

**TO: City Council, Government Services**

**FROM: Anthony Isom Jr., Assistant to City Administrator**

**DATE: July 18, 2022**

**RE: Resolution 22-077-R: Approving Batavia Small Business Saturday Video Series 2022**

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**Background:**

The City of Batavia has collaborated with Mainstreet and the Chamber to encourage shoppers to support local businesses. Every year, on the Saturday after Thanksgiving, business owners, customers and organizations actively come together to shop small supporting mom and pop shops. The true purpose for Shop Small Saturday is to encourage consumers to continue supporting local businesses throughout the year. Local businesses certainly bring value, establish caring relationships in the community and provide a sense of uniqueness that one could only find in Batavia. When small businesses succeed, so does Batavia!

The City, Mainstreet and the Chamber desires to conduct the Batavia Small Business Saturday Video Series 2022. This would require production to create 15 to 30 second videos for up to 40 small businesses in Batavia. Each video will feature an interview and a b-roll of the business. In addition, these videos will premiere in the weeks leading up to Small Business Saturday in November 2022. This will offer the opportunity to promote early so that we can ensure a greater turnout of people. We estimate that this cost will not exceed \$10,000.00. Please be advised, that the cost can be taken from the remaining Economic Development Grant Funds or ARPA funds, depending on direction from Council. Please see below what this cost will cover:

**Pre-Production**

- Planning and Scheduling

**Production**

- 45 minutes of production at each business
- 1 person crew Producer/DP
- 1 Sony FS5 Camera
- Gimbal
- Professional Sound
- Drone

**Post-Production**

- Editing Sound and Video
- Stock Music Search and Purchase
- Motion Graphics
- Final video output to 1080p HD .mp4

**Recommendation:**

Therefore, staff recommends the Committee of the Whole approve Resolution 22-077-R, Approving Batavia Small Business Saturday Video Series 2022.



**CITY OF BATAVIA, ILLINOIS  
RESOLUTION 22-077-R**

**APPROVING BATAVIA SMALL BUSINESS SATURDAY VIDEO SERIES 2022**

**WHEREAS**, Every year, the City of Batavia, Mainstreet and Chamber supports local businesses on the Saturday after Thanksgiving, where business owners, customers and organizations actively come together to shop small; and

**WHEREAS**, the City desires to conduct the Batavia Small Business Saturday Video Series 2022; and,

**WHEREAS**, Both and Pictures would create 15 to 30 second videos for up to 40 small businesses in Batavia. Each video will feature an interview and a b-roll of the business. In addition, these videos will premiere in the weeks leading up to Small Business Saturday in November 2022.

**NOW, THEREFORE, BE IT RESOLVED**, by the Mayor and City Council of the City of Batavia, Kane and DuPage Counties, Illinois, as follows:

CITY OF BATAVIA, ILLINOIS RESOLUTION 22-077-R

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**SECTION 1:** That the City Administrator is hereby authorized to enter into a contract with Both and Pictures to administer the Small Business Saturday Video Series 2022 for the City of Batavia for an amount not to exceed \$10,000 according to the attached pricing.

**PRESENTED** to and **PASSED** by the City Council of the City of Batavia, Illinois, this 18<sup>th</sup> day of July 2022.

**APPROVED** by me as Mayor of said City of Batavia, Illinois, this 18<sup>th</sup> day of July, 2022.

\_\_\_\_\_  
Jeffery D. Schielke, Mayor

Ward	Aldersperson	Ayes	Nays	Absent	Abstain	Aldersperson	Ayes	Nays	Absent	Abstain
1	Solfa					Baerren				
2	Leman					Wolff				
3	Ajazi					Chanzit				
4	Malay					Connelly				
5	Uher					Beck				
6	Cerone					Russotto				
7	Vogelsinger					Miller				
Mayor Schielke										
VOTE:		Ayes	Nays	Absent						
aldermen		Abstentions Total holding office: Mayor and 14								

ATTEST:

\_\_\_\_\_  
Kate Garrett, City Clerk



Both And Pictures  
773-797-2684

919 Maple Lane  
Batavia, Illinois  
60510  
United States

Prepared For  
Beth Walker  
Batavia MainStreet  
5 East Wilson St.  
Batavia, Illinois  
60510  
United States

Estimate Date  
07/11/2022

Estimate Number  
BAP00297

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Description	Rate	Qty	Line Total
Batavia Small Business Saturday Video Series Pre-Production, Production, and Post-Production	\$200.00	40	\$8,000.00
		Subtotal	8,000.00
		Tax	0.00
		<b>Estimate Total (USD)</b>	<b>\$8,000.00</b>

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#### Notes

Batavia MainStreet: Batavia Small Business Saturday Video Series 2022

Production to create 15 to 30-second videos for up to 40 small businesses in Batavia. Each video will feature an interview and b-roll of the business. These videos will premiere in the weeks leading up to Small Business Saturday in November

Pre-Production  
- Planning and Scheduling

Production  
- 45 minutes of production at each business  
- 1 person crew Producer/DP  
- 1 Sony FS5 Camera  
- Gimbal  
- Professional Sound  
- Drone

#### Post-Production

- Editing Sound and Video
- Stock Music Search and Purchase
- Motion Graphics
- Final video output to 1080p HD .mp4

\*Both/And Pictures grants permission to the client named in this invoice to "use" any visual content produced during this job in perpetuity. "Use" means to copy, reproduce, modify, edit, synchronize, perform, display, broadcast, publish, or otherwise make use of. A copy of all the raw footage will be loaded onto a hard drive provided by the client.

#### Terms

50% Due at the start of the project. Remaining amount due upon final delivery files.