

FTB-002
 June 25, 2020

Project Overview - Proposal Option 1

Working from a budget of \$10,000 over four months (July > October, 2020), The Idea Cooperative will maintain social media activity for Visit Fort Bragg with a focus on several initiatives.

- Organic Social Media
 - Announce and promote traffic to the new website
 - Maintaining existing destination-themed social media
 - Include site content (stories, experiences, etc.)
- Website Maintenance
 - Email to business community for site accuracy and encourage sharing
 - Ongoing resources to make necessary changes

July 2020

- E-newsletter to local audience for accuracy and encourage engagement with and sharing of the new site
- Consistent destination-themed social media, including new site content
- Interactive development resources to address requested/necessary site changes

| | Hours | Rate | Fee |
|---|-------|-------|----------------|
| Social Media Management & Execution | 14 | \$100 | \$1,400 |
| Art Direction | 2 | \$150 | \$300 |
| Copywriting | 2 | \$150 | \$300 |
| Interactive Development (email and website) | 8 | \$125 | \$1,000 |
| Admin/Project Management | 4 | \$100 | \$400 |
| TOTAL | | | \$3,400 |

August > October 2020

- Consistent destination-themed social media, including new site content
- Interactive development resources to address requested/necessary site changes.

| | Hours | Rate | Fee |
|-------------------------------------|-------|-------|----------------|
| Social Media Management & Execution | 10 | \$100 | \$1,000 |
| Art Direction | 1 | \$150 | \$150 |
| Copywriting | 1 | \$150 | \$150 |
| Interactive Development (website) | 4 | \$125 | \$500 |
| Admin/Project Management | 4 | \$100 | \$400 |
| MONTHLY TOTAL | | | \$2,200 |
| X3 | | | \$6,600 |

PROJECT TOTAL: \$10,000

Authorization To Proceed: _____ Date: _____

Notes:

Does not include hard costs associated with travel and the creation of presentation materials. These will be billed separately.
 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.