

TO: Mayor and City Council of the City of Dacula
FROM: Brittni Nix, City Administrator
DATE: November 27, 2024
SUBJECT: Proposal for promotional video services

CGI Digital provides short promotional videos for municipalities at no cost and is interested in partnering with the City of Dacula. The subject agreement with CGI Digital includes four (4) one-minute videos on topics of our choosing with new videos every two years. As part of the process, they would provide the videographer and the script for the videos after consulting with the city on our vision. Their program is endorsed by both the [National League of Cities](#) and the [U.S. Conference of Mayors](#).

The City can post the completed videos on our website, social media, and other platforms to showcase our community. Promotional videos for communities have numerous benefits including:

1. **Attracts New Residents and Businesses:** Highlights the city's quality of life, economic opportunities, schools, and community resources, making it appealing for families and businesses considering relocation.
2. **Boosts Tourism:** Showcases local attractions, events, and landmarks, encouraging visitors to explore and spend time in the area.
3. **Builds Civic Pride:** Celebrates the city's history, culture, and achievements, fostering a sense of pride among residents and encouraging community engagement.
4. **Supports Economic Development:** Positions the city as a thriving hub for innovation, investment, and growth by spotlighting key industries, infrastructure, and workforce development efforts.

5. Enhances Marketing and Outreach: Serves as a versatile marketing tool for websites, social media platforms, and presentations, helping the city communicate its vision and goals effectively.
6. Strengthens Partnerships: Engages local businesses, nonprofits, and organizations by highlighting their contributions to the community, reinforcing valuable relationships.
7. Cost-Effective Storytelling: No-cost professionally crafted video content that provides a dynamic and engaging way to tell the city's story, often with greater impact than traditional print or static media.

Staff recommends approving the subject agreement with CGI Digital and authorizing the City Administrator to execute all necessary documents.