

Walton County Department Agenda Request

Department Name: **Public Information**

Department Head/Representative: **Ben Hammond**

Meeting Date Request: **6/3/2025**

Has this topic been discussed at past meetings? **No**

If so, When?

TOPIC: **Digital video showcase services**

Wording For Agenda: **CGI Digital Community Showcase Video Program Agreement**

This Request: Informational Purposes Only

Needs Action by Commissioners*

*What action are you seeking from the Commissioners? **Approval**

Department Comments/Recommendation: **Proposed is an agreement for CGI Digital to provide a community video program at no cost to the county. Recommended approval.**

Additional Documentation Attached? **Agreement, example letter, and program explanation**

Is review of this request or accompanying documentation by the County Attorney required? **Yes**

If so, has a copy of the documentation been forwarded to County Attorney? **Yes**

Date forwarded to County Attorney: **4/1/2025**

Has the County Attorney review been completed? **Yes**

If this request involves the expenditure of county funds, please answer the following: **Request does not involve expenditure of funds.**

Approved in current budget?
Budget information attached?
Comments:

Purchasing Department Comments:

County Attorney Comments:

Charles M. Ferguson, Jr.
to me ▾

Apr 20, 2025, 6:36 PM

I don't see any issues with the CGI Agreement.

Thanks,
Chip

CHARLES M. FERGUSON, JR.
ATKINSON | FERGUSON, LLC

Chairman's Comments:



Name: Ben Hammond Title: Public Information Officer
Address: 303 South Hammond Drive County, State, Zip: Monroe, GA 30655
Phone number: 770-267-1979
Website: https://www.waltoncountygga.gov/
Email: ben.hammond@co.walton.ga.us

This Agreement is between CGI Communications, Inc. D/B/A CGI Digital ("CGI") and the County of Walton, GA (the "County") and shall remain in effect from the date it is signed by both parties until the third anniversary of the date that the completed and approved Community Video Program is made available for viewer access on different devices via a link on the <https://www.waltoncountygga.gov/> homepage including any alternate versions of that homepage.

During the term of this Agreement, CGI shall:

- Produce up to **six** one-minute videos with subject matter that may include but is not limited to: Welcome, Education, Healthy Living, or Homes/Real Estate Multiple segments of aerial footage pending approval from FAA and any airports within a 5 mile radius of filming location(s)
- Provide script writing and video content consultation
- Send a videographer to County locations to shoot footage for the videos
- Reserve the right to use still images and photos for video production
- Create all aspects of video production which includes, storyboarding, shot lists, filming, graphics, color grading, music selection and audio mastering
- Provide our patented OneClick™ Technology and encode all videos into multiple streaming digital formats to play on all computer systems, browsers, and Internet connection speeds
- Store and stream all videos on CGI's dedicated server
- Afford businesses the opportunity to purchase various digital media products and services from CGI and its affiliates
- Feature business sponsors around the perimeter of video panels
- Be solely responsible for sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- Facilitate viewer access of the Community Video Program from County website, including any alternate versions of County's homepage, for different devices, by providing HTML source code for a graphic link to be prominently displayed on the <https://www.waltoncountygga.gov/> website homepage as follows: "Coming Soon" graphic link designed to coordinate with existing website color theme to be provided within 10 business days of execution of this Agreement. "Community Video Program" graphic link to be provided to replace the "Coming Soon" link upon completion and approval of videos
- Grant to County a license to use CGI's Line of Code to link to and/or stream the videos
- Own copyrights of the master Community Video Program
- Assume all costs for the Community Video Program
- Honor any request for termination upon 30 day notice so long as the County agrees to display the video program link with participating sponsors from its homepage for the duration of business sponsorship fulfillment
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During the term of this Agreement, the County shall:

- Provide a letter of introduction for the program on County's letterhead
- Assist with the content and script for the Community Video Program
- Provide notice of any changes, revisions, requests or modifications to final video content within 30 days of its receipt
- Grant CGI the right to use County's name in connection with the preparation, production, and marketing of the Community Video Program
- Display the "Coming Soon" graphic link prominently on the <https://www.waltoncountygga.gov/> within 10 business days of receipt of HTML source code
- Display the "Community Video Program" link prominently on its <https://www.waltoncountygga.gov/> homepage, including any alternate versions of your home page, for viewer access on different devices for the entire term of this Agreement
- Ensure that this Agreement remains valid and in force until the agreed upon expiration date, regardless of change in administration
- Grant full and exclusive streaming video rights for CGI and its subsidiaries, affiliates, successors and assigns to stream all video content produced by CGI for the Community Video Program
- Agree that the County will not knowingly submit any photograph, video, or other content that infringes on any third party's copyright, trademark or other intellectual property, privacy or public County right for use in any video or other display comprising this program. Submissions should be received by CGI by the agreed-upon primary filming date.

