

Mike Geisel *me Geisel*  
City Administrator



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## OFFICE OF THE CITY ADMINISTRATOR

**TO: Mayor and City Council**  
**Date: January 11<sup>th</sup>, 2019**  
**RE: CGI Community Showcase Video Program,  
National League of Cities**

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As you are aware, over the course of the City's life, there have been multiple informational\promotional videos produced and linked to the City's website. Most recently, as I began to prepare for the January Metro Municipal League Meeting, trying to identify promotional media materials which could be displayed, I had the opportunity to review the last video materials created for the City. After viewing, I became aware of how woefully out of date and unrepresentative of the current activities within the City. For your use and convenience, I've provided a YOUTUBE link to the video in case you would like to view it. **ABOUT CHESTERFIELD VIDEO (6:54 minutes)**

<https://www.chesterfield.mo.us/about-chesterfield-video.html>

More importantly, as out of date as this video is, there are multiple older videos available on-line. Having such outdated and inaccurate information attached to our City website reflects poorly on the City, is unflattering and provides inaccurate information to prospective residents or businesses.

Simultaneously, I became aware of a program, endorsed by the National League of Cities, where CGI Communications will create six short informational\promotional videos for the City's use at no cost to the City. The City determines the subject matter for the six video shorts. CGI is responsible for all production and content creation. A seventh, "Sponsor" video is also created, which CGI markets to local businesses for a fee. CGI is responsible for identifying and selling the sponsors and they use that funding as their cost recoupment. The City has the ability to restrict offensive businesses from sponsorship opportunities if they so desire. The videos, including the sponsor video, would be linked to the City's website.

I've communicated with officials from municipalities who have participated in the program. They have been very complimentary. I've viewed videos produced by CGI in conjunction with the program and they appear to be very high quality. Accordingly, this appears to be a very cost-efficient mechanism to update our video promotional materials and represent the City in a positive manner. I request that the Finance and Administration Committee review our participation in the program and if found to be desirable, recommend participation to the full City Council.

For your convenience and information, I've also provided a link to the National League of Cities program webpage. If you have interest, there are multiple links to testimonials and videos created for other communities.

<https://www.nlc.org/nlc-community-showcase-video-program>

I look forward to discussing this program at the January 28<sup>th</sup> meeting of the Finance and Administration Committee.



# 2018 Community Video Program

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This agreement is between CGI Communications, Inc. ("CGI") and the City of Chesterfield (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.chesterfield.mo.us homepage, including any alternate versions of that homepage.

**During the term of this Agreement, CGI shall:**

- Produce 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 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.chesterfield.mo.us website homepage
- 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
- Honor any request for termination of this agreement upon 30 day notice and only if the City continues to provide the Community Video Program linkage from its homepage for the duration of business sponsorship fulfillment.

**Program add-ons will include:**

- Multiple segments of aerial footage pending approval from FAA and any airports within a 5 mile radius of filming location(s)

**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 "Community Video Program" link prominently on its www.chesterfield.mo.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. 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 Chesterfield, MO

CGI Communications, Inc.

Signature:

Name (printed):

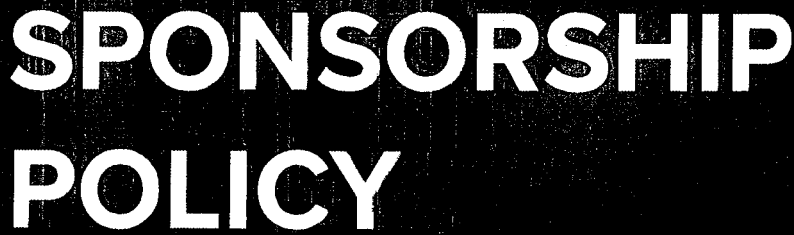
Name (printed): Nicole Rongo

Title:

Title: Vice President of Marketing and Acquisitions

Date:

Date: November 27, 2018

A large, bold, white title 'SPONSORSHIP POLICY' centered on a black rectangular background. The background of the entire page is a black and white photograph of a city street with classical buildings.

