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City of Racine, Wisconsin
COMMON COUNCIL

AGENDA BRIEFING MEMORADUM (ABM)

COMMITTEE: Finance & Personnel **LEGISLATION ITEM #:** 1091-17

AGENDA DATE: November 13, 2017 F & P; November 21, 2017 Common Council

DEPARTMENT:

Prepared By: Jim Palenick, City Administrator

Reviewed By: Scott Letteney, City Attorney

SUBJECT:

Request to enter into contract with CGI Communications, of Rochester, NY for production of professional videos promoting the City of Racine -- to be paid for exclusively through local business sponsorships.

EXECUTIVE SUMMARY:

CGI Communications is a Rochester, New York-based firm that specializes in working with municipalities across the country to produce community-specific, promotional “video-tours” to assist with online promotions and marketing. They have partnered with and been endorsed by both the National League of Cities, as well as the U.S. Conference of Mayors for their model, “On-line video tour” program wherein they contract with Cities to produce six (6) video chapters for use in the City’s on-line outreach and promotions, without cost to the City. Instead, with the City’s endorsement they solicit and sell sponsorship packages to local business’ which cover the full cost of professionally producing the videos, which typically cover topics such as, “Welcome, Education, Attractions, Healthcare, Quality of Life, Houses & Real Estate, Downtown, Doing Business, etc..” – each produced, designed and written in close collaboration with, and often featuring local officials and community leaders. It is our desire to contract with CGI to become a community participant in this program so that we can, in turn, begin the effort to plan and create the videos which could ultimately be completed and on-line to the City’s website by Fall of 2018.

30 The program has proven successful and well-received over many years and would offer additional
31 opportunities for branding the City and positively promoting Racine at a time when, as a result of
32 Foxconn, many individuals, as well as business-owners and entrepreneurs, will be searching on-line
33 for additional information about our community.

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35 **BACKGROUND & ANALYSIS:**

36 CGI staff do all the work to produce, write, shoot, and edit the videos, but do ask for close
37 cooperation and collaboration from City staff and the involvement of interested community leaders.
38 The City would be required to provide a formal letter of introduction to be used by CGI in their
39 sponsorship solicitation efforts so that it is made clear that the City endorses the program. Businesses
40 who buy sponsorship packages, which can run from approximately \$1,300 to \$5,500 receive varying
41 degrees of logo or branding recognition on the website; possible links to their own website; and/or
42 actual promotional videos of their own in exchange for sponsorship.

43 The contract requires the City to participate and maintain the “video tour”, along with associated
44 sponsorship ad/logos and links for a period of three years following contract execution.

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46 **BUDGETARY IMPACT:**

47 There is no cost to the City to enter into or maintain the contract with CGI. All costs associated with
48 the program are covered by CGI and funded through the sale of sponsorships to local businesses.

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50 **OPTIONS/ALTERNATIVES:**

- 51 1. To authorize that the City enter into a three-year contract, as provided and attached, with CGI
52 Communications for participation in their Community Video program.
 - 53
 - 54 2. To decline interest or participation in the Community Video program with CGI
55 Communications.
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57 **RECOMMENDED ACTION:**

58 That the Common Council for the City of Racine take action to formally adopt and endorse the City’s
59 participation in the CGI Communications Community Video program, by approving the three-year
60 contract as attached.

61

62 **ATTACHMENT(S):**

- 63 1.) Contract with CGI Communication;
- 64 2.) Sponsorship Package term sheet (typical)