This Agreement constitutes the entire Agreement of the parties and supersedes any and all prior communications, understandings and Agreements, whether oral or written. No modification or claimed waiver of any provision shall be valid except by written amendment signed by the parties herein. The county warrants that it is a tax exempt entity. The undersigned, have read and understand the above information and have full authority to sign this Agreement.

Walton County, GA

CGI Communications, Inc. D/B/A CGI Digital

Signature:

Name (printed):

Name (printed): Nicole Rongo

Title:

Title: Vice President, Government Relations & Strategic Partnerships

Date:

DATE: March 31, 2025



130 East Main Street, 5th Floor
Rochester, NY 14604

Phone: 800.398.3029
cgidigital.com

DATE

Dear valued business owner,

We are pleased to announce our new partnership with CGI Digital (CGI) to coordinate and produce a series of videos highlighting all we have to offer to residents, visitors, and businesses.

With a highly visible interface on our official website homepage, <https://www.waltoncountyga.gov/>, our Video Tour will allow viewers to learn more about area attractions, quality of life, economic development, and much more.

We know businesses play a critical role in our county's vitality. This program presents an opportunity for local businesses to greatly enhance their online presence through various digital media technologies. In addition, the Video Tour will backlink to CGI's, www.elocallink.tv, providing increased exposure for all participants. Our businesses will also have an exclusive first look at CGI's latest platform, HelloNation, a powerful platform designed to enhance community engagement and business visibility through dynamic digital storytelling.

We encourage you to consider being a part of this initiative. To learn more about participation opportunities or to request an appointment, please email Vice President, Nicole Rongo at nicoler@cgicompany.com.

Thank you for being a part of what makes Walton County a great place to live, learn, work, and play.

Sincerely,
(Wet signature)
NameTitle

WELCOME *to* the PROGRAM



We are excited to work with you!

Every community has a spirit — unique offerings that make where you live a wonderful place to experience the day-to-day. At CGI Digital, we partner with municipalities in all 50 states to produce virtual city tours to attract potential businesses, tourists and residents. Our community video showcase program is a hallmark of our company and truly what sets us apart from other digital marketing agencies.

CGI Digital is proud to work in partnership with the National League of Cities, United States Conference of Mayors, and the National Association of Counties.

CGI Digital continues its tradition of bringing new life and opportunities to our country's communities.



KICKOFF CHECKLIST

LETTER OF INTRODUCTION

If you have not already sent in your Letter of Introduction, we kindly ask you to please place the letter on your official letterhead, sign it, and return it via email.

VENDOR LIST

We kindly ask that you provide us with your city vendors list (city landscaper, electrician, builder, caterer, etc.) so we can provide them a first look at our program as a courtesy. In addition, you may share any referrals or suggestions of local businesses that you feel will benefit from the program sponsorship opportunities.

COMMUNITY ORGANIZATIONS

At CGI, we believe that nonprofits play a critical role in the quality of life of your residents. That is why we offer **free** participation for up to 20 of your community based organizations. Please provide a list of the organizations you would like to see benefit from the program's free exposure.



NEXT STEPS

The Welcome Meeting

To get started, please provide available dates within the next 10 business days for a Program Start-up meeting with your Account Manager. The meeting will be approximately 30 to 60 minutes and will cover production and sponsorship outreach timelines. They will also discuss the importance of creating a **video press release** to help promote the initiative.



The Production Meeting

During this meeting, your Video Producer will explain each step in detail and ensure the final video includes everything that is important to you. You will also set a shoot date during this meeting, and define a clear deadline for the project.



