



City of PARKSVILLE

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TO WHOM IT MAY CONCERN

Letter of Reference – Cliff Craven

The City of Parksville has enjoyed working with Cliff Craven and his firm Target Multi-Media, in the creation of a promotional video for the City. We found Cliff through another contractor working with us, and we have not looked back since. Once we started talking about our ideas for a promotional tool, he quickly became enthusiastic and helped make it come to fruition.

At the outset we weren't exactly sure what we needed, or what we could do with something once in hand. Cliff was able to keep us on the right path, and informed and educated us along the way. He was easily able to translate our rough ideas into workable and practical solutions. He offered his expertise, and jointly we developed a shared understanding of needs, wants and abilities to pay.

He consistently demonstrated his creative talents, and was always willing to listen to us, and to work within our budgets and our procedures. As a client, I always felt in control of the project, yet encouraged him to continue to explore new ideas.

In the end we are extremely pleased with the product. It has more than met our expectations, and has received favourable praise from politicians, members of the business community and others involved in the related fields. We have more requests for copies of it than we can handle at this time. In fact, many of the private sector partners want to establish direct links from their web sites to ours, so as to access the video itself. They obviously see it as a valuable tool to assist in one of their toughest problems, recruiting new staff.

We would highly recommend Cliff and would offer to provide more detailed reference comments upon request. We would have no hesitancy in working with him again.

Yours truly,

A handwritten signature in blue ink, appearing to read 'R. D. Roycroft', is written over a faint, larger version of the signature.

R. D. ROYCROFT, MCIP
City Manager

RDR*mjg