City of Carroll

112 E. 5th Street Carroll, Iowa 51401-2799 (712) 792-1000 FAX: (712) 792-0139

MEMO TO: Honorable Mayor and City Council Members

FROM: Mike Pogge-Weaver, City Manager MPW

DATE: June 21, 2017

SUBJECT: Community Video Collaboration with Daily Times Herald

Last winter, the City was approach by a firm that develops on-line community videos. The videos are produced by the firm at no cost to the City with 4 to 6 short videos on the community. The videos are hosted on the firm's website with a link on the City's website to the videos. The firm in turns places advertising with videos to cover their costs. A few communities that have produced these types of community videos include:

Des Moines	https://www.dmgov.org/ link located on bottom left corner
West Des Moines	http://www.wdm.iowa.gov/ link located right side - mid part of page
Fort Dodge	https://www.fortdodgeiowa.org/ link located on bottom right corner

In passing I mentioned this project to Doug Burns from the Daily Times Herald who expressed an interest taking on such a project for the City of Carroll. With their access to photos and history on Carroll it appeared to be a natural fit to work with them as a local firm on the project. Attached is a proposal from the Daily Times Herald to take on this project.

In general terms, the Daily Times Herald would develop scripts for the videos (subject to City approval), shoot and produce the videos, and place them on a website that the City would link to. They propose a 3-year arrangement to in order recoup their cost in producing the videos, which is the same commitment that the first firm would require.

RECOMMENDATION: Discuss and consider approving a collaboration with the Daily Times Herald to develop community videos for the City of Carroll.

Collaboration with Daily Times Herald on Promotional Videos

To: City manager, elected officials
From: Douglas Burns, co-owner, Carroll Daily Times
Re: Video promotions of city
Date: June 12, 2017

The Daily Times Herald has hundreds of videos, an archive of tens of thousands of photos and hundreds of thousands of local stories.

We intend to work in cooperation with a joint staff person for Iowa Public Television and our newspaper group this summer to shoot videos promoting the city that will be accessible from the City of Carroll's website with a high-profile one click, and produced and stored with our digital partners in Atlanta and Wisconsin on our sites, at our expense. There is no proposed cost to the city.

The proposal includes videos related to the following subjects:

1. Why Carroll, Iowa? Why Carroll, Iowa NOW!
2. Parks and Recreation
3. Education
4. Business and Industry
5. Entertainment and Restaurants
6. Churches and Religion

We will update the videos periodically. This project carries no cost to the city other than collaboration time to shoot the videos with city information

and some staff participation. The Daily Times Herald will maintain advertising on the site related to the subject areas. The videos are intended to promote and celebrate the city. We believe the Daily Times Herald is best positioned for this project as we possess the above-mentioned unrivaled archive of photos and stories that will accompany the videos.

The Daily Times Herald is seeking a 3-year agreement. The city will have final say on any videos posted to the sites in collaboration with the newspaper.