



*The City of Fitchburg*  
*Massachusetts*  
OFFICE OF THE MAYOR

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May 4, 2016

RE: Citywide Marketing Video Project (“*CGI Communications*”)

Dear Fitchburg Business Community:

The City of Fitchburg is pleased and excited to announce a new partnership with marketing vendor ***CGI Communications, Inc.*** to produce a series of citywide promotional videos to showcase our community’s strongest assets and attributes. Through this unique project, CGI will create a series of professionally produced online videos to highlight everything that Fitchburg has to offer for residents, business owners and visitors.

Several themes will be featured by the video series, including: *Arts & Culture*, *Economic Development*, *Education*, *Recreation & Community Events*, and *Unique Places*. Through an easily viewable interface on the official municipal website, this video program will encourage viewers to learn more about local attractions, economic development opportunities, quality of life, and the businesses supporting the program. The city's website will backlink to CGI's [www.elocallink.tv](http://www.elocallink.tv), which hosts the *Video Tour* being created.

As you likely know, demand for fresh video content by the users of mobile devices is greater now than ever before. Businesses and organizations find that getting noticed online can be challenging, but fortunately the use of video imagery greatly improves that visibility and can drive traffic to your website. For this reason, promoting your business through Fitchburg’s citywide video project represents a mutually beneficial marketing opportunity.

Along with creation of the videos, CGI will assure that the finished product is viewed by a wide audience. This means not only desktop computer users but, most importantly, mobile devices users as it is increasingly important for today’s marketing materials to stream high-quality video content on every device type.

The video project will highlight the advantages of visiting, living in and working in Fitchburg. Your organization is encouraged to participate in this video project as an exciting opportunity to showcase your business while utilizing the power of video on your own website and social media pages.

To learn more about sponsorship opportunities or to request an appointment with CGI Communications, you can e-mail [BrandonB@cgicommunications.com](mailto:BrandonB@cgicommunications.com).

Best Regards,

A handwritten signature in black ink that reads "Mary Jo Bohart". The signature is written in a cursive, flowing style with a long horizontal stroke at the end.

Mary Jo Bohart  
*Economic Development Director*