



# CITY OF COLONIAL HEIGHTS

## OFFICE OF THE CITY MANAGER

Douglas E. Smith  
City Manager

City Hall · 201 James Avenue · P.O. Box 3401  
Colonial Heights, Virginia 23834

April 5, 2019

Dear Valued Business Owner:

The City of Colonial Heights is excited to announce the continued partnership with CGI Communications, Inc. who has created a series of professionally produced online videos to highlight what our community offers residents, visitors, and business owners.

In addition to creating the videos, CGI is ensuring they are being seen. Mobile devices have shifted the landscape of business, making it more important than ever to embrace technology as residents of Colonial Heights are able to stream high quality video on mobile devices. For many businesses, getting noticed online can be a challenge; however, **utilizing video can improve visibility and can drive more activity to your website**. 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 city website, this video program encourages 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 provides a link to CGI's [www.elocallink.tv](http://www.elocallink.tv), which hosts the Video Tour.

We are dedicated to highlighting the advantages of living and working in Colonial Heights; advantages that include access to our wonderful business community. 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 websites and social media pages.

To learn more about sponsorship opportunities or to request an appointment please e-mail [BrandonB@cgicomcommunications.com](mailto:BrandonB@cgicomcommunications.com).

Sincerely,

Douglas E. Smith  
City Manager