



Date: June 24, 2025

Honorable Mayor and Council Members:

Author and title: Bron Roberts, Communications Program 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:

As the Community Engagement Division continues to evolve to meet the needs of a modern and diverse audience, the importance of producing high-quality professional video content has become increasingly evident. This marks the third consecutive year staff is recommending a contract with a professional videographer to support the Town of Truckee's communication efforts—an investment that has consistently delivered substantial value.

Professional videographers bring a specialized skill set that extends well beyond recording footage. They are experts in visual storytelling, composition, editing, and crafting narratives that resonate with a broad audience. Their ability to highlight Town initiatives, capture key moments, and create compelling evergreen content significantly enhances our ability to communicate effectively with residents, stakeholders, and visitors.

The Community Engagement Division, is currently staffed for communications efforts by one full-time employee supported by a temporary assistant, lacks the in-house capacity and technical expertise necessary to produce video content that meets this level of caliber. Contracting with a professional allows staff to focus on a range of essential communications responsibilities, including short-form video, radio advertising, press releases, written copy, website content, and daily social media management, while ensuring that long-form and high-impact video content maintains a high standard of quality.

Professionally produced videos can serve a wide array of purposes. They can be used across social media platforms, in targeted digital and traditional advertising, at community workshops and tabling events, on the Town's website, in presentations to stakeholder groups, and in media outreach efforts. This versatility ensures that each video maximizes the Town's investment by reaching multiple audiences through diverse channels.

Maintaining a year-long contract rather than executing multiple smaller contracts provides both structure and flexibility. This approach allows the Community Engagement Division to strategically plan video production in alignment with Council priorities and departmental input. It also reduces administrative burden and supports long-term communication goals. Video topics planned for the upcoming year include:

- **2025/27 Council Priorities** – A series of five videos introducing and explaining each goal.
- **R2SC Catalyst Projects** – Three videos offering transparency into these unique projects.
- **Stormwater Education Campaign** – To support new pet waste pollution prevention education as required from stormwater permitting.
- **Veterans Video Series** – A project aligned with recommendations from the draft IDEA Action Plan.
- **Public Art in Truckee** – Celebrating local art and the work of the Public Art Commission of Truckee (PACT).
- **"Day in the Life" Series** – Humanizing and building connection with Town staff through behind-the-scenes storytelling.
- **Capital Improvement Projects** – Highlighting progress with before/after footage, drone views, and milestone celebrations.
- **Town Services Explainers** – Videos showing how to access Town services like Council participation, SeeClickFix, Planning Appointments or new software.
- **Flexible Capacity** – Retaining room to produce timely videos for public safety, events, new policies, and community messaging as needed.

The selected vendor, Court Leve Productions, is a Truckee-based professional with a deep investment in local stories. Court has demonstrated a strong commitment to producing content that reflects the character and values of our community. His established relationships with Town staff and familiarity with Town services contribute to an efficient and collaborative production process. Additionally, his flexible availability and quick turnaround make him a reliable partner. The vendor has also prioritized accessibility and equity by producing bilingual (English/Spanish) versions of critical campaigns such as the reusable water bottle ordinance and wildfire awareness series, an effort that has significantly enhanced outreach to our Latine community.

In an increasingly video-driven communications landscape, continuing this partnership ensures the Town of Truckee remains a proactive, informed, and connected community. A single, year-long agreement for an amount not to exceed \$78,000 will allow for the production of approximately twenty videos or video series, depending on complexity and length.

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: Services were budgeted for within the adopted FY 2024/25 Operating Budget.

Public Communication: Agenda Posting.

Attachments:

1. Videography proposal and scope of work