



AGENCY: City Council
MEETING DATE: July 25, 2022
DEPARTMENT: Administration
PRESENTED BY: S McCormick
EMAIL ADDRESS: smccormick@fortbragg.com

AGENDA ITEM SUMMARY

TITLE:

Receive Report and Consider Adoption of City Council Resolution Approving Professional Services Agreement with Creative Thinking, Inc., DBA The Idea Cooperative for Marketing Strategy Development and Execution and Authorizing the City Manager to Execute Contract (Amount Not to Exceed \$180,000: Account No. 110-4321-0319)

ISSUE:

On November 19, 2019 the Visit Fort Bragg Committee (VFB) voted unanimously to recommend that the City Council approve a contract with The Idea Cooperative to implement marketing strategy for the City. The City was pleased with services rendered and approved Resolution 4417-2021 to continue contracting with Idea Cooperative for FY 2021-2022. This agreement expired on June 30, 2022 and a new contract is required to continue with services.

City Council appropriated funds in the FY 2022-2023 budget for this activity and sufficient funds are available. Per City policy, all contracts over \$50,000 are required to be brought forward to Council as an item under Conduct of Business.

ANALYSIS:

The Idea Cooperative, located in Petaluma, has provided the City with marketing/advertising services, design/creative services, and social media content creation since December 2019. Initially, Idea Cooperative conducted an audit of existing materials, created a strategic positioning concept and integrated marketing strategy, and did a complete overhaul of the Visit Fort Bragg website (www.visitfortbraggca.com).

The COVID-19 pandemic and health orders requiring people to shelter in place created tremendous financial uncertainty for the City. In April 2020, Council directed staff to make approximately \$1.4 million in General Fund budget reductions, which included placing a freeze on all Measure AA/AB Transient Occupancy Tax (TOT) allocations. This included the 1% TOT allocated to finance the VFB promotional efforts. Concerned with long term impacts resulting from abruptly ending all marketing and promotional efforts, the Idea Cooperative offered limited services for a four-month period.

The four-month contract expired October 2020, and by this time the City's TOT revenue had rebounded. As a result, Council approved additional budget to retain The Idea Cooperative through the remainder of FY 2020-2021. The Idea Cooperative has proven responsive, nimble, and skilled with marketing and promotional activities for the City. Beginning as a strictly outbound destination marketing strategy, and then shifting the messaging when

needing to support public health orders to slow the transmission of COVID-19 or to address drought conditions.

This past fiscal year, The Idea Cooperative continued ongoing promotional support to drive engagement, increasing followers that provide Fort Bragg with a large online community of loyal, regular visitors. Evidence of success is in online analytics:

- Website: July 1, 2020 > June 30, 2021: 45,572 Users
Website: July 1, 2021 > June 30, 2022: 60,947 Users
- Shoulder Season Digital Campaign: 2021 > 2022 - Over 500K Impressions + 7,000 Site Clicks
- E-Newsletter Subscribers: (avg. + 160/mo.) Currently 3,571 Subscribers

Another point deserving attention are recent efforts to weave community-oriented events that improve the quality of life for local residents, while enhancing the visitor experience, such as supporting the marketing and promotions for the Magic Market and Winter Wonderland events. And during the recent Blue Economy Symposium & Learning Festival event, The Idea Cooperative worked behind the scenes to bolster both local and visitor engagement in this exciting economic development opportunity:

- Creative Content in the form of posters, postcards, agendas and T-shirts;
- E-Newsletter “Stories” featuring Noyo Harbormaster Anna Neumann, TNC Kelp Project Director Tristin McHugh and Urchin Diver Grant Downie, as well as Heather Sears, Wendy Holloway and the Princess Seafood crew;
- Photography of Blue Economy Symposium & Learning Festival, including portraits of symposium presenters, as well as general shots to capture the moment and document the many people and activities involved; and
- Website development of an event page that evolved as the planning progressed, refined following the event to capture the breadth of event, and a repository for future blue economy efforts.

