

Overview

The Idea Cooperative will continue as Creative Marketing Agency of Record for the City of Fort Bragg, CA with a new contract covering the period of July 1, 2023 > June 30, 2024. This proposal outlines the scope of work The Idea Cooperative commits to complete during this period based on a 12-month budget of \$180,000.

Scope of Work Summary

The Idea Cooperative will perform creative marketing duties for Fort Bragg with an overall objective of increasing visits through online engagement and supporting local merchants and hoteliers. The following is a list of specific activities and deliverables each month.

- Ongoing Social Media Posting & Monitoring
- Monthly E-marketing Analytics Report Summary
- One Monthly Promotion To Drive Engagement and Visits
 - Creative Theme/Concept
 - One Email
 - Social Media Materials
 - Collateral/Signage If Needed (note: does not include printing costs)
 - Web Development of Custom Landing Page If Needed+
- Regular Local Content Development (Photography, Video, Audio/Podcasts) To Increase Engagement
- Monthly Content E-newsletter – To Increase Engagement and Support Local Merchants
- Monthly Editorial Content Development and Earned Media Initiatives – To Expand Reach and Awareness
- Social Media Expansion and Campaigns To Increase Followers
- Monthly Paid Media Allocation To Increase Impressions/Awareness and Support Local Business Initiatives
- Strategic Messaging and Campaign Development To Support Central Business District Improvements

Budget:

\$12,000/mo. + \$3,000/Mo. for Hard Costs (Paid Media, Printing & Content Creation)
\$180,000 12 Month Total

TOTAL PROJECT COSTS:

Month	Fee	Hard Costs	TOTAL
July, 2023	\$12,000	\$3,000	\$15,000
August, 2023	\$12,000	\$3,000	\$15,000
September, 2023	\$12,000	\$3,000	\$15,000
October, 2023	\$12,000	\$3,000	\$15,000
November, 2023	\$12,000	\$3,000	\$15,000
December, 2023	\$12,000	\$3,000	\$15,000
January, 2024	\$12,000	\$3,000	\$15,000
February, 2024	\$12,000	\$3,000	\$15,000
March, 2024	\$12,000	\$3,000	\$15,000
April, 2024	\$12,000	\$3,000	\$15,000
May, 2024	\$12,000	\$3,000	\$15,000
June, 2024	\$12,000	\$3,000	\$15,000
Totals:	\$144,000	\$36,000	
TOTAL CONTRACT:			\$180,000

Authorization To Proceed: _____ Date: _____

Notes:

Media and content costs may not be allocated evenly each month. A running accounting of all media and content costs will be included with each invoice. The Idea Cooperative will bill \$12,000 at the end of each month to cover work performed during that month, plus applicable media and content costs.

This estimate is based on a preliminary understanding of services to be delivered. If any aspect of the project changes, this estimate will be subject to revision or addendum. This estimate does not include CA sales tax, if applicable.