



July 29, 2014

Dear Valued Investor:

The City of Central and the Central Chamber of Commerce are excited to announce a partnership with CGI Communications, Inc. to bring an exciting, multifaceted promotional campaign to our members. Technology has changed the world and businesses must adapt or risk falling behind.

For some businesses, getting noticed online is a challenge, particularly when competing with big brands with large marketing departments and seemingly endless marketing budgets. But more and more local companies are finding success cutting through the clutter with online video.

Statistics show that **video improves online visibility** and **drives more action** online 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 by 16-20%.

Through our Chamber's partnership with CGI, we will be working to produce a series of short videos highlighting aspects of our community that will be available on our website [www.cityofcentralchamber.com](http://www.cityofcentralchamber.com) and on [www.relocate.org](http://www.relocate.org). As a program participant, your business will have a myriad of opportunities to expand your outreach as well.

As members, you will also have the opportunity to boost your business exposure and increase communication with clients. CGI will be contacting you to educate you further on their digital marketing tools 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. If you have questions about this advertising opportunity, please contact me or Darci at 261-5818.

You can view the City's video at their website: [www.centralgov.com](http://www.centralgov.com)

Sincerely,

Ron Erickson Sr. IOM  
President  
Central Chamber of Commerce