An extensive winter visit campaign is planned to significantly increase awareness of shoulder season activities. Already, ideas are being generated about how to bolster what would be the third Holiday Gift Guide campaign with efforts like coordinating Holiday Pop-Ups! at local galleries, and creating supporting e-newsletter stories highlighting local artists and makers. Efforts like this drive visitors to Fort Bragg to experience what makes our community unique, while also improving the quality of life for locals and supporting businesses.

RECOMMENDED ACTION:

Adopt Resolution approving the professional services agreement with The Idea Cooperative and authorize the City Manager to execute the contract.

ALTERNATIVE ACTION(S):

1. Provide staff additional direction.

FISCAL IMPACT:

The total budget available for Visit Fort Bragg for FY 2022-2023 is \$220,500.

GREENHOUSE GAS EMISSIONS IMPACT:

A successful Visit Fort Bragg Campaign will increase travel to and from Fort Bragg, essentially all of which would be by personal vehicle. The additional trips will increase greenhouse gas emissions.

CONSISTENCY:

Hiring a creative firm to continue to build the Visit Fort Bragg brand is consistent with City Council Priority Area: Jobs/Industry and Goal 3 – Foster and help sustain local businesses.

IMPLEMENTATION/TIMEFRAMES:

The Idea Cooperative will begin work as soon as the contract is executed.

ATTACHMENTS:

1. Resolution
2. Contract

NOTIFICATION:

1. Tom Kavanaugh, The Idea Cooperative
2. Notify Me subscriber lists: Economic Development Planning; Tourism and Marketing
3. Visit Fort Bragg Committee Members



blue economy

SYMPOSIUM & LEARNING FESTIVAL



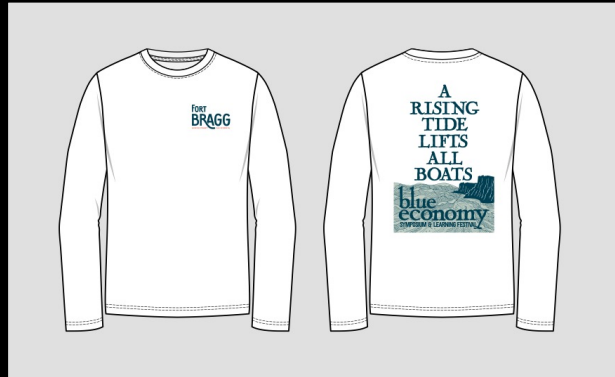
A rising tide lifts all boats

blue economy

SYMPOSIUM & LEARNING FESTIVAL

Blue Economy Symposium & Learning Festival
 May 19 to 22, 2022 - Fort Bragg, CA
 It's said that a rising tide lifts all boats, and that's a good way to think about the Blue Economy coming to Fort Bragg in May. There's a two-day leadership forum and weekend full of fun, informative activities. Join top researchers, educators, purveyors, guides and fishers to immerse yourself in a multitude of ocean-related enterprises at the core of a sustainable economic future on the Mendocino Coast.

[Learn More](#)



THURSDAY, MAY 19TH
 12:30 pm - 1:00 pm
COFFEE & CONVERSATION
 Facilitated by Paul & Jan Kattari, Thinking Coffee

1:00 pm - 1:45 pm - **OPENING**
 Facilitated by Sarah McCornick, City of Fort Bragg
 • Welcome Remarks: Jessica Morrell-Hay, City of Fort Bragg
 • Keynote: Paula Sylvia, Port of San Diego

1:45 pm - 2:45 pm - **INFRASTRUCTURE**
 Facilitated by Sarah McCornick, City of Fort Bragg
 • Noyo Canal Collection: Sarah McCornick
 • Market Channel Water Infrastructure: Robbin Bedke & Tim Hagen
 • Noyo Harbor District: Anna Neumann, Harbormaster

