



City of Baker

"Great American Hometown"

OFFICE OF THE MAYOR

DARNELL WAITES

September 12, 2018

Dear Valued Business Owner:

The City of Baker is excited to announce our new partnership with CGI Communications, Inc. CGI will be creating a new series of professionally-produced videos to highlight everything our parish has to offer residents, visitors, and business owners.

In addition to creating the videos, CGI is ensuring they are seen. Residents of Baker stream high-quality video on every device, so it is more important than ever to embrace technology as mobile devices continue to shift the landscape of business. For many businesses, getting noticed online can be a challenge, however, **utilizing video dramatically improves visibility and drives more action to your website** than static pages, with the demand for video climbing even higher for users on mobile devices. Today, mobile usage has surpassed desktop usage and that number continues to climb. CGI Communications will ensure your video program is future-proof for years to come!

With an easily viewable interface on the official parish 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. The Video Tour on our website will backlink to CGI's www.elocallink.tv, which hosts the Baker Tour.

We are dedicated to highlighting the advantages of living and working in our parish. We encourage you to consider participating in this program as it provides an exciting opportunity to showcase your business and utilize the power of video on your own website and social media pages.

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

Best Regards,

Darnell A. Waites
Mayor, City of Baker