



Date: August 8, 2023

Honorable Mayor and Council Members:

Author and title: Jen Callaway, Town Manager

Title: **Contract for Videography Services**

Jen Callaway, Town Manager

Recommended Action: Authorize the Town Manager to execute a twelve-month contract with Court Leve Productions to provide on-call videography services and produce a series of videos related to Town services and projects.

Discussion: Public outreach and communication is a strategic focus area for the town, and as such Town staff are always looking at news ways to provide information to the public in an engaging, meaningful way. Recently, the Town has been producing more video footage, featuring Council and Town staff, with the goal of informing the public of many different projects and goals of the Town and memorializing events. For example, the Town has hired Court Leve Productions to produce video footage of the Snow events that occurred this winter, the 4th of July, Public Works capital projects, Town Strategic Focus Areas, and the New Library. The videos are then placed on the Town’s social media channels, distributed as e-news items via the Town’s website, and shared with Truckee Tahoe Media for streaming and used in various Town presentations.

As such, staff recommends continuing to produce focused videos on a variety of topics, including, but not limited to, the following:

- Dark Skies
- Emergency Preparedness
- Housing
- Environmental Stewardship
- Mobility
- Belonging
- River Revitalization

Rather than completing multiple contracts for production of each video, staff recommends execution of one, year-long contract, for videography services in an amount not to exceed \$60,000. This will provide roughly twelve videos or series (based on video complexity and length) that can be shared with the community on various outlets. Court Leve provides a very professional service with great quality videography and has developed familiarity with the Town and Town staff that he has worked with. Therefore, staff recommends that the Town Council authorize the Town Manager to execute a twelve-month contract with Court Level Productions for an amount not to exceed \$60,000.

Priority:

<input checked="" type="checkbox"/>	Enhanced Communication	<input checked="" type="checkbox"/>	Climate and Greenhouse Gas Reduction	<input checked="" type="checkbox"/>	Housing
<input checked="" type="checkbox"/>	Infrastructure Investment	<input checked="" type="checkbox"/>	Emergency and Wildfire Preparedness	<input checked="" type="checkbox"/>	Core Service

Fiscal Impact: There is sufficient budget within the FY 2023/24 adopted operating budget to cover this cost.

Public Communication: Agenda posting.

Attachments: