



MEMO

To: Economic Development Standing Committee

From: The Manager of Economic Development

Date: May 31, 2023

Subject: City Promotional Videos

Staff have been working towards the development of professional promotional videos for the community for some time. Early this year, staff connected with our local photography firm, Northern Exposures, to create two videos for the City. Staff worked on storyboarding the videos with each serving a different purpose. These were included in the 2023 budget and there is the potential for some grant assistance for them.

The Tourism attraction video was designed to replace an aging video on the exploreelliotlake.com site. This new video highlights, in an upbeat way, the large breadth of tourism activities available in Elliot Lake. This video reinforces the Exploreelliotlake.com branding which is key to site engagement. This video is very versatile and can be used on kiosks, shown on a loop at the welcome centres and in the lobby of City Hall.

The worker attraction video was an item that has been requested by several of the city's employers. A difficult undertaking for the private sector, this is certainly in the mandate of a Municipal Economic Development Department. This valuable tool will allow employers to share with prospective employees what Elliot Lake has to offer those relocating to the City. While the tourism video focus on fun, the attraction video highlights important items like healthcare and infrastructure.

Both Videos will be added to the City's site and shared with employers in the coming weeks.

Respectfully submitted,

Steve Antunes