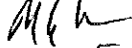


To: Cape Elizabeth Town Council

From: Michael K. McGovern

Re: Website Video Opportunity 

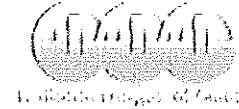
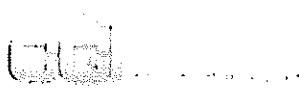
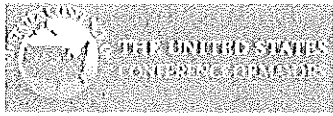
Date: July 6, 2011

Attached is material related to an opportunity to have a professional company endorsed by the National League of Cities and the US Mayors Association provide professional quality videos for our web site at no cost to the Town.

The agreement would be for three years and the videos would be paid for by sponsors whose links show up as part of the frame of the videos.

I think this is a good experiment for us to try for three years. It would enhance our website offerings and might also be of assistance to local businesses.

I look forward to answering any questions you may have.

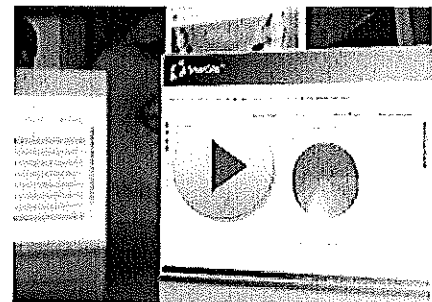


## The Future of Online Communications

CGI Communications, Inc. will work hand in hand with your municipality to produce a series of professionally designed videos to showcase your community to residents, families, businesses and visitors to the area. This video series will give your Mayor and/or other City official the opportunity to introduce and welcome your online audience to your community! In addition, the videos will also highlight all the assets and attributes that your community has to offer such as Education, Healthcare, Recreation, Business and Industry, and many more!

### Why Participate?


1. In today's everchanging world our program gives municipalities the opportunity to keep up with technology.
2. Fully produced professional videos.
3. All video content is hosted by CGI and is linked directly from your website.
4. Free program for all participants.
5. CGI does it all for you!



**Video Tourbook**  
CGI Communications will work hand in hand with your municipality to produce a series of professionally designed videos to showcase your community to residents, families, businesses and visitors to the area.


**Community Showcase**  
This video series will give your mayor and/or other city official the opportunity to introduce and welcome your online audience to your community! In addition, the videos will also highlight all the assets and attributes that your community has to offer such as Education, Healthcare, Recreation, Business and Industry, and many more!

**Smartconnect™**  
CGI's Tracking technology will allow your municipality to track all video activity through our SmartTrack™ technology. Providing information to better tailor your official website to accommodate the needs of your online audience.



**Scott Hancock**  
Executive Director

**VMail Capabilities**  
Allow your municipality the ability to email your video content out to all of your future residents, families and businesses inquiring about information on what your community has to offer!



**SmartCast™ Podcasting**

Community has opened up information and internet uses. More people than ever before are on the internet and looking to communicate. Take advantage today!



**Bruce Kelly**  
Vice Mayor of Altoona, PA

**Testimonials**  
Take a moment to listen to testimonials from some of our clients!

(c) 2010 CGI Communications, Inc. All Rights Reserved.

## Community Video Tour Book Agreement

CGI Communications, Inc. ("CGI")  
 130 East Main Street, 8th Floor  
 Rochester, NY 14604  
 (800) 398-3029 phone  
 (866) 429-8611 fax

Name: Mike McGovern  
 Title: Town Manager  
 Address: P.O. Box 6260  
 City, State, Zip: Cape Elizabeth, ME  
 Phone: 207-799-5251  
 Email: Cetm@maine.rr.com  
 Website: <http://www.capeelizabeth.com>

This agreement is between CGI and the Town of Cape Elizabeth ("Town") and shall remain in effect from the date it is signed by both until the third anniversary of the date that the completed and approved Community Video Program is made available for viewing via the <http://www.capeelizabeth.com> -website homepage for viewer access. This Agreement shall automatically renew at the end of a successive three (3) year period unless either party gives written notice of its intention to terminate at least sixty (60) days prior to the current term. Any termination or modification of this Agreement shall not take effect until the expiration of the current term.

