



City of Boulder City

401 California Avenue
Boulder City, NV 89005
www.bcnv.org

November 25, 2014

Dear Valued Business Owner:

Boulder City is excited to announce a partnership with CGI Communications, Inc. to produce a series of online videos that highlight everything our community has to offer residents, business owners, and visitors.

Media technology has changed the world we live in and businesses must adapt or risk falling behind. For many businesses, getting noticed online is a challenge, particularly when competing against big brands with large marketing departments and seemingly endless budgets. However, more and more local companies are finding success cutting through the clutter using online video.

Statistics show that **utilizing video dramatically improves online visibility and drives more action to your website** than plain images and text. According to the BIA Kelsey Group, viewers engage more after watching a video, with clicks for more information increasing by 30-40% and phone inquiries increasing by 16-20%.

With an easily viewable interface on the official city website (www.bcnv.org) this video program will encourage viewers to learn more about area attractions, economic development opportunities, quality of life, and so much more. Boulder City is dedicated to highlighting the advantages of living and working in our community, and we feel that this video program can do just that!

A representative from CGI Communications will be contacting you to educate you further on their digital marketing tools and how to enhance your online presence. We encourage you to consider participating in this program as it provides an exciting new opportunity to showcase your business and our community.

Best Regards,


J. David Fraser
City Manager

JDF:nbs