



June 26, 2023

Dear Chamber Member:

The Amarillo Chamber of Commerce is excited to announce our continued partnership with CGI Digital (CGI). CGI has created a series of professionally produced videos to highlight the area, as well as everything our chamber has to offer our members.

With an easily viewable interface on the Chamber's website, ([www.amarillo-chamber.org/](http://www.amarillo-chamber.org/)), our Video Tour encourages viewers to learn more about the area and the businesses supporting the program. Look for the "Video Tour of Amarillo" icon on our home page or several other places throughout our site. The Video Tour on our website will backlink to CGI's [E-LocalLink TV](#) which hosts the videos. In addition to having a presence on the video player, Video Tour partners will also have a link directly to their video in their business description of our online directory.

Mobile devices have shifted the way people obtain their information making it more important than ever for businesses to embrace technology. For many businesses, getting noticed online can be a challenge and that is where this program presents an opportunity for you! Video dramatically improves visibility, increases search engine optimization, and drives more action to your website.

We are dedicated to highlighting the advantages of living in our area. We encourage you to consider participating in this program as it provides an exciting opportunity to showcase your business. To learn more about sponsorship opportunities or to request an appointment, please email CGI Vice President, Brandon Bartz, at [brandonb@cgicompany.com](mailto:brandonb@cgicompany.com).

Sincerely,

A handwritten signature in black ink that reads 'Penni F. Bentley'.

Penni Bentley  
VP of Communications & Marketing