CGI Communications, Inc. and its eLocalLink division shall provide a Community Video Program as follows:

- Website Welcome video from your Mayor or other civic leader and an Education, Quality of Life, and Real Estate/Relocation (approx. 1 minute in duration)
- Up to 5 additional videos to showcase various aspects of your community and/or organization (providing a total of 5 minutes of highlight videos)
- Script writing and video content consultation
- A videographer will come to your location to film videos
- All aspects of video production and editing, from raw footage to final video including professional voiceovers and background
- Final draft of Community Video Program content subject to your approval
- Patented OneClick™ Technology and encoding of all videos into multiple streaming digital formats to play on all computer system browsers, and Internet connection speeds; recognized player formats include WindowsMedia® and QuickTime®
- Store and stream all videos on CGI's dedicated server
- Business sponsors allowed on the perimeter of video panels
- Duration of sponsor participation will be one year and eLocalLink is solely responsible for annual sponsorship fulfillment including related aspects of marketing, production, printing, and distribution
- Viewer access of the Community Video Program from your website shall be facilitated by eLocalLink providing HTML source graphic link to be prominently displayed on the City 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; "Video Tour Book" graphic to be provided to replace the "Coming Soon" link upon completion and approval of videos
- eLocalLink will own copyrights of the master Community Video Program
- City will assume no cost or liability for this project

Program Add-On if signed and received by July 15<sup>th</sup>, 2011:

- Encoding, hosting, and streaming of additional 5 minutes of video per month. Finished video content will be provided to CGI Town of Cape Elizabeth.
- SmartTrack™ measurement and tracking ability

The City shall provide or agree to the following:

- A letter of introduction for the program on City's letterhead
- Assistance with the content and script for the Community Video Program
- The right of eLocalLink to use City's name in connection with the preparation, production, and marketing of the program set forth in this agreement
- The right to display the "Video Tour Book" link to be no less than 150 by 400 pixels prominently on the Town of Cape Elizabeth homepage for the term of this agreement
- In the event contract signatory changes, this Agreement shall remain valid until the agreed upon expiration/renewal date
- Exclusive streaming video rights for the program described herein only

This Agreement constitutes the entire agreement of the parties and supersedes any and all prior communications, understandings, agreements, whether oral or written. No modification or claimed waiver of any provision shall be valid except by written amendment by the parties herein.

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

Town of Cape Elizabeth

Signature: \_\_\_\_\_

CGI Communications, Inc.

Signature:  \_\_\_\_\_

Dear Town of Cape Elizabeth Business Owner:

The Town of Cape Elizabeth is excited to announce the launch of a new program that we feel will have a significant impact on the promotion of our wonderful community. We have entered into a three year agreement with CGI Communications to produce a series of streaming online videos highlighting all our community has to offer its residents, visitors, and businesses.

CGI is a leader in online marketing solutions, working with thousands of communities and businesses nationwide. With an easily viewable interface on the official city website (<http://www.capeelizabeth.com>), their video showcase will engage viewers in learning more about area attractions, economic development opportunities, quality of life, and so much more. The Town of Cape Elizabeth is dedicated to highlighting the advantages of living and working in our community, and we feel that this program can do just that!

In addition, CGI will be contacting members of our local business community to offer participation in the program, as well as an opportunity to learn more about CGI's innovative new digital media products for businesses.

We encourage you to consider supporting the program, and learning more about all that CGI has to offer.

Sincerely,

Name  
Title



## Community Movie Program Sponsorship Policy

It is the policy of CGI Communications/e-LocalLink not to solicit or otherwise provide sponsorship opportunities to any business or organization that may be perceived as offensive. These types of establishments include, but are not limited to, adult bookstores/entertainment, pawnshops, and tattoo/piercing parlors.

Additionally, the participating community may advise CGI Communications/e-LocalLink of specific businesses to be disallowed as sponsors. The participating community must advise CGI Communications/e-LocalLink of this information in writing PRIOR to the beginning of the sponsorship solicitation campaign.

As a privately owned company, independent of the participating community, CGI/e-LocalLink can eliminate from consideration those companies and organizations it deems inappropriate. The participating community is not responsible for actions taken by CGI/e-LocalLink in eliminating from consideration those businesses and organizations CGI/e-LocalLink has deemed inappropriate.