- ▶ It is the policy of CGI Communications/e-LocalLink not to solicit or otherwise provide sponsorship opportunities to any business or organization that may be perceived as offensive. These types of establishments include, but are not limited to, adult bookstores/entertainment, pawnshops, and tattoo/piercing parlors.
- ▶ Additionally, the participating community may advise CGI Communications/e-LocalLink of specific businesses to be disallowed as sponsors. The participating community must advise CGI Communications/e-LocalLink of this information in writing PRIOR to the beginning of the sponsorship solicitation campaign.
- ▶ As a privately owned company, independent of the participating community, CGI/e-LocalLink can eliminate from consideration those companies and organizations it deems inappropriate. The participating community is not responsible for actions taken by CGI/e-LocalLink in eliminating from consideration those businesses and organizations CGI/e-LocalLink has deemed inappropriate.

DATE

Dear Valued Business Owner:

Chesterfield is excited to announce our new partnership with CGI Communications, Inc. CGI will be creating a new series of professionally-produced videos to highlight everything our city has to offer residents, visitors, and business owners.

In addition to creating the videos, CGI is ensuring they are seen. Residents of Chesterfield stream high-quality video on every device, so it is more important than ever to embrace technology as mobile devices continue to shift the landscape of business. 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, with 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. The Video Tour on our website will backlink to CGI's [www.elocallink.tv](http://www.elocallink.tv), which hosts the Chesterfield Tour.

We are dedicated to highlighting the advantages of living and working in our city. We encourage you to consider participating in this program as it provides an exciting opportunity to showcase your business and utilize the power of video on your own website and social media pages.

To learn more about sponsorship opportunities or to request an appointment please e-mail [BrandonB@cgicommunications.com](mailto:BrandonB@cgicommunications.com).

Best Regards,

Signatory  
Title

**From:** Nicole Rongo <[nicoler@cgicomunications.com](mailto:nicoler@cgicomunications.com)>  
**Sent:** Thursday, January 10, 2019 8:01 AM  
**To:** Mike Geisel <[mgeisel@chesterfield.mo.us](mailto:mgeisel@chesterfield.mo.us)>  
**Subject:** RE: Chesterfield Video Tour

Hi Michael,

CGI is part of the National League of Cities Savings and Solution Partners Program. To be in this program you must provide a solution to a challenge cities face and your program must be offered cost free to the municipality. We provide a solution for cities to effectively market themselves though our cost free Video Tours.

Here is a link that further describes this program: <https://www.nlc.org/nlc-community-showcase-video-program>

I will make note of your meeting and please reach out if I can be of further assistance.

Thank you,

Nicole

**Nicole Rongo**

*Vice President*

**p:** 800.398.3029 x203

**f:** 585.653.7393

[cgicompany.com](http://cgicompany.com)

CGI Communications • 130 E Main St • Rochester • New York • 14604

*"Mayors and business leaders agree that creative public/private partnerships are a major force in shaping cities of the 21st century and experience has shown that when businesses and local governments work together, our cities benefit and our nation is stronger."*

**Tom Cochran**

CEO and Executive Director

US Conference of Mayors

# NLC Community Showcase Video Program

## Comments or Questions?

[Carlin Daharsh](#)  
(</person/carlin-daharsh>)  
Associate, Strategic Partnerships  
[Center for Strategy and Partnerships](#)  
(</department-program/center-for-strategy-and-partnerships>)  
202-626-3075  
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(<mailto:daharsh@nlc.org>)



The NLC Community Showcase Video Program, administered by CGI Communications, Inc. (CGI), provides a way for municipalities to effectively tell their story through the power of video and digital media tools...for FREE!

Whether you're a small city, a thriving metropolis, or something in between, CGI's products and services for Community Image Marketing highlight the best your community has to offer.

