

# Agenda Item

**Date:** Sept. 8, 2025  
**To:** Douglas J. DeBord, County Manager  
**From:** Caroline Frizell, APR  
Director of Communication and Public Affairs  
**Subject:** Preferred Video Production Vendor: Loclyz Media Services

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## Purpose

This memorandum serves as a formal justification for the selection of Loclyz Media Services as the preferred video production vendor for Douglas County. This engagement is for the development of high-quality video content to support public communications and outreach efforts for the County and to produce videos and livestream for the annual State of Douglas County event.

## Background

The Board of Douglas County Commissioners places a high priority on authentic and transparent public information and community engagement strategies to ensure transparency, accessibility, and trust between the government and its residents. One of the best ways to reach audiences with accurate information is through video. The County needs consultant support for in-house staff.

## Preferred Vendor Justification

### Established Partnership and Deep Local Knowledge

Loclyz has an established working relationship with Douglas County and a proven understanding of the County's goals, brand identity, and community expectations. Their familiarity with County operations significantly reduces the ramp-up time and ensures message alignment.

### Specialized Government Experience and History with Douglas County

Loclyz specializes in video production for government and public sector clients. Their team understands the Board's Core Priorities and the desired messages the Board would like to convey.

Loclyz has previously produced branded video content for Douglas County that is currently in use. Engaging a new vendor would risk visual and narrative inconsistency and require duplicative planning and onboarding work.

## Efficiency and Time Sensitivity

Given their existing familiarity with Douglas County’s internal review processes, personnel, and locations, Loclyz is able to deliver more quickly and at a lower total cost than vendors without this prior experience—without compromising quality.

The County faces a tight timeline for upcoming initiatives (e.g., public service campaigns, home rule education, emergency preparedness outreach). Loclyz’s availability and ability to seamlessly continue work is critical to meeting project deadlines.

### Rate Comparison

This year, Douglas County is also utilizing another local video consultant, BigBite Entertainment, which currently has a contract with the Town of Castle Rock, following their competitive bid process in 2020.

	Loclyz Media Services	BigBite Entertainment
Half-Day Shoot	\$800	\$750
Full-Day Shoot	\$1,600	\$1,400
Editing	\$100/per hour	Estimated based on project, average per-hour cost of \$125

### Staff Recommendation

Staff recommends a 2025 contract with Loclyz Media Services not to exceed \$175,000, which would include State of the County livestream services. Staff also recommends the County pursues a competitive bid process in Q4 2025 for work in 2026-2028.

### Attachments

- 1) Loclyz full price list, as provided to Douglas County and Boulder County

**I approve the use of a preferred vendor contract for this work**



Douglas DeBord (Sep 8, 2025 10:34:11 MDT)

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Douglas J. DeBord  
County Manager

# 2025 Preferred Vendor\_Loclyz (1)

Final Audit Report

2025-09-08

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