**Consulting Service Contract between Sauk County and Skillet Creek Media**

This Agreement made this 1st day of July, 2020, by Sauk County hereafter referred to as the CLIENT, and Skillet Creek Media, hereinafter referred to as the CONSULTANT:

That for and in consideration of the mutual covenants and promises between the parties, it is hereby agreed:

# GENERAL PROJECT DESCRIPTION

Production of mixed use video project that can be developed as an ongoing weekly or bi-weekly presentation over the course of a few months or as a collection of standalone presentations. Mixed use videos will be used to promote not only the trail as it exists today, but to engage the tourism community in future expansion of the trail through Devil’s Lake State Park north to the State 400 Trail, and south across the Wisconsin River toward Madison.

**Part 1. Virtual Tour**

The first project would be the development of a video “virtual tour” that covers the length of the existing trail. This would be a “Slow TV” style tour where cameras are placed on bikes that travel the trail. This 4k, high definition video tour would be highlighted with facts and trivia about the Great Sauk Trail in the form of text captions. The video would also be enhanced with a variety of musical interludes and accents while at the same time capturing the sounds of nature throughout the experience.

**Part 2. Great Sauk Series**

Great Sauk Series would be an ongoing series of 2-5 minute videos ideal for social media and other uses. These branded videos would be broken down into 4 topical series;

1. Great Sauk Adventures - These short videos would tell stories related to the existing trail. Looking at short segments, points of interest, nearby business and attractions. Often these stories would be told by bike riders, community members, business owners, chamber, city and tourism folks who would show us around. The goal is authentic connections with potential trail users. Length: 3-6 minute each.
2. Great Sauk Explorer - The “Explore” series would look at the future of the trail through Devil’s Lake State Park and on to Reedsburg by offering short tours along the general location of a future route. This series would introduce points of interest along the way, including hiking trails, beaches, historic locations, dining, camping, etc. Length: 3-6 minute each.
3. Great Sauk Wild - The “Wild” series looks at the nature of the trail exploring the environment and the wildlife along the trail. This includes wetlands, forests, and prairies as well as wildlife such as the cranes, coyotes, deer, turkey and even the occasional bobcats, wolves and bears that cross the path. Length: 3-6 minute each.
4. Great Sauk Stories - The “Stories” series would look at the human stories told along the trail both current and historical. Topics would touch not only on the former Badger Army Ammunition Plant but also the stories of the former railway, the early settlers, native American history and more. Length: 3-6 minute each.

Great Sauk Story segments could be produced weekly, biweekly or monthly.

**Part 3. Great Sauk Moments**

Great Sauk Moments would be another series of 5 minute videos. The consultant will set up the camera at a location along the trail, or proposed trail route and let it run for 5 minutes capturing atmosphere of that location. High quality digital audio recording will be used to capture a true surround sound experience. Occasionally interactions with trail users will be included as well to create “real world” experiences along the trail that potential users would like to enjoy personally.

**Task 1 Initial Video Production:**

Produce the Great Sauk Trail ‘Virtual Tour’, 4 Great Sauk Moments videos and 1 Great Sauk Series video.

The Great Sauk Trail Virtual Tour along with two Great Sauk Moment videos will be complete by July 15, 2020. The remaining two Great Sauk Moment videos and one Great Sauk Series video will be provided to the client on a biweekly basis.

The Consultant will attend the Great Sauk State Trail Commission meeting on July 15th and the Sauk County Economic Development Committee meeting on July 23rd.

**Task 2 Video Series Development: Given approval from the Sauk County Economic Development Committee on July 23rd, the Consultant will produce an addition seven Great Sauk Series videos on a biweekly basis.**

# COMPENSATION FOR VIDEO PRODUCTION SERVICES

The compensation for video production services shall be payable as follows:

Task 1: Initial Video Production: The Client shall compensate the Consultant for the work listed in Task 1 for a fixed fee total of $1,200.

Task 2: Video Series Development: The Client shall compensate the Consultant for the work listed in Task 2 for a fixed fee total of $3,800.

Change Orders

The scope of the services to be performed under this contract may be amended or supplemented by mutual written agreement between the parties to the contract.

Applicable Law

This contract will be controlled by and interpreted in accordance with the laws of the State of Wisconsin as well as any other applicable federal laws and local ordinances.

 Non-Discrimination

In connection with the performance of work under this contract, the consultant agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability, sexual orientation or national origin.

Amendments to Contract

The contract may be modified only by a written amendment to the contract signed by all parties.

Hold Harmless/lndemnification

Consultant hereby agrees to release, indemnify, defend, and hold harmless Sauk County, its officers,

employees, and agents from any and all liability including claims, demands, losses, costs, expenses an

damages of every kind arising out of or in connection with services provided pursuant to this contract where such liability is founded upon or grows out of acts or omission of any agents or employees of the consultant.

Payments for Contract Performance

Payments to consultant shall be made in accordance with the terms of the contract and within thirty (30) days receipt of a written billing.

In Witness whereof, the parties hereto have executed, or caused to be executed by their duly authorized officials this Agreement in duplicate on the date indicated herein.

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| CLIENT: Sauk County | CONSULTANT: Skillet Creek Media  |
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| By:  | By:  |
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| Date:  | Date:  |

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