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**City Clerk's Office**
Hiawatha City Hall
101 Emmons Street
Hiawatha, Iowa 52233

# Memo

**To:** City Council

**From:** City Administrator and City Clerk

**Date:** November 16, 2016

**Re:** Renewing Agreement with CGI Communications, Inc.

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In 2013, City Council passed a resolution authorizing staff to enter into a renewable agreement with CGI Communications, Inc. to take advantage of a free online community marketing video program, at no cost to the City.

After entering into this agreement, CGI contacted local businesses to receive sponsorships in creating the online streaming videos. In exchange for sponsorship, participating business logos were displayed on the videos with a link to their websites. If you have not seen these videos, go out to our website at www.hiawatha-iowa.com. When you get to the home page, scroll down to the bottom of the screen where you will find the videos titled, Welcome to Hiawatha, Quality of Life, and Real Estate and Relocation.

Recently we were contact by CGI Communications extending the opportunity to update the content of our videos at no charge to the City. CGI will once again reach out to local businesses to provide sponsorship, bring a videographer to City locations to shoot new footage for the videos, complete necessary edits and production, and provide a new link to display the videos on our website. To take advantage of this opportunity, we must enter into another three (3) year agreement.

The online video program has added value in providing a free outlet for promoting the services and amenities Hiawatha has to offer, as well as showcasing local businesses. The last time CGI reached out for sponsorship there was good participation from the business community. MercyCare, Ahmann Companies, Farmers State Bank, and Unity Point were just a few of our sponsors, and we are hoping to get a favorable response this time around.

At this time we recommend renewing a three (3) year agreement with CGI Communications, Inc. to continue the online video tour. The value of this agreement ranges from $15,000 - $25,000.

Thank you for your consideration of this matter. Please let us know if you have any questions.

## The 2016 Community Video Program

**CGI Communications, Inc.**
**130 East Main Street, 5th Floor**
**Rochester, NY 14604**
**(800) 398-3029 phone**
**(866) 429-8611 fax**

**Name: Kelly Kornegor**
**Title: City Clerk**
**Address: 101 Emmons Street**
**City, State, Zip: Hiawatha, IA 52233**
**Phone: 319-393-1515 x526**
**Email: cityclerk@hiawatha-iowa.com**
**Website: www.hiawatha-iowa.com**

**This agreement is between CGI Communications, Inc. ("CGI") and the City of Hiawatha (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 Program is made available for viewer access on different devices via a link on the www.hiawatha-iowa.com homepage, including any alternate versions of that home-page.**

**During the term of this Agreement, CGI shall:**

- Produce four video chapters with subject matter that includes but is not limited to: Welcome, Education, Healthy Living, Homes / Real Estate
- Provide one Community Organizations chapter to promote charities, nonprofits and community development organizations
- Provide script writing and video content consultation
- Send a videographer to City locations to shoot footage for the videos
- Reserve the right to use still images and photos for video production
- Provide all aspects of video production and editing, from raw footage to final video including professional voiceovers and background music
- Provide a final draft of Community Video Program content subject to City's approval (up to 3 sets of revisions allowed). CGI's request for approval of content or revision, including final draft, shall be deemed approved if no response is received by us within 30 days of request
- 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; recognized player formats include WindowsMedia™ and QuickTime™
- Store and stream all videos on CGI's dedicated server
- 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 City website, including any alternate versions of City's homepage, for different devices, by providing HTML source code for a graphic link to be prominently displayed on the **www.hiawatha-iowa.com** website homepage
- Grant to City 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
- Afford businesses the opportunity to purchase various digital media products and services from CGI and its affiliates

**During the term of this Agreement, the City shall:**

- Provide a letter of introduction for the program on City's letterhead
- Assist with the content and script for the Community Video Program
- Grant CGI the right to use City's name in connection with the preparation, production, and marketing of the Program
- Display the "Community Video Program" link prominently on its **www.hiawatha-iowa.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 Program
- Agree that the town 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 right for use in any video or other display comprising this program.

**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. 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.**

| **The City of Hiawatha, IA** | **CGI Communications, Inc.** |
|---|---|
| **Signature:** | Nicole Rongo |
| **Name (printed):** | **Name (printed): Nicole Rongo** |
| **Title:** | **Title: Vice President of Marketing and Acquisitions** |
| **Date:** | **Date: October 25, 2016** |

DATE

Dear Valued Business Owner:

Hiawatha is excited to announce the continued partnership with CGI Communications, Inc. to create a series of professionally produced online videos to highlight everything our community offers residents, visitors, and business owners.

In addition to creating the videos, CGI is ensuring they are seen. Mobile devices have shifted the landscape of business, making it more important than ever to embrace technology as residents of Hiawatha are able to stream high quality video on every device. For many businesses, getting noticed online can be a challenge, however, **utilizing video dramatically improves visibility** and **drives more action to your website** than static pages; the demand for video climbing even higher for users on mobile devices.

With an easily viewable interface on the official city website, this video program will encourage viewers to learn more about area attractions, economic development opportunities, quality of life, and the businesses supporting the program. In addition, the city's official website will backlink to CGI's www.elocallink.tv, which hosts the Video Tour.

We are dedicated to highlighting the advantages of living and working in Hiawatha; advantages that include access to our wonderful business community; and we feel that this video program can be widely successful. We encourage you to consider participating in this city-wide program as it provides an exciting opportunity to showcase your business and utilize the power of video on your own websites and social media pages.

To learn more about sponsorship opportunities or to request an appointment please e-mail BrandonB@cgicommunications.com.

Best Regards,

Signatory
Title

**DRAFT**

**RESOLUTION NO. 16-**
City Council

**RESOLUTION APPROVING RENEWAL OF A THREE (3) YEAR AGREEMENT WITH CGI COMMUNICATIONS, INC. FOR THE CONTINUATION OF A STREAMING ONLINE COMMUNITY MARKETING VIDEO PROGRAM**

WHEREAS, on February 20, 2013, City Council passed Resolution #13-056, approving a renewable agreement with CGI Communications, Inc. to take advantage of a free online community marketing video program, at no cost to the City, and

WHEREAS, City Staff desires to renew a three (3) year agreement with CGI Communications, Inc. at no cost to the City, where CGI Communications, Inc. will reach out to local businesses to provide additional sponsorship for the program, bring a videographer to City locations to shoot new footage to update video content, complete necessary edits and production, and provide a new link to display the videos on the City website, and

WHEREAS, City Council believes a continued partnership with CGI Communications, Inc. for streaming online marking videos, showcasing Hiawatha community assets and attributes and providing local businesses the opportunity to advertise, is a great service to the City of Hiawatha and area businesses alike, and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF HIAWATHA, IOWA to authorize City Staff to renew a three (3) year agreement with CGI Communications, Inc. of Rochester, New York to continue a streaming online community marketing video program including updating video content at no cost to the City including local business sponsorship.

AYES:
NAYS:
ABSENT:

PASSED AND APPROVED this 16th day of November, 2016.

_____
Bill Bennett, Mayor

ATTEST:

_____
Kelly Kornegor, City Clerk