05/19	Department Head: Reed Clevenger
	Presenter: Amanda Cavaz

Subject:

Consideration to Renew the Contract with CGI Communications, Inc.

Background/Alternatives:

The City is re-doing our website and we are using the same company as last time for video production. CGI Communications, Inc. is the company we used previously and staff is recommending continuing working with them.

Attachments:

Agreement and Video Production Timeline

Fiscal Impact:

n/a

Staff Impact:

n/a

Legal Review:

Legal Counsel approved the contract on 02/27/19

Suggested Motion:

I move to renew the contract with CGI Communications, Inc. for video programming on the City's website and authorize the Mayor to sign said agreement, the Governing Body hereby finding that the commitment of CGI Communications, Inc. to provide the services specified for the term specified has been determined to constitute a significant benefit and advantage to the City and the Public, in that such services are not readily or economically available to the City in the absence of an extended term contract.



2019 Community Video Program

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This agreement is between CGI Communications, Inc. ("CGI") and the City of Green River (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.cityofgreenriver.org homepage, including any alternate versions of that homepage.

During the term of this Agreement, CGI shall:

- Produce a total of four video chapters with subject matter that includes but is not limited to: Welcome plus three additional chapters of choice
- Provide multiple aerial segments within the videos
- 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
- Afford businesses the opportunity to purchase various digital media products and services from CGI and its affiliates
- 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.cityofgreenriver.org 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

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.cityofgreenriver.org homepage within 10 business days of receipt of HTML source code
- Display the "Community Video Program" link prominently on its www.cityofgreenriver.org homepage, including any alternate versions of your homepage, 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 city 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 duly authorized entity. The undersigned, have read and understand the above information and have full authority to sign this agreement.

The City of Green River, + ,

CGI Communications, Inc.

Signature



Name (Printed)

Name (Printed) Nicole Rongo

Title

Title Vice President of Marketing and Operations

Date

Date February 12, 2019

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.