



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/>