2:45 pm - 3:00 pm - **BREAK**

3:00 PM - 4:15 PM - **FORT BRAGG FISHERIES AND THE BLUE ECONOMY**
 Facilitated by Carrie Penney UC Santa Cruz & Inland Northwest, CofP's HarborCast

Panel discussion will feature commercial and recreational fisheries entrepreneurs operating in various Fort Bragg fisheries. We take a look at the existing watershed, and vision for a vibrant local blue economy and potential synergies with other activities in the area.
 • Joe Carr, CofP HarborCast
 • Rob Janak, Ocean Trust Seafood
 • Scott Marshall, Commercial Fisherman & Noyo Fish Company
 • Don Hall, Commercial Fisherman & Noyo Harbor Tuna
 • Michelle Harrell, Fort Bragg Groundfish Association

4:15 pm - 5:30 pm - **EDUCATION, ENTREPRENEURSHIP & JOB FORCE TRAINING**
 Facilitated by Shelia Swanson, Noyo Center for Marine Science
 • Noyo Center for Marine Science: Shelia Swanson, Executive Director
 • West Business Development Center: Mary Anne Pettila, Executive Director
 • CA Sea Grant Job Force Training: Shanna Oki, Director
 • Mendocino College Coast Center: Tim Kears, President

10:00am - 10:30am - **COFFEE & CONVERSATION**
 Facilitated by Paul & Jan Kattari, Thinking Coffee

10:30am - 11:15am - **OPENING**
 Facilitated by Sarah McCornick, City of Fort Bragg
 • Welcoming Remarks: Anna Neumann, City of Fort Bragg and Michelle Ruffalo, Sherrill Noyo Board of Piers
 • Keynote Speaker: CA State Controller Betty Lee

11:15am - 12:00pm - **AQUACULTURE**
 Facilitated by Lisa Gardner, CA Sea Grant
 • California Aquaculture: Rick Buckle, Lead, CDFW
 • Aquaculture Parks & Ecosystems: Gregory Barlow, Harland Ocean Science & Technology Park
 • Indigenous Aquaculture: Jennifer Green, Kubaia Board of Piers

12:00pm - 1:00pm - **LUNCH**
 Facilitated by the City of Fort Bragg & CA Sea Grant

1:00PM - 1:20PM - **AFTERNOON REMARKS**
 Facilitated by Mayor Sarah Harrell, City of Fort Bragg
 • Keynote Speaker: UC Congressman: Joel Hillman

1:30pm - 2:30pm
CONSERVATION AQUACULTURE
 Facilitated by Mike Jensen, CA Sea Grant
 • Kila: Gino Curreli, CA Sea Grant
 • Sustainable Seafood: Rebecca Haddad, The Nature Conservancy
 • Wildlife: Allison Kiddle Aguilar, CA Sea Grant
 • Olympia Oysters: Gary Preece, Hog Island Oyster Farming

2:30 pm - 2:45 pm - **BREAK**

2:45pm - 3:45pm - **COMMERCIAL AQUACULTURE**
 Facilitated by Lisa Gardner, CA Sea Grant
 • Monterey Bay Seafoods: Don Stewart
 • Salsita Farmsteads: Steve Palford and Linda Rucker
 • The Cultural Aquaculture Farm: Doug Bush
 • Inland Northwest: Peter O'Neil

3:45pm - 6:00pm - **RECEPTION**
 Step through local history of the Great House Museum. Discover underwater without getting wet in the Noyo Center's 3rd grade, dive and use their extraordinary Oyo exhibit - then wander on the beach to catch a glimpse of the rugged Fort Bragg coastline.
 • Welcoming Remarks: Anna Neumann, City of Fort Bragg and Michelle Ruffalo, Sherrill Noyo Board of Piers
 • Keynote Speaker: CA State Controller Betty Lee
 • Aquaculture Parks & Ecosystems: Gregory Barlow, Harland Ocean Science & Technology Park
 • Indigenous Aquaculture: Jennifer Green, Kubaia Board of Piers
 • Noyo Center for Marine Science Discovery Center: Local North Coast Brewing Company offering
 • Art: Engage a marine-themed art installation with prints, collages, painting and ceramics, alongside sweet treats made by A Sweet After