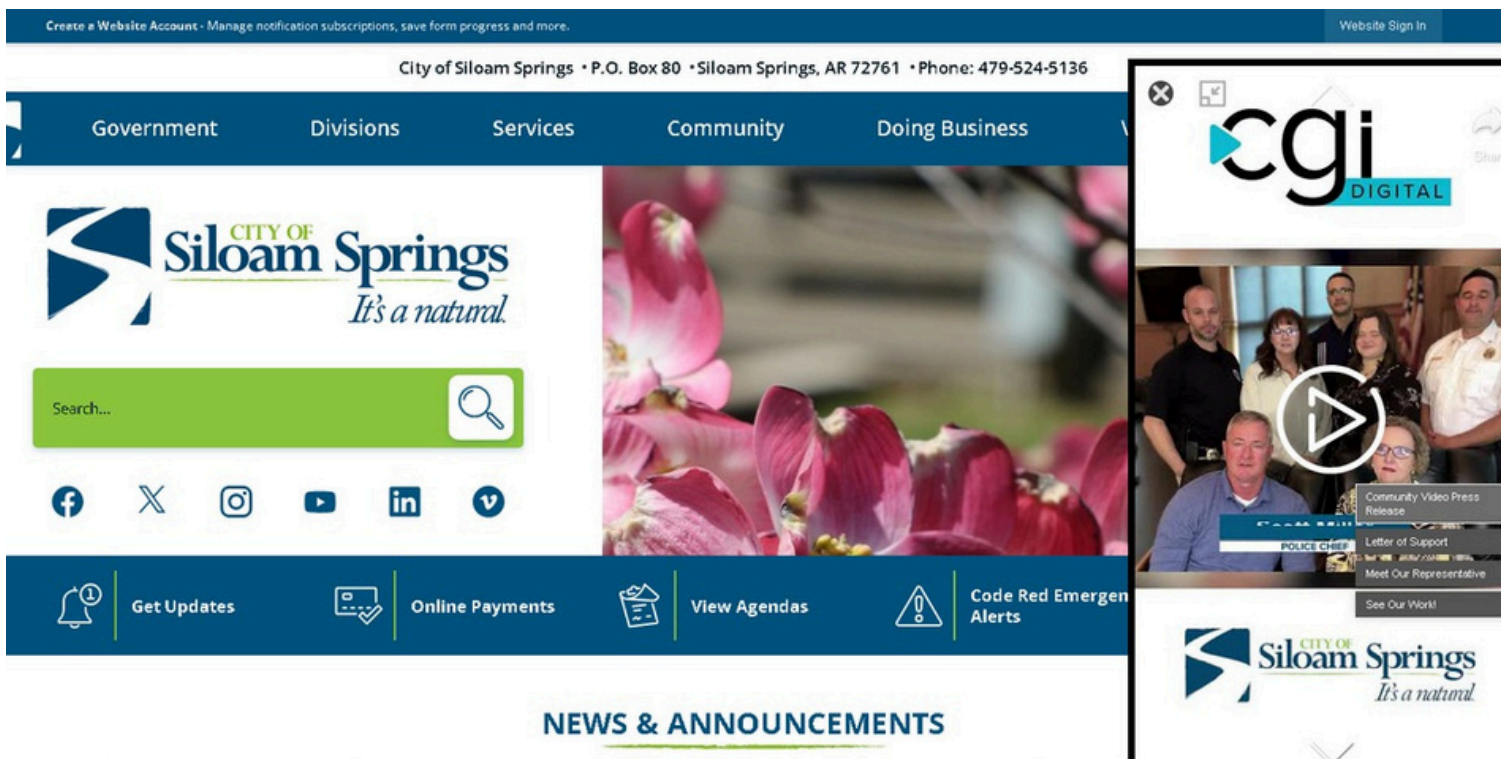
VIDEO PRESS RELEASE

We are Excited to Announce a New Partnership with CGI Digital

The Video Press Release is designed to create excitement while also getting the word out about the video program to your area residents and businesses. This short video is posted to your website and can be shared on social media platforms while we work to produce the final video series. Below is an example of a VPR for the city of Siloam Springs, Arkansas.

Steps:

- 1.) Schedule date to film VPR
- 2.) Film using OpenReel right at your desk
- 3.) CGI will edit
- 4.) Final Approval
- 5.) Add to website and share on social media platforms



HOW TO PREPARE FOR YOUR UPCOMING MEETINGS

Choose from a list of topics or create your own!

Video Tour Topics

Welcome
Education
Health & Wellness
Workforce Development
Municipal Services
Recruitment
Green Initiatives
Community Organizations
Entertainment & Attractions
Real Estate/Relocation
Quality of Life
Economic Development
Tourism
Business & Industry
Parks & Recreation
Recreation/Things to Do
Arts & Culture
History
Diversity & Inclusion
Agritourism/Agriculture
Shopping & Dining
Professional Services
Manufacturing
Technology
Hometown Heroes
Public Safety





We look forward to discussing the following questions in your Production Meeting depending on the video topics you select!

1. Welcome

- What makes your community unique/special from the surrounding communities?
- Is your community known for anything in particular? What are some attractions or events that the area is known for? Any attention-grabbing facts or history worth mentioning? What makes your community an ideal place to live?
-

2. Education

- What public and private schools are in the area? What would you specifically like to highlight about them?
- Are there colleges/universities in the area? Any details about them you'd like to specifically include?
- What other educational opportunities exist in your community? I.E. community center programs, workforce development, libraries, etc.

