

File Attachments for Item:

E. Westlake Video Initiative

Submitted by: Special Events & Project Coordinator



Meeting Agenda Item Coversheet

MEETING DATE:		May 5, 2026		Submitted By: Special Events & Project Coordinator	
SUBJECT: <i>This will be the name of the Item as it will appear on the Agenda</i>		Westlake Video Initiative			
STAFF RECOMMENDATION: (MOTION READY)		Discussion and direction from City Council regarding participation in the CGI Community Video Magazine Program.			
SUMMARY and/or JUSTIFICATION:		Staff is presenting the CGI Company's Community Video Magazine Program for City Council discussion and consideration. This initiative would be provided at no cost to the City and offers an opportunity to professionally showcase Westlake, including promotion of the City's upcoming 10-year anniversary and other key initiatives. Through partnerships with local businesses, CGI fully funds the program and provides comprehensive video production services. Deliverables include up to four one-minute videos over a 2–3 year period, quarterly video magazine content, scriptwriting, filming, editing, media distribution, and hosting/streaming services. Optional aerial footage may also be included, subject to FAA approval. The program would allow the City to enhance its marketing and communication efforts through high-quality, professionally produced content that can be shared across the City's website and media platforms. Staff is seeking Council direction on whether to proceed with this initiative and execute the agreement with CGI.			
SELECT, if applicable		AGREEMENT:		BUDGET:	
		STAFF REPORT:		PROCLAMATION:	
		EXHIBIT(S):		OTHER:	
IDENTIFY EACH ATTACHMENT. <i>For example, an agreement may have 2 exhibits, identify the agreement and Exhibit A and Exhibit B</i>		CGI Community Video Magazine Agreement • Westlake Video Initiative Memo • Sample Video Links and Content Examples			
SELECT, if applicable		RESOLUTION:		ORDINANCE:	

IDENTIFY FULL RESOLUTION OR ORDINANCE TITLE <i>(if Item is <u>not</u> a Resolution or Ordinance, please erase all default text from this field's textbox and leave blank)</i> <u>Please keep text indented.</u>	
FISCAL IMPACT <i>(if any):</i>	\$



MEMO

TO: Zoie Burgess, Acting City Manager
FROM: Yla Flores, Special Events and Projects Coordinator
DATE: April 24, 2026
RE: CGI Company – Westlake Video Initiative

This creative initiative would come at no cost to the City of Westlake and offers a strong opportunity to showcase the City's upcoming 10-year anniversary in the first video or feature any other priority topic the city would like to highlight. Program costs are offset through CGI's partnerships with local businesses, which help them fund the marketing, video production, and advertising efforts. Here is what they would provide for us:

- Produce up to four 1-minute videos based on City-selected content. This based on a 2–3-year span or timeframe.
- Optional aerial footage, subject to FAA and nearby airport approvals.
- Create four quarterly Video Magazine articles using City input.
- Distribute press releases to local and national media outlets.
- Provide scriptwriting and video content consultation.
- Film on location at City sites with a videographer.
- Handle full video production: planning, filming, graphics, editing, color, music, and audio.
- Deliver videos in multi-format streaming with OneClick™ Technology.
- Host and stream videos on CGI's dedicated servers.
- Manage all business participation, including marketing, production, printing, and distribution.
- Enable access to the Community Video Magazine through the City website.
- License CGI code for linking/streaming the video magazine.

- Retain copyrights to the master CommunityHelloNation™ Video Magazine.
- Cover all costs of the Community Video Magazine Program.

I would share with Council the attached agreement from CGI that provides more detailed information. I have also included additional information on how to maximize content and some suggestions on video topics.

Here is an example of a video: <https://www.zephyrhills.gov/>

Here is an example of what the content would look like on our website: <https://cambridgeoh.org/>



Name:

Title:

Address:

City, State, Zip:

Phone number:

Website:

Email:

This Agreement is between CGI Communications, Inc. D/B/A CGI Digital ("CGI") and the City of Westlake ("the City") 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 Magazine Program is made available for viewer access on different devices via a link on the <https://www.westlakegov.com/> City website.

During the term of this Agreement, CGI shall:

- Produce up to 4 one-minute videos with content of the City's choosing
- Provide multiple segments of aerial footage pending approval from FAA and any airports within a 5 mile radius of filming location(s) *optional*
- Produce four (4) quarterly Video Magazine Articles based on direct input and/or concepts provided by the city, or as deemed appropriate by HelloNation.
- Press release articles to our media outlets for local and national exposure
- Provide script writing and video content consultation
- Send a videographer to City's 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, 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
- Be solely responsible for all business participation fulfillment including all related aspects of marketing, production, printing, and distribution
- Facilitate viewer access of the Community Video Magazine Program from City's <https://www.westlakegov.com/> website.
- Grant to City's a license to use CGI's Line of Code to link to and/or stream the video magazine
- Own copyrights of the master CommunityHelloNation™ Video Magazine
- Assume all costs for the Community Video Magazine Program

During the term of this Agreement, the City shall:

- Provide a letter of introduction or video press release for the program on City's letterhead
- Assist with the content and script for their Community Video Magazine 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 City's name in connection with the preparation, production, and marketing of the Community Video Magazine Program
- Display the "HelloNation™ Video Magazine" link prominently on the <https://www.westlakegov.com/> 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 Magazine Program
- Agree that the City 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 publicity's 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 City 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.

City of Westlake, FL

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

Signature:

Name (printed):

Title:

Date:

Name (printed): Nicole Rongo

Title: Vice President, Government Relations & Strategic Partnerships

DATE: 3/30/26

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](#)

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

