

## STAFF REPORT

**TO:** Warden and Members of Shelburne Municipal Council

**FROM:** Val Kean, Community Development Coordinator

**APPROVED BY:** Trudy Payne, Chief Administrative Officer

**DATE:** May 25, 2022

**SUBJECT:** **Digital Marketing Assets – Video and Photography**

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### PURPOSE

To discuss the consideration of using Economic Development reserve funds for the development of digital marketing assets for the purpose of improved industry and resident attraction for the Municipality and surrounding area.

### RECOMMENDATION

It is recommended to Council that:

The Municipality of the District of Shelburne approve funding up to \$55,000, to come from the Economic Development reserve, for the development of digital marketing assets

### BACKGROUND

Over the last several years staff have been working to complete projects that will enhance the Municipality's attraction to potential newcomers. With the completion of the Municipality's high speed internet project staff have identified an opportunity to market our beautiful location to professionals, entrepreneurs, students, and families who may be looking to establish businesses and home offices outside of urban centers.

### DISCUSSION

In 2019 the Municipality partnered with Tourism Nova Scotia and the Municipality of Barrington for purchase of digital marketing images and videos. These assets have been used to promote Shelburne County on our current social channels, website and by Tourism Nova Scotia. This is the most updated professional marketing assets that we have and is solely summer content.

As we are currently developing a new attractive and functional municipal website, the development of fresh video and photography will be instrumental in design and visual appeal of this website and will also provide options when staff are asked by media to provide HD photography that can be used to accompany related media content.

Through an RFP process, staff will be seeking video and photography assets for the following:

1. **Stock Images and Video** – updated ground level and ariel drone images and video of our community resources and attractions.
2. **Community Profile Video** – Video development that will highlight our unique and inclusive community. This video will focus on what Shelburne has to offer potential residents stand out against other rural Nova Scotia communities.
3. **Business Sector Marketing Videos** – Create and produce business sector marketing videos with testimonies from business owners and operators who are thriving in Shelburne's economy. We will collaborate with our business community to develop potential cost sharing and mutually beneficial partnerships for the creation of these videos.

#### **BUDGET IMPLICATIONS**

Funds used for the creation of digital marketing assets, both video and photography outlined above will come from Economic Development reserve.