



MEMO

Finance

To: Finance and Personnel Committee
From: Marketing and Communications Manager
Date: 4/3/2024
Re: CGI Digital Video Tour Project

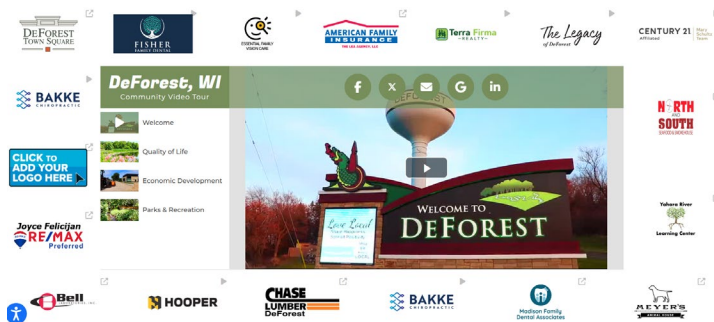
Background information:

In March, the Marketing and Communications Manager and the Mayor sat down with the Executive of Government Relations and Strategic Planning for CGI Digital to discuss their cost-free Community Showcase Video Program.

CGI Digital, in partnership with the National League of Cities and U.S. Conference of Mayors, conducts an annual nationwide initiative to feature a handful of communities in each state in their cost-free video program. Kaukauna was chosen as one of these communities for their 2024 initiative.

CGI Digital will work with Wisconsin-based videographers to produce four, 1-minute-long videos. These videos promote growth within cities such as economic opportunities, workforce development, tourism, and community engagement. CGI Digital does all the production, script writing, and filming; the City can determine shoot dates, and will have feedback throughout the entire process.

What makes this project cost-free to the City are the sponsorships provided by area businesses. The City would put together a letter of introduction that CGI Digital would distribute to area businesses and ask if they would be interested in having an ad spot on the page that the video is hosted (please see screen grab from DeForest's video below).



CGI Digital does all of the canvassing for sponsors, however the City can identify which businesses CGI would reach out to. If in the off chance that none of the area businesses are interested in participating, the project is still made cost-free to the City due to the sponsorship funds CGI Digital has received for the program as a whole.

We discussed filming in the summer, aligning with the completion of the Aquatic Center and the beginning of the Alley Activation Project. This would also allow the chance to capture video from Live! from Hydro Park and the farmers market.

Video Tour Examples:

- [St. George, UT Video Tour](#)
- [Mount Vernon, Ohio](#)
- [Norfolk, NE Video Tour](#)
- [Athens, OH Video Tour](#)
- [DeForest, WI](#)

Budget: There is no cost to the city.

Strategic Plan: This aligns directly with the City's strategic objective to promote Kaukauna as a community of choice for residents, visitors, and business owners. This will also align nicely with rolling out the new website and with our feature in the Livability Fox Cities magazine.

Staff Recommended Action: Grant permission to the Mayor to enter into an agreement with CGI Digital to participate in their cost-free Community Video Program.



Name: Tony Penterman
Title: Mayor
Address: 144 West 2nd Street
City, State, Zip: Kaukauna, WI 54130
Phone number: 920-766-6310 x 1124
Website: www.kaukauna.gov
Email: mayor@kaukauna.gov

This Agreement is between CGI Communications, Inc. D/B/A CGI Digital ("CGI") and the City of Kaukauna (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.kaukauna.gov homepage including any alternate versions of that homepage.

During the term of this Agreement, CGI shall:

- Produce up to four one-minute videos with subject matter that may include but is not limited to: Welcome, Education, Healthy Living, or Homes/Real Estate
Multiple segments of aerial footage pending approval from FAA and any airports within a 5 mile radius of filming location(s)
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
Create all aspects of video production which includes, storyboarding, shot lists, filming, graphics, color grading, music selection and audio mastering
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
Store and stream all videos on CGI's dedicated server
Afford businesses the opportunity to purchase various digital media products and services from CGI and its affiliates
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.kaukauna.gov 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
Provide notice of any changes, revisions, requests or modifications to final video content within 30 days of its receipt
Grant CGI the right to use City's name in connection with the preparation, production, and marketing of the Community Video Program
Display the "Coming Soon" graphic link prominently on the www.kaukauna.gov within 10 business days of receipt of HTML source code
Display the "Community Video Program" link prominently on its www.kaukauna.gov 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 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. Submissions should be received by CGI by the agreed-upon primary filming date.

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.

City of Kaukauna, Wisconsin

CGI Communications, Inc. D/B/A CGI Digital

Signature:

[Handwritten signature of Nicole Rongo]

Name (printed):

Name (printed): Nicole Rongo

Title:

Title: Vice President, Government Relations & Strategic Partnerships

Date:

DATE: 3/15/24



130 East Main Street, 5th Floor
Rochester, NY 14604

Phone: 800.398.3029
cgidigital.com



COMMUNITY VIDEO TOUR SPONSORSHIP POLICY

- ▶ It is the policy of CGI Digital/e-LocalLink to not solicit or otherwise provide sponsorship opportunities to any business or organization that may be perceived as unsuitable. This includes but is not limited to adult bookstores/entertainment, pawnshops, tattoo/piercing parlors and political campaigns.
- ▶ The participating community is not responsible for actions taken by CGI Digital/e-LocalLink in omitting businesses and organizations from consideration.
- ▶ The participating community may also advise CGI Digital/eLocalLink of specific businesses that should be omitted as sponsors before CGI Digital begins the sponsorship campaign.

Date

Dear valued business owner:

We are pleased to announce our partnership with CGI Digital (CGI) to coordinate and produce a series of educational videos highlighting all we have to offer to residents, visitors, and businesses.

With a highly visible interface on our official website homepage, www.kaukauna.gov, our Video Tour will allow viewers to learn more about area attractions, quality of life, economic development and so much more.

We know businesses play a critical role in our city's vitality. This program presents a sponsorship opportunity for local businesses to greatly enhance their online presence through various digital media technologies. In addition, the Video Tour will backlink to CGI's www.elocallink.tv providing increased exposure for all participants. Our businesses will also have an exclusive first look at CGI's latest product, SeeSaw™, that accelerates businesses' existing websites through engaging and educational content.

We encourage you to consider being a part of this initiative. To learn more about sponsorship opportunities or to request an appointment please email Vice President, Brandon Bartz, at brandonb@cgicompany.com.

Thank you for being a part of what makes the City of Kaukauna a great place to live, learn, work, and play.

Sincerely,

(Wet signature)

Name

Title