



CITY OF PORT ALBERNI

Economic Development
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To Whom It May Concern

Re: Cliff Craven and Target Multi-Media Inc

I decided to talk over an outdoor adventure film project with Target Multi-Media after seeing two films they had done. One film was for Community Futures on business succession issues and one was for the Maa-Nulth Treaty celebration. The first film was thought provoking and the second gave rise to many emotions...both very appropriate results.

The discussion resulted in a contract and the work was completed on time and on budget. Actually, when the non-profit group that the work was being done for ran into some funding issues, Cliff worked with the parties involved to find a mutually satisfactory approach to an end product that was within the new budget.

Throughout the process Cliff and his colleagues have been very professional, extremely patient, totally supportive, taken care of all details, and have nudged us along at the right time and in an effective manner whenever we have stalled in our decision making. In addition, Target Multi-Media has done a great deal of research into the outdoor adventure sector at no cost to us that is benefitting us greatly.

We are not experienced in the film realm and Cliff has since shown us how we can maximize the impact and benefit of the footage we have using various social media approaches and different technologies. As a result, we are bringing together other stakeholders in the community to consider taking our work to 'the next level'.

It is my pleasure to say I highly recommend Cliff and Target Multi-Media. I fully expect we will be entering into another contract with his company soon.

Pat Deakin, Economic Development Manager