



# The Town of Elsmere

11 Poplar Avenue, Elsmere, Delaware 19805

Phone (302) 998-2215 Fax (302) 998-9920

**FILE COPY**

July 02, 2015

Mayor

Steven E. Burg

1<sup>st</sup> District Councilman  
President Pro-Tempore

John Jaremchuk Jr.

2<sup>nd</sup> District Councilwoman

Patricia Frantz

3<sup>rd</sup> District Councilman

Robert Kacperski

4<sup>th</sup> District Councilman

Charles McKewen

5<sup>th</sup> District Councilwoman  
Secretary of Council

Joann I. Personti

6<sup>th</sup> District Councilwoman

Deborah A. Norkavage

Town Treasurer

Paul Chalfant

City Solicitor

Edward McNally

Dear Valued Business Owner:

The Town of Elsmere is excited to announce a 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.

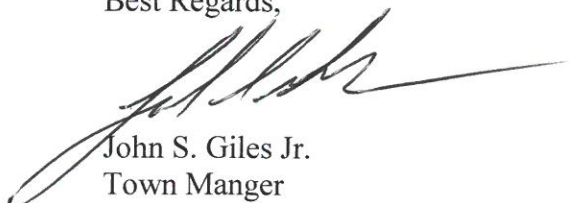
In addition to creating the videos, CGI is ensuring they are seen. Mobile devices have shifted the landscape of business, making it more important than ever to embrace technology. As a community with 4G LTE coverage The Town of Elsmere is a ready to embrace the mobile revolution, as residents are able 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 city 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, Google prioritizes municipal websites like ours [www.elsmere.delaware.gov](http://www.elsmere.delaware.gov), and we will be back-linking CGI's [www.elocallink.tv](http://www.elocallink.tv) site to our own.

We are dedicated to highlighting the advantages of living and working in The Town of Elsmere; 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 city-wide program as it provides an exciting new opportunity to showcase your business as part of this official city program, and affords all business owners the opportunity to utilize the power of video on your own websites and social media pages.

A representative from CGI Communications will be contacting you to provide detailed information regarding their video products, mobile video apps, and other services to enhance your online presence.

Best Regards,



John S. Giles Jr.  
Town Manger

**A Council – Manager Municipality**  
**Located on the Net at [elsmere.delaware.gov](http://elsmere.delaware.gov)**

# 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: John S. Giles  
Title: Town Manager  
Address: 11 Poplar Ave  
Town, State, Zip: Elsmere DE, 19805  
Phone: (302) 998-2215  
Email: [jgiles@townofelsmere.com](mailto:jgiles@townofelsmere.com)  
Website: [www.townofelsmere.com](http://www.townofelsmere.com)

This agreement is between CGI Communications, Inc. ("CGI") and the Town of Elsmere (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.townofelsmere.com](http://www.townofelsmere.com) homepage, including any alternate versions of your homepage, for viewer access on different devices.

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

- Produce One Welcome video from your Mayor or other civic leader
- Produce up to three additional videos to showcase various aspects of your community, for a total of (four) 1 minute community highlight videos
- 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 to two years 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.townofelsmere.com](http://www.townofelsmere.com) 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

## Program add-ons will include:


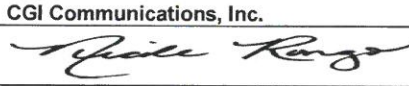
- The code to generate the mobile video responsive layer to play your Welcome video

## During the term of this Agreement, the Town of Elsmere 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's name in connection with the preparation, production, and marketing of the Program
- Display the "Coming Soon" graphic link prominently on the [www.townofelsmere.com](http://www.townofelsmere.com) homepage within 10 business days of receipt of HTML source code
- Display the "Community Video Program" link prominently on its [www.townofelsmere.com](http://www.townofelsmere.com) 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 Elsmere, DE	CGI Communications, Inc.
Signature: 	
Name (printed): JOHN S. GILES JR.	Name (printed): Nicole Rongo
Title: TOWN MANAGER	Title: Vice President of Marketing and Acquisitions
Date: 07-02-15	Date: July 2 2015



130 East Main Street, 5<sup>th</sup> Floor - Rochester, NY 14604  
Phone: 585-427-0020 • Toll Free: 800-398-3029  
Fax: 866-429-8611

#### PROJECT INFORMATION:

Community / Organization: Town of Elsmere  
Address: 11 Poplar Avenue, Elsmere, DE 19805  
Web address for video link: [www.townofelsmere.com](http://www.townofelsmere.com)  
Mayor / City Manager / Leader of Council / Executive: Steven Burg, Mayor

#### CONTACT INFORMATION:

Primary Contact Name: John Giles  
Title: Town Manager  
Address: 11 Poplar Avenue, Elsmere, DE 19805  
Phone: 302-998-2215  
Fax: 302-998-9920  
Email: [jgiles@townofelsmere.com](mailto:jgiles@townofelsmere.com)

Secondary Contact Name: Diana Reed  
Title: Administrative Assistant  
Street address: 11 Poplar Avenue, Elsmere, DE 19805  
Phone: 302-998-2215  
Fax: 302-998-9920  
Email: [diana.reed@townofelsmere.com](mailto:diana.reed@townofelsmere.com)

Information Technology Director/Webmaster: Diana Reed  
Address: 11 Poplar Avenue, Elsmere, DE 19805  
phone: 302-998-2215  
fax: 302-998-9920  
email: [diana.reed@townofelsmere.com](mailto:diana.reed@townofelsmere.com)

Public Information/Communications Dept. Name: n/a  
Address: n/a  
phone: n/a  
fax: n/a  
email: n/a

Movie Topics: Small Town, Business Opportunities, Things to do.

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\*\*\* TX REPORT \*\*\*  
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