



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

From: Jason Simpson, City Manager

Prepared by: Alex Teahen, Management Analyst

Date: June 14, 2022

Subject: Professional Services Agreement with Creative Industries Media Group for Video Production Services

Recommendation

Approve and authorize the City Manager to execute a Professional Services Agreement with Creative Industries Media Group for Video Production Services in an amount not to exceed \$40,000 per year for three years with two twelve-month extension options, in such final form as approved by the City Attorney.

Background

Since 2014, the City has utilized Creative Industries Media Group for video production services. The City uses contract services for video production services to capture and showcase key special events, activities, achievements, community attractions, and milestones throughout the year. This includes filming, editing, and producing the Annual State of the City Address and related economic development and informational videos.

Videos are a key component of the City's public information and economic development efforts by capturing, showing, and telling a story about the progress and success occurring within the City. These videos stream on social media, government education channels, and at special events. More than 250,000 people have viewed some of the City's economic development videos. Also, all of the City's video footage is collected, archived, and logged appropriately to provide a historical record of the events occurring within the City over time.

Discussion

Video production services will include regular, ongoing activities as well as any additional unexpected projects and/or special projects such as footage of Launch Pointe and/or educational videos on critical City services like road improvement methodologies.

The City Manager's Office has been satisfied with Creative Industries Media Group's performance and services and recommends the City Council approve this agreement to ensure ongoing, on-call video services for the City.

Fiscal Impact

Funds for \$40,000 have been budgeted for Video Services in the FY22-23 Operating Budget.

Exhibits

- A – Professional Services Agreement
- B – Scope of Services