



Videography

The District of 100 Mile House *Economic Development Strategy – 2021 and Beyond*, recommends development of a stronger marketing focus, both for tourism and resident attraction goals.

To that end, the District has invited proposals to deliver a series of 4-season tourism videos for publication in various media including social media and web platforms. The purpose of the videos is to capture the essence and uniqueness of 100 Mile House as a visitor destination and showcase our tourism products, services, attractions, and activities. The videos will form another set of key marketing materials to promote the community to attract tourists and draw new residents.

The scope of work includes scouting, shooting, production and editing of video content. The footage to be shot will be obtained within the District of 100 Mile House only at this time, and seasonal themes, events, and activities to be featured will be selected in collaboration with District staff and the selected videographer.

A \$10,000 budget has been approved for this project, which is 100% grant funded.