



CITY OF  
**FORESTPARK**

## City Council Agenda Item

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**Subject:** Council Approval To Participate In Statewide Community Showcase Video Program  
– Public Information Office

**Submitted By:** Javon Anthony Lloyd, Public Information Officer

**Date Submitted:** June 28, 2022

**Work Session Date:** July 5, 2022

**Council Meeting Date:** July 5, 2022

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### Background/History:

The city was recently contacted by a video/integrated marketing agency regarding a no-cost community showcase video program, which is an initiative supported by both the National League of Cities and the U.S. Conference of Mayors. The national program has been used by other cities, including Dalton, Georgia, Lansing, Michigan and St. George, Utah, to promote local initiatives and community-based programs.

By participating in the program, the city would develop a total of four videos that can be used to showcase a welcome from the mayor and council, ongoing public safety recruitment efforts and diversity throughout the community. Staff believes this project will not only help market citywide initiatives, but is a great way to develop more video content for social media exposure and publicity at no cost

The agreement would be between CGI Communications and the City of Forest Park and remain in effect from the date it is signed until the third anniversary of the date all videos are completed. Once the agreement has been approved, the production company will work with city staff to for script writing, video content consultation and filming dates. There is no cost to city to participate in the program. Staff is seeking approval by council to accept the agreement in order to proceed with next steps.

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**Cost: \$**

**Budgeted for:** \_\_\_\_\_ **Yes** \_\_\_\_\_ **No**

**Financial Impact:**

N/A

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**Action Requested from Council:**