



CITY COUNCIL COMMUNICATION

DATE: October 7, 2024

FROM: Donna Green, Director of Marketing and Civic Engagement

AGENDA ITEM: Consideration and possible action on authorizing staff to issue a Request For Proposal for Videography, Photography, and Podcast Production.

SUMMARY:

- The marketing department plans multiple events throughout the year that require videography and photography services.
- To increase engagement, we produce a monthly City Manager Video and a monthly Mayor-Council Recap video. The number of watches each of these videos receives has grown more than 300% in the past year.
- The 266 Podcast is produced once per month, highlighting life in Sanger, promoting our events, and promoting tourism as well as education to the community
- Staff is seeking approval to issue an RFP for Videography, Photography, and Podcast Production for a term of one year with four (4) possible extensions.

FISCAL INFORMATION:

Budgeted: Yes

Amount:

GL Account: 31-5270

RECOMMENDED MOTION OR ACTION:

Staff recommends approval to move forward on the RFP for Videography, Photography, and Podcast Production.

ATTACHMENTS:

- City Council Communication
- City of Sanger Videography, Photography, and Podcast Production RFP