

TOWN OF NOLENSVILLE  
POST OFFICE BOX 547  
NOLENSVILLE, TENNESSEE 37135

**RESOLUTION 16-04**

**A RESOLUTION TO ENTER INTO AN AGREEMENT WITH CGI  
COMMUNICATIONS, INCORPORATED FOR VIDEO PRODUCTION AND  
MARKETING SERVICES**

**WHEREAS**, the Internet is an essential tool used to inform and interact with citizens, businesses, and visitors; and,

**WHEREAS**, the Town's Website provides the opportunity to showcase the unique characteristics of Nolensville's community, local businesses, and quality of life; and,

**WHEREAS**, the Town of Nolensville desires to partner with local businesses in cross-promotion, utilizing technology compatible with its Website; and,

**WHEREAS**, CGI Communications, Incorporated provides cost-free community video production, editing, storing, and streaming programs to municipalities for website marketing purposes; and,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF MAYOR AND  
ALDERMEN OF THE TOWN OF NOLENSVILLE, TENNESSEE AS FOLLOWS:**

Section 1. The Mayor, or his designee, is hereby authorized to enter into an agreement with CGI Communications, Incorporated for an online community video program as described in the documents attached to and made part of this resolution.

Section 2. There is no cost to the Town of Nolensville for the services provided by CGI Communications, Incorporated.

**RESOLVED** this 4th day of February, 2016.

\_\_\_\_\_  
Jimmy Alexander, Mayor

\_\_\_\_\_  
Kali Mogul, Town Recorder

Passed: \_\_\_\_\_

# The 2015 Community Video Program

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

Name: Ken Mc Lawhon  
Title: Town Administrator  
Address: 7218 Nolensville Rd  
Town, State, Zip: Nolensville, TN 37135  
Phone: 615 776 6693  
Email: [kmclawhon@nolensvilletn.gov](mailto:kmclawhon@nolensvilletn.gov)  
Website: [www.nolensvilletn.gov](http://www.nolensvilletn.gov)

This agreement is between CGI Communications, Inc. ("CGI") and the Town of Nolensville (the "Town") 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 viewing via a link on the [www.nolensvilletn.gov](http://www.nolensvilletn.gov) homepage, including any alternate versions of your homepage, for viewer access on different devices.

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

- Produce video content with subject matter that includes but is not limited to: Welcome, Quality of Life/Wellness and two additional videos of their choice
- Provide one Community Organizations chapter to promote charities, nonprofits and community development organizations
- Provide script writing and video content consultation
- Have a videographer come to your location to film 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 your approval (up to 3 sets of revisions allowed). Any request for approval of revision, including final draft, shall be deemed approved if no response received by us within thirty (30) days of request
- Provide our patented OneClick™ Technology and encoding of 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
- Have the duration of sponsor participation be one year and CGI is solely responsible for sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- Facilitate viewer access of the Community Video Program from your website, including any alternate versions of your homepage for different devices, by providing HTML source code for a graphic link to be prominently displayed on the [www.nolensvilletn.gov](http://www.nolensvilletn.gov) website homepage as follows: "Coming Soon" graphic link designed to coordinate with existing website color theme to be provided within 10 business days of execution of this agreement "Community Video Program" graphic link to be provided to replace the "Coming Soon" link upon completion and approval of videos
- Own copyrights of the master Community Video Program
- Assume all cost for the Community Video Program
- Honor any request for termination of sales upon 30 day notice and only if the Town continues to provide the Community Video Program linkage from its homepage for the duration of this agreement

