

FREQUENTLY ASKED QUESTIONS

▶ **Who is CGI Communications, Inc.?**

Formed in 1987, CGI Communications, Inc. is the leading provider of high-impact marketing solutions to communities and small businesses. CGI is one of Upstate New York's top growth companies, receiving multiple Top 100 Awards in the Greater Rochester Area.

▶ **Are there any hidden costs?**

No, there is never a point where your municipality will see an invoice for any services we provide.

▶ **What if no businesses sign up for sponsorship?**

Even if zero sponsors participate, your community will still receive the program at no cost. There is no threshold or minimum sponsorship requirement.

▶ **How long is the production time line?**

The welcome video can be completed with in a few weeks upon request. The entire video production is typically about 12 -16 weeks, but can vary depending on what time of year filming is preferred.

▶ **What is the relationship between CGI and the United States Conference of Mayors and the National League of Cities?**

CGI works in partnership with the USCM and NLC to provide a myriad of digital marketing tools to showcase and promote municipalities nationwide. Our Community Showcase Video Program is an opportunity that both members and non-members can participate in.

▶ **Who fulfills the sponsorship element of the Community Showcase Video Program?**

CGI takes care of all sponsorship fulfillment, however if your community would like to recommend businesses to have the first right of refusal, we encourage and welcome you to do so.

▶ **Do we have a choice of what season we are filmed in?**

Absolutely! It is our goal to film municipalities in the season you feel best represents your community as a whole.

▶ **Do we need an Official Representative in our Welcome video?**

Absolutely not! It is your community's choice on whether or not you would like to have a civic leader represented in the welcome video.

▶ **Does our city have a choice in what type of establishments can participate in the sponsorship fulfillment?**

Of course! Your community has a say in the types of businesses that are featured. We simply need to know prior to the beginning of the sponsorship fulfillment campaign. For further information, please request CGI's Sponsor Policy.

▶ **Is there a special rate for non-profit organizations that want to get involved?**

We provide a Community Organizations chapter that creates an opportunity for local non-profits to garner exposure on our program at no-cost.

▶ **What is the GoCast Mobile App?**

GoCast gives you the power to record and upload videos to your official website and social media pages instantly! Operated right from your smart phone or device, GoCast allows you to record up to two minutes of video at a time with no limitation as to how often it's used. It is the perfect solution to adding new content to your website every day! From ribbon cuttings, festivals, departmental messages, emergency notifications, holiday greetings, event promotion...GoCast lets you capture it all.