3. Quality of Life

- What kinds of outdoor recreation do people take part in? Describe any scenic areas and geographic attractions.
- Describe your notable parks and their amenities. What is your most popular park and why?
- What activities are residents able to take part in at local parts?
- Local amenities?
- What are the top three benefits of living in your community? Why do residents love it here?
- What are the notable hospitals and healthcare facilities in the area? (only if no Healthcare chapter)



4. Homes and Real Estate

- What types of housing are available (new developments, condos/apartments, single-family homes, historic homes, waterfront properties, etc.)?
- Why would new residents want to move to the area (ideal location, job opportunities, great schools, etc.)?
- Are there particular areas or neighborhoods within your community that attract potential movers and homebuyers?

5. Tourism

- What are some unique destinations/attractions in the area?
- Are there any historic districts, museums, and attractions?
- Are there any local festivals held throughout the year?
- Are there any unique local shops or well-known restaurants in the area?
- What's the most fun thing to do in your community?
- Is there anything happening in your community that you'd like to bring more attention to?

6. Economic Development OR Business and Industry

- What are the major industries in the area?
- What opportunities are there for new businesses (business parks, areas ready for development, etc.)?
- What job opportunities/resources are there for residents?
- Who are the major employers?
- Are there any local organizations, initiatives, or programs that promote economic development? If so, what would you specifically like to highlight about them?
- Is there revitalization or redevelopment happening? If so, what specifically?



HOW TO PREPARE FOR YOUR UPCOMING MEETINGS

7. Healthcare

- What are the notable hospitals and healthcare facilities in the area?
- Are there any healthy living initiatives taking place in your community?
- Are there any specific smaller practices you'd like to bring attention to?

8. Parks & Recreation

- How do residents stay active in your community?
- What are the most scenic locations around?
- Describe recreation opportunities that await at local parks?
- What is the most popular/notable park(s) in your community?
- Anything interesting going on at the rec center?

9. Shopping & Dining

- What's happening downtown?
- What are the hottest spots? What's the nightlife scene like?
- Major shopping outlets?
- Any unique boutiques, one-stop-shops, thrift stores, etc?

Additional questions to consider:

- Would you like any speakers on camera?
- What about resident testimonials?
- Would you like to specifically mention any businesses or should this be kept vague?
- Would you be interested in making any chapters more stylish/visually driven?



GATHER INFORMATION FOR EACH VIDEO SEGMENT



Community brochures, directories, or magazines.

Let your Video Producer know if you have video content or photos you'd like to include in the program.



Determine who will be the most comfortable and confident in front of the camera for your Welcome video!



PRODUCTION PROCESS

01

Scripting

A professional writer will review the information gathered during the production meeting and create a voiceover script that meets all the requirements. You will have final say over the script that is used.

Shot List

Taking the foundation created by the writer, the producer will notate a guide to your video, listing all people, props, and locations needed as well as the guide for filming the day of the shoot.

03

Videography

The videographer will arrive at the scheduled time and direct the shoot, filming all necessary scenes for your video. The footage will then be sent to your editor.

04

Editing

The editor will create a story and utilize the best footage for your videos to come to life.

05

Approval

Once all changes you may have are made, your producer will ask for your final approval of the video.

06

Add to website

After the video is approved, your Video Account Executive will work with you to embed the Video Tour prominently on your website homepage.

GET THE MOST OUT OF YOUR VIDEO TOUR!

WEBSITES

- Feature the Video Tour on the official community homepage
- Use our content for your website page headers
- Provide video tour for your:
 - Chamber of Commerce
 - Economic Development Agencies
 - Main Street Association
 - Convention and Visitor's Bureau
 - Other websites that aid in the promotion of the area

EMAIL/TEXT

- Embed video link into email signatures
- Send specific video chapters to residents, visitors and businesses

SOCIAL MEDIA

- Facebook
- YouTube
- Instagram
- Twitter
- LinkedIn
- Internal departments social media platforms



Pro-tip

Share your videos at least once a month on social media platforms to reach new audiences!

OTHER

- Play videos on your cable access channel
- Play videos prior to State of the City Address, meetings, and presentations
- Share Video Tour with real estate agencies and school districts
- Local businesses, non-profits, and organizations can also feature the Video Tour on their website and social media platforms
- Trailer for your local movie theater: Example



We look forward to working with you!



130 East Main Street
Rochester, New York 14604

800-398-3029