## During the term of this Agreement, the Town of Nolensville shall:

- Provide a letter of introduction for the program on its letterhead
- Assist with the content and script for the Community Video Program
- Grant CGI the right to use Town name in connection with the preparation, production, and marketing of the Program
- Display the "Coming Soon" graphic link prominently on the [www.nolensvilletn.gov](http://www.nolensvilletn.gov) homepage within 10 business days of receipt of HTML source code
- Display the "Community Video Program" link prominently on its [www.nolensvilletn.gov](http://www.nolensvilletn.gov) homepage, including any alternate versions of your home page, for viewer access on different devices for the entire term of this agreement
- Feature business sponsors around the perimeter of video panels
- Allow businesses to purchase various digital media products and services from CGI and its affiliates
- 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 only
- Represent and warrant that any and all photographs, videos, and other content it submits to us for use in any video or other production does not infringe on any third party's copyrighted material, trademark or other intellectual privacy or publicity rights and shall defend and indemnify us from any such claim or action

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.

We, the undersigned, have read and understand the above information and have full authority to sign this agreement.

The Town of Nolensville, TN

CGI Communications, Inc.

Signature:



Name (printed):

Name (printed): Nicole Rongo

Title:

Title: Vice President of Marketing and Acquisitions

Date:

Date: October 15 2015

DATE

Dear Valued Business Owner:

The Town of Nolensville is excited to announce a new 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 a community with 4G LTE coverage the Town of Nolensville is ready to embrace the mobile revolution, as residents 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, with the demand for video climbing even higher for users on mobile devices.

With an easily viewable interface on the official town 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 town's official website will backlink to CGI's [www.elocallink.tv](http://www.elocallink.tv), which hosts the Video Tour.

We are dedicated to highlighting the advantages of living and working in the Town of Nolensville; 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 town-wide program as it provides an exciting new opportunity to showcase your business as part of this official town program, and affords all business owners the opportunity to 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@cgicomunications.com](mailto:BrandonB@cgicomunications.com).

Best Regards,

Signatory  
Title



## FREQUENTLY ASKED QUESTIONS

### **Who is CGI Communications, Inc.?**

*Formed in 1988, CGI Communications, Inc. is a leading provider of high-impact marketing solutions to communities and small businesses. CGI is one of Upstate New York's top growth companies, receiving the Top 100 Award for 6 years since 1999 in the Greater Rochester Area.*

### **Are there any hidden costs?**

*No. There is never a point where your municipality will ever see an invoice for any services we provides.*

### **What if no businesses sign up for sponsorship?**

*Even if zero sponsors participate, your Community will still receive the program at no cost. There is no threshold or minimum sponsorship requirement.*

### **How long does the video production take?**

*Video production is typically takes 10 to 14 weeks from inception to completion.*

### **What is the relationship between CGI and the United States Conference of Mayors, the National League of Cities, and National Association of Counties?**

*CGI works closely with the USCM and NLC to provide a myriad of digital marketing tools to showcase and promote individual municipalities nationwide. Our Community Showcase Program is an opportunity that both members and non-members can participate in. In addition, CGI is a Premier Corporate Member of NACo and have partnered with hundreds of counties on our County Showcase Program.*

### **Who fulfills the sponsorship element of the Community Video Program?**

*CGI takes care of all sponsorship fulfillment, however if your community would like to recommend businesses that you would like to see have first right of refusal, we encourage and welcome you to do so.*

### **Do we have a choice of what season we are filmed in?**

*Absolutely! It is our goal to film municipalities in the season you feel best represents your community as a whole. Keep in mind however, being a free program our production calendar fills up quickly no matter what time of year.*

### **Do we need an Official Representative in our Welcome video?**

*Absolutely not! It is your community's choice on whether or not you would like to have a civic leader represented in the welcome video.*

### **Does our city have a choice in what type of establishments can participate in the sponsorship fulfillment?**

*Of course! Your community has a say in the types of businesses that are featured. We simply need to know prior to the beginning of the sponsorship fulfillment campaign. For further information, please request CGI's Sponsor Policy.*

### **Is there a special rate for non-profit organizations that want to get involved?**

*We provide a Community Organizations chapter that creates an opportunity for local non-profits to garner exposure on our program at no-cost.*