

# Shelburne EDC to release video project featuring local eateries

Written By PAULA BROWN

LOCAL JOURNALISM INITIATIVE REPORTER

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The Shelburne Economic Development Committee (EDC) is continuing to encourage community members to shop locally, with the development of a new video project.

The Shelburne EDC, in collaboration with Innovation Guelph, will be creating videos focused on three local eateries ? Beyond the Gate, Shannon's Tap + Grill, and the Dufferin Public House - which will showcase the businesses takeout, delivery, and curbside options.

?With the Innovation Guelph videos, what they're learning is that businesses are still open and they're still functioning, albeit differently, but they're still open for business,? said Carol Maitland, Economic Development and Marketing Coordinator at the Town of Shelburne. ?The idea is to support them locally so at the end of this pandemic hopefully these businesses will be able to remain open and stay strong.?

Maitland added that the project has helped provide free advertising and marketing for business.

Along with the Shelburne EDC, Innovation Guelph announced in a press release on Jan. 13 that they would be partnered with the Orangeville & Area SBEC, as well as the BIAS in Orangeville, Shelburne, and Grand Valley to create videos.

According to Innovation Guelph the video project will promote local take-out dining in Dufferin County that will benefit around 30 independent food service businesses that average 15 to 20 staff members.

Shelburne EDC has been working on similar projects to promote local businesses and local shopping throughout the pandemic. Recently the committee has filmed 15 other videos with a local artist Tristan Barrocks that featuring a variety of business throughout Shelburne and will be released over the next three months. The committee also continues to work on their #SupporttheBurne project, which breaks down the local impacts of spending \$50 a month at independently owned businesses in the community.

The videos will be released through the Town of Shelburne website as well as on their social media accounts.