

## PR Camera Usage Summary

- 5-6 FB posts per week
- Content photos (via my phone and camera)
  - Live stream promos
  - Public Works progress/ downed trees
  - Park photos/ public notices
  - Fire/ PD promos/ fires
  - New Hire photos/ Work anniversaries
- Special events videos/ photos
  - Retirement of K9 Archer
  - Monthly Mills movie nights
  - Summer Fest
  - City swear ins
  - Austin welding school ribbon cutting
  - Easter Egg Hunt
  - Post legislative forums/ Chamber luncheons
- Current progress photos of Mills new construction
  - WCA
  - Big D
  - Sinclair
- Weekly or bi-weekly Mills Spotlight videos/ business photos
  - June: Off the Beaten Path
  - Two Bulls Tattoo
- Follow City of Mills FB page for more photos/ PR examples

## Suggested Camera Investment for PR



Canon EOS R100 camera kit = \$979.95 (Walmart) – Best Buy has the camera & lens on sale now for \$549

- Items Included: 1 x Canon EOS R100 mirrorless camera with 18-45 mm and 55-210 mm lenses kit, 1 x Soft bag, 1 x Sandisk 64 GB extreme pro card, 1 x LPE17 battery, 1 x External charger, 1 x Memory card reader, 1 x 12-inch small flexible tripod, 1 x Cleaning kit, 1 x Memory card wallet

Wyoming Camera Outfitters kit with sturdy large tripod \$929.98

- See Attached estimate (In all of my research, this is the best deal for high quality equipment)

Thank you for your consideration,

A handwritten signature in blue ink that reads "Hemmer".

# ESTIMATE



**Wyoming Camera Outfitters**

128 W 2nd St, Casper, WY 82601, UNITED STATES

info@wyomingcameraoutfitters.com

**Estimate No#:** City of Mills

**Estimate Date:** Jul 7, 2025

**Reference:** Photo Department - PR equipment

**\$929.98**

**ESTIMATED AMOUNT**

## BILL TO

smelin@millswy.gov

#	ITEMS & DESCRIPTION	QTY/HRS	PRICE	AMOUNT(\$)
1	Canon R100 18-45 Normally 649.99 Instant savings <u>\$100 Sale</u> Price \$549.99	1	\$549.99	\$549.99
2	Delkin 128 gb v30 memory card 43 (SD card) City of mills discount - \$10 normally \$50 Sales Price - \$40	1	\$40.00	\$40.00
3	Delkin 64gb <u>SD card</u> City of mills discount - \$7 normally \$37 sales price - \$30	1	\$30.00	\$30.00
4	3 legged thing Corey <u>tripod</u> City of mills discount - \$25.00 normally \$199 sales price - \$175.00 Most Recommended (tripod)	1	\$175.00	\$175.00
5	LP-E17 - <u>Battery / charger</u> City of mills discount - \$15 normally - \$90 sales price - \$75	1	\$75.00	\$75.00
6	Digital Holster 5 Small Bag for camera	1	\$59.99	\$59.99
Subtotal				\$929.98

**TOTAL \$929.98 USD**

## NOTES TO CUSTOMER

Thank you for the business