



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

From: Grant Yates, City Manager

Prepared by: Nicole Dailey, Senior Management Analyst

Date: July 10, 2018

Subject: Amendment No. 4 – Extension of Agreement for Contract Services for Production Video

Recommendation

Approve and authorize the City Manager to execute Amendment No. 4 to the Contractor Service Agreement with Production Video to allow for a two (2) year renewal term in an amount not to exceed \$16,000 per year, in such final form as approved by the City Attorney.

Background

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

The City entered into an annual agreement with Production Video to provide these services on July 1, 2014 for an amount not to exceed \$15,000, which was billed on a per project basis. Amendment No. 1 was executed on July 1, 2015 for an additional one year and was amended to be billed on a retainer basis not to exceed \$14,000. Amendment No. 2 dated July 1, 2016 extended the contract for another one (1) year term not to exceed \$15,000. And, subsequently, Amendment No. 3 dated July 1, 2017 extended the contract for another year at the same amount.

It should be noted that by billing on an annual retainer basis Production Video has greatly discounted its hourly rates to accommodate more regular, on-call video services including the creation of short videos upon request.

Discussion

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 are used on social media, government education channels and special events. Some of the City's economic development videos have been viewed by more than

Production Video Agreement

250,000 people. In addition, 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.

The Amendment No. 4, Exhibit A, extends the Agreement for video production services by another two-year term through June 30, 2020.

The City Manager's Office has been satisfied with Production Video's performance and services and recommends the City Council approve this extension to ensure ongoing, on-call video services for the City.

Fiscal Impact

Funds in the amount of \$16,000 have been allocated for Video Services for FY 18/19 and will be included for FY 19/20.

Exhibits

- A – Amendment No. 4 for Production Video
- B – Amendment No. 3 for Production Video
- C – Amendment No. 2 for Production Video
- D – Amendment No. 1 for Production Video
- E – Original Agreement for Production Video