



## REPORT TO CITY COUNCIL

**To:** Honorable Mayor and Members of the City Council

**From:** Jason Simpson, City Manager

**Prepared by:** Shannon Buckley, Assistant City Manager

**Date:** May 14, 2024

**Subject:** Amendment No. 1 to the Professional Services Agreement With Creative Industries Media Group for Video Production Services.

### **Recommendation**

Approve and Authorize the City Manager to execute Amendment No. 1 to the Professional Services Agreement with Creative Industries Media Group for \$40,000 plus an additional \$12,000 in 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 various 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**

In response to the City Council's directive to enhance public communication efforts, City staff have engaged the services of Creative Industries Media Group to produce monthly podcasts, Facebook Live streams, Lake Management Plan videos, and other Public Service Announcements (PSAs). The utilization of Creative Industries Media Group has significantly

increased over the past year to meet this demand. As a result, there is an unanticipated need for additional funds to sustain the continued utilization of their services.

The City Manager's Office has been satisfied with Creative Industries Media Group's performance and services and recommends the City Council approve amendment No. 1 to the existing agreement to ensure the ongoing creation of content for communications with the public.

**Fiscal Impact**

Amendment No. 1 to the Professional Services Agreement with Creative Industries Media Group will result in a cost of an additional \$12,000.

**Attachments**

Attachment 1 - Amendment No. 1

Attachment 2 - Original Professional Services Agreement