



Corporation of the Municipality of Temagami

Memorandum to Council

Memo No.

2024-M-048

Subject:	Northern Ontario Social Media Content – FONOM/FedNor – Go North! Campaign
Agenda Date:	March 14, 2024
Attachments:	Correspondence

RECOMMENDATION

BE IT RESOLVED THAT the Council for the Corporation of the Municipality of Temagami does hereby receive report 24-M-048 regarding the 'Go North!' campaign; and

FURTHER THAT the Council for the Corporation of the Municipality of Temagami does hereby direct the Economic Development Coordinator to research and participate in the campaign to promote Temagami.

INFORMATION

FONOM, with FedNor's generous financial support, has created 16 videos showcasing to the GTHA business community what awaits them in Northern Ontario. The video series was called GoNorth! The videos have been viewed over a million times, all or in part. Drew Gauley from Timiskaming Shores' GoodGauley Productions produced the content for our GoNorth Campaigns.

FONOM is currently exploring creating a third round of videos. If your community has a business that could be a good showcase for the North, please share your ideas with us.

Respectfully Submitted

Rhonda Smith