

Casting call! Be part of our local Economic Development photoshoot

December 2017

What is this all about?

We're refreshing the Economic Development section of our Squamish.ca website (squamish.ca/economic-development) with new business intelligence, tools and resources to help the local business community grow.

As part of this refresh, we're working to animate our site with eye-catching and authentic visuals to depicting Squamish's local business environment.

We are seeking participation from local businesses to serve as site locations for this upcoming shoot.

As part of the photoshoot, the photographer has offered **three complimentary photos** to participating businesses. Participating businesses will also have the opportunity to purchase additional photos directly from the photographer.

We will select a maximum of **12 locations** during this first round of photography as well as a maximum of three businesses to represent each industry across the following sectors*:

1. Technology (Including software, recreation technology, clean technology);
2. Manufacturing (Including food and beverage);
3. Professional Services (Including marketing, design, engineering, architecture and IT);
4. Forestry and Wood Products (Wood products and advanced wood manufacturing).

*Please note: Existing photography will be used to profile local retail, service, tourism, transportation and education sectors.

We will not be using any photos to promote or identify any one individual business.

How will the assets be used?

Participating businesses will not be identified/credited on the website, or for other District of Squamish related promotional purposes (i.e. signs, logos, business names). The intent is to highlight authentic local businesses, employees and employers in order to portray the unique and vibrant Squamish business community.

In addition to the photos/videos appearing on squamish.ca, the photographs may also be used by the District for general promotional purposes including but not limited to newsletters, e-blasts, promotional material, social media, digital and print advertising, as well as film site selection collateral.

Select photos from the shoot will be made available to the Squamish Chamber of Commerce and Tourism Squamish for promotional purposes. Not-for-profit organizations will also be able to request photographs for the purpose of economic development through our digital library.

How do I participate?

Please contact economicdevelopment@squamish.ca no later than **December 13** to indicate your interest. Businesses will be selected on a first-come-first-serve basis.

In order to participate in this project, your business must be:

1. **Licensed in Squamish:** Home-based, no-fixed address and non-resident businesses will not be eligible. Unlicensed businesses will not be considered.
2. **Have a minimum of two employees willing to be photographed.**
3. **Be available:** We will require a 2-hour window in December. During the photo shoot, companies must be willing to adjust lighting and accommodate the photographer and videographer.
4. **Support one of our site themes:** Representative of Start (start-up, entrepreneurial), Grow (export-focused, scalable and productive) or Invest (global, profitable, innovative).

I'm not available, but have photos/videos to share:

If you have royalty-free digital assets of your business clear of identifiable marks (i.e. logos, signs, branding) we would love to consider them for our website. Please contact economicdevelopment@squamish.ca before December 15, 2017). Assets selected will be considered based on the above criteria as well as quality, style and brand consistency applied to the website.