



## CITY OF ORLAND STAFF REPORT MEETING DATE: May 21, 2024

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**TO:** Honorable Mayor and Councilmembers

**FROM:** Rebecca Webster, Assistant City Manager

**SUBJECT:** **National Media Opportunity** (Discussion/Action)

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### **BACKGROUND:**

*Viewpoint* with Dennis Quaid is a series of short films documenting various aspects of “curated content designed to inspire and illuminate.” Up to 8 minutes per segment, each focuses on some aspect of what producers consider “the world’s most influential organizations and individuals.” The education-oriented segments air on PBS.

If accepted for production, the participating organization is assessed a fee to offset production costs. Once accepted as a participant, the *Viewpoint* team produces the educational segment for Public Television along with a commercial with national and regional air time on cable news networks to cross promote the series. The final product – professionally produced video content – after airing to a PBS audience of tens of millions of viewers, becomes the property of the featured organization.

### **ANALYSIS:**

*Viewpoint* reached out to Mayor Dobbs with interest in exploring an opportunity to feature Orland. Mayor Dobbs and Rebecca met with producers’ reps by phone last week, and scheduled a follow-up discussion for September 4.

Mayor Dobbs and Staff see opportunities for Orland – the Queen Bee Capital -- to promote itself a unique place to visit, learn, dine and shop. *Viewpoint*’s interest is not yet solidified into commitment. At this point, the City needs to decide if it would be willing to invest in the \$30,000 production fee.

Highlights to feature for Orland include:

- Queen Bee Capital and HDC
- Volunteer fire department
- Unique shopping and dining
- Ag-based, thriving as transportation hub
- Excellent parks (pool, splashpad, playgrounds, pickleball, etc.)

For more information about *Viewpoint*: <https://www.viewpointproject.com/>

For a sample small city episode on *Viewpoint*:

<https://www.viewpointproject.com/dennis-quaid-ptv-segments/>

See City of Hopewell -- featured under the title “Great Places to Live and Play” in Travel & Adventure.

**RECOMMENDATION:**

Endorse Mayor and Staff engagement with *Viewpoint*, including investment NTE \$30,000.

**FISCAL IMPACT OF RECOMMENDATION:** Up to \$30,000 in General Funds (from Reserves)