



City of **Montgomery**, *Alabama*

March 10, 2017

Dear Valued Business Owner:

The City of Montgomery is excited to announce the continued partnership with CGI Communications, Inc. to create a series of professionally produced online videos to highlight everything our community offers residents, visitors, and businesses.

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 residents of Montgomery are able to stream high quality video on every device. For many companies, getting noticed online can be a challenge, however, **utilizing video dramatically improves visibility and drives more action to your website** than static pages. The demand for video climbs even higher for users with mobile devices.

With an easily viewable interface on the official City of Montgomery 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, the city's official website will backlink to CGI's www.elocalink.tv, which hosts the Video Tour.

We are dedicated to highlighting the advantages of living and working in the Capital of Dreams; advantages that include access to our wonderful business community; and we feel this video program can be widely successful. We encourage you to consider participating in this city-wide program as it provides an exciting opportunity to showcase your business and utilize the power of video on your own websites and social media pages.

To learn more about sponsorship opportunities or to request an appointment please e-mail BrandonB@cgicomcommunications.com.

Sincerely,

A handwritten signature in blue ink that reads "Michael Briddell". The signature is written in a cursive, flowing style.

Michael Briddell
Director, Public Information
& External Affairs