

CITY OF SULTAN  
AGENDA ITEM COVER SHEET

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Agenda Item :                    Presentation  
Date:                                March 12, 2009  
SUBJECT:                         Develop Web Video for the City Web Site

CONTACT PERSON:   Donna Murphy Grants and Economic Development Coordinator

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ISSUE:

Introduce CGI Communications Inc. Web Site Community Video to City Council.

SUMMARY STATEMENT:

At the Council Retreat in 2008 it was determined that Economic Development and marketing Sultan is a primary Budget Theme for the City Council.

CGI Communications Inc. partnered with the US Conference of Mayors and Association of Washington Cities to produce and post videos on city web sites. This is a **FREE** service to the City and the fees are covered by the businesses sponsoring the project in exchange for having a static copy of their logo bordering the video.

In September, 2008 CGI worked with Mayor Eslick and Donna Murphy to develop a custom video with 4 chapters:

1. Introduction/Welcome message from the Mayor
2. Overall photos and video showing the flavor and opportunities of the City
3. Quality of life
4. Economic Development opportunities and marketing the City.

The video is stored and streamed from CGI's dedicated server so the City's server is not affected. One click will show the video.

The contract with CGI Communications Inc. is a 3 year program. At renewal a new video will be produced.

Following the presentation, staff is prepared to take comments from Council.

FISCAL IMPACTS:

Staff time working with the production company. Positive fiscal impacts include World Wide Web exposure of a live video on the City's web site and marketing opportunities for Economic Development in Sultan.