FORT BRAGG
 WHERE BOATS CALL HOME

PLAN YOUR TRIP - EVENTS - OUR STORIES - ABOUT FORT BRAGG

FORT BRAGG BLUE ECONOMY

SYMPOSIUM & LEARNING FESTIVAL

Returning in May, 2023

It's said that a rising tide lifts all boats, and that's a good way to think about the Blue Economy. In May, 2022 Fort Bragg hosted its first Blue Economy Symposium & Learning Festival, a two-day leadership forum and weekend full of fun, informative activities. There are already underway for next year.

The Blue Economy Symposium and Learning Festival is presented by Noyo Ocean Collective, a unique partnership involving the City of Fort Bragg, Noyo Harbor District, Sherrill Noyo Board of Piers, Mendocino College, West Business Development Center and Noyo Center for Marine Science. Many thanks to California Sea Grant for their expertise, enthusiasm, and support over the past year to help make this happen.

JOIN OUR NEWSLETTER TO STAY CONNECTED

First Name:

EMAIL:

SUBMIT

Watch 2022 The Symposium Online

Event if you weren't able to make it to Fort Bragg, you can join top researchers, educators, purveyors, guides and fishers to immerse yourself in a multitude of ocean-related enterprises at the core of a sustainable economic future on the Mendocino Coast.

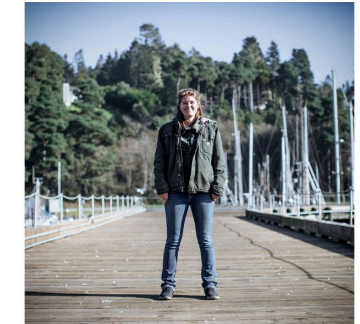
DAY ONE

Opening Remarks:
 • Welcoming Remarks: Jessica Morrell-Hay, Vice Mayor, City of Fort Bragg

Keynote Speaker:
 Paula Sylvia, Port of San Diego

Panel discussion with you about a blue economy hub
 • Noyo Center for Marine Science: Shelia Swanson, Executive Director
 • West Business Development Center: Mary Anne Pettila, Executive Director
 • CA Sea Grant Job Force Training: Shanna Oki, Director
 • Mendocino College Coast Center: Tim Kears, President

And this is a photograph of the conversation hub.



Meet Noyo's New Harbor Master
 Anna Neumann might not be what you'd expect in a Harbor Master. But you'll be even more amazed to hear about all the incredible things she's doing to make Noyo Harbor even more fun, safe and sustainable.

[Explore Now](#)



Help For The Kelp
 You probably know how climate change and purple urchins are devastating CA's kelp forest. Now get to know the people who are doing something about it. Tristin McHugh and Grant Downie are making an impact.

[Explore Now](#)

The Blue Economy Symposium is a collaboration between the City of Fort Bragg and California Sea Grant focusing on exploring the needs and potential for developing a resilient and vibrant blue economy in and around Fort Bragg. This symposium will bring together local, state and federal agencies to develop pathways forward for the community.

The first day of the symposium will focus on city and harbor infrastructure needs, discussions with commercial/recreational fishers and associated businesses about sustainable fishing economies, then followed by education, entrepreneurship and job force training considerations.

The second day will explore the potential of developing an aquaculture park in the region. Speakers will present information on different aspects of current and potential aquaculture activities elsewhere in California that are restorative and/or commercial in nature.

It is said that "a rising tide lifts all boats"... thank you for participating in this important conversation.

SPECIAL THANKS TO CALIFORNIA SEA GRANT FOR THEIR GENEROUS SUPPORT

Sea Grant California

blue economy SYMPOSIUM

Agenda