### *Video Tour*

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

The Video Tour includes a message from your mayor (or other civic leader), and has additional segments that highlight homes and real estate, education, health and wellness, parks and

recreation, quality of life, business & industry, shopping & dining, and much more. Check out some examples below!

Canandaigua, NY Homes and Real Estate

(<https://spaces.hightail.com/space/mwiTPH2bye/files/fi-c45580e6-5b7e-49fb-862f-1631f108575e/fv-2c230c8d-ff6b-4fbd-93c5-88852aa82938/%20Canandaigua,%20NY%20-%20Homes%20&%20Living.mov>)

Waterloo, IA Welcome

(<https://spaces.hightail.com/space/mwiTPH2bye/files/fi-3d3922f1-db47-4dca-9aeb-ad2e6ab8d3bc/fv-afdbe989-bd41-421c-913b-75b7b7f32755/Waterloo,%20IA%20-%20Welcome.mov>)

The CGI Marketing Video

([http://vid.hellonetcdn.com/vid/ny/specialprojects2015/marketing/cgi2015q1\\_30spot1\\_iwd\\_lrg\\_univ.mp4?e38747ba796c597d97d67d86c76a84aad91f4fa3c79a948082f8def1fbc3d60fe209fda17a179a1424e38c4003](http://vid.hellonetcdn.com/vid/ny/specialprojects2015/marketing/cgi2015q1_30spot1_iwd_lrg_univ.mp4?e38747ba796c597d97d67d86c76a84aad91f4fa3c79a948082f8def1fbc3d60fe209fda17a179a1424e38c4003))

Leavenworth, KS Testimonial Video

(<https://spaces.hightail.com/space/mwiTPH2bye/files/fi-66bee41d-72a4-409c-873f-0e6e35c61c66/fv-a8ed6834-dd16-4cd7-817a-fbc0abd9a960/Leavenworth,%20KS%20-%20Testimonial.mov>)

Waterloo, IA Testimonial Video

(<https://spaces.hightail.com/space/mwiTPH2bye/files/fi-c0084caf-af23-48d7-a393-0489e3d15ae7/fv-fea1b340-f69b-4d91-afb3-d063d19062bb/Waterloo,%20IA%20-%20Testimonial.mov>)

Pontiac, MI Testimonial Video

(<https://spaces.hightail.com/space/mwiTPH2bye/files/fi-d8718f4a-02f0-4ff8-a84a-606991546fd7/fv-527154ea-65ef-4d33-b765-74c4b70ac209/Pontiac,%20MI%20-%20Testimonial.mov>)

**CGI Communications Video Testimonial**





### ***Community Organizations***

In addition to the custom videos CGI will create about your community, they will also provide an 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 your community's participation.

### **3D Map**

An entertaining, engaging, and interactive 3D community map gives a birds eye view of your community! Animated weather, tours of your municipal buildings and parks, featured business proposals, and informational markers are just a few of the exciting benefits.

### **More information:**

To learn more about CGI and their innovative technologies visit [www.cgicompany.com](http://www.cgicompany.com) ([www.cgicompany.com](http://www.cgicompany.com)) and contact Vice President of Marketing and Acquisitions Nicole Rongo at 800-398-3029 x203 or [nicoler@cgicomcommunications.com](mailto:nicoler@cgicomcommunications.com) (<mailto:nicoler@cgicomcommunications.com>).

### ***About CGI Communications, Inc.***

Formed in 1987, CGI Communications, Inc. provides innovative marketing solutions to position communities for success in the digital age. CGI's no-cost marketing programs are utilized by thousands of municipalities, Chambers of Commerce, and Economic Development Organizations throughout the United States and Canada. CGI's satisfied clients in the private sector number in the tens of thousands.

## Not an NLC member?

NLC Members and Corporate Partners will be able to access exclusive online content, subscribe to our weekly newsletter and newspapers, access webinars and virtual events. Find out more about becoming a member!

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(/membership)

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*Stay Connected.*

**Sign Up For Our Newsletters**  
(<https://www.nlc.org/the-weekly-newsletter-sign-up>)

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6)

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