

RESOLUTION NO. 2012-79

RESOLUTION BY THE EXECUTIVE COMMITTEE AUTHORIZING RACINE COUNTY TO PARTICIPATE IN THE NACO-SPONSORED VIDEO "COUNTY SHOWCASE" PROGRAM WITH CGI COMMUNICATIONS, INC

To the Honorable Members of the Racine County Board of Supervisors:

BE IT RESOLVED by the Racine County Board of Supervisors that Racine County's engagement with CGI Communications, Inc. and participation in the NACO-endorsed County Video Showcase Program, is authorized and approved. The brief description of the program is attached as "Exhibit A."

BE IT FURTHER RESOLVED by the Racine County Board of Supervisors that any two of the County Clerk, the County Executive and/or the County Board Chairman are authorized to execute any contracts, agreements or any other documents necessary to carry out the intent of this resolution.

Respectfully submitted,

1st Reading _____

EXECUTIVE COMMITTEE

2nd Reading _____

Peter L. Hansen, Chairman

BOARD ACTION

Adopted _____

For _____

Against _____

Absent _____

Russell A. Clark, Vice Chairman

Robert N. Miller, Secretary

VOTE REQUIRED: Majority

Prepared by:
Corporation Counsel

Mark M. Gleason

Katherine Buske

Ronald Molnar

Kenneth Hall

Q.A. Shakoor, II

Pamela Zenner-Richards

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6 **The foregoing legislation adopted by the County Board of Supervisors of**
7 **Racine County, Wisconsin, is hereby:**

8 **Approved: _____**

9 **Vetoed: _____**

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11 **Date: _____,**

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14 _____
15 **James A. Ladwig, County Executive**

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20 **INFORMATION ONLY**

21
22 **WHEREAS**, The County Video Showcase Program is a cost-free program that will
23 be filmed and produced by CGI Communications, Inc of Rochester, NY and made
24 available to all visitors to the Racine County website; and

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26 **WHEREAS**, the National Association of Counties (NACO) has endorsed this economic
27 development opportunity that currently has 13 counties from Wisconsin participating, including
28 Brown, Door, Eau Claire and Walworth counties to name a few; and

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30 **WHEREAS**, local businesses will be solicited by CGI to participate and promote their
31 business and Racine County will be asked to endorse the program on behalf of CGI.
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Summary of County Video Showcase Program

CGI Communications, Inc. is offering an opportunity for your County to take advantage of a cost-free video program to enhance the County's official website.

Our Streaming Video TourBook is an invaluable tool for the County to enhance its website by adding a video welcome message, and to showcase your County in a powerful, new and innovative way. We will come to your location to film the necessary footage to fully produce a Welcome video PLUS additional County highlight videos on topics such as relocation, business and industry, education, quality of life, etc. The program will be customized to showcase the best of what your County has to offer to residents, visitors, and your business community. Also with the click of a button you will be able to send your whole video interface to anyone in the world with an email address. The videos will not come in as an attachment or a download, they will automatically buffer and play for the end user. Whether it be a recruiter, site locator, future resident, or visitor you will now have a powerful and cutting edge way to answer all questions about your community! In addition the County will be able to track video viewership on their website through our SmartTrack™ technology. Our innovative tracking technology will show you not only which video has been viewed and when, but also what city, state or country it was viewed from, allowing the County to further tailor their website to meet the individual needs of the end user.

To view examples of our Video Tour Book, please click here:

<http://www.co.merced.ca.us/>

In addition to the videos we will produce for and about your County, we will also provide your local business community with the opportunity to utilize our technology by having their own video produced for them if they so choose thus providing them with a cutting edge way to showcase and promote themselves! It is solely CGI's responsibility to offer your local businesses an opportunity for participation. The County bears no liability whatsoever. The addition of this Video Tour Book will truly make your County's website the focal point on the Internet for information about your area.

Whether you are actively promoting tourism, recruiting businesses for economic development, or simply looking for ways to provide the public with additional information about your County, this is a progressive opportunity to assist you with achieving your marketing objectives. With no financial investment from County funds, we've eliminated the need for lengthy budget meetings and approval processes, therefore allowing us to begin production immediately!

Thank you for taking the time to review our proposed program for your County. We look forward to working with you!

Amy Curran
Marketing Executive
800-398-3029 x 589
amyc@cgicomcommunications.com