



**AGENCY:** City Council  
**MEETING DATE:** April 8, 2019  
**DEPARTMENT:** City Manager- Promotions  
**PRESENTED BY:** Aspen Logan  
**EMAIL ADDRESS:** aspen@mycolormill.com

## AGENDA ITEM SUMMARY

**TITLE:**  
**Receive Report and Presentation from Aspen Logan and Cubic Inc. on New Visit Fort Bragg Website Rollout**

**ISSUE:**

A contract with Cubic Inc. was approved by the City Council on October 9, 2018 to provide Website Design; Development and Deployment; Social Media Content Creation; Design/Creative; and Marketing/Advertising for the Visit Fort Bragg Promotions Campaign.

The website is scheduled to go live on April 8, 2019. Cubic Inc. and Ms. Logan will provide the City Council a presentation on the marketing materials and the new website.

**ANALYSIS:**

In November 2016, the voters of Fort Bragg passed Measure AA which increased the City’s Transient Occupancy Tax rate from 10% to 12%. The new rate became effective April 1, 2017. The companion advisory Measure AB provided nonbinding guidance on the use of the additional 2% (TOT) funds:

ADVISORY USE	% OF TOTAL AA TAX	\$ TO DATE TOTAL*
Marketing and Promotions	50%	\$403,000
Coastal Trail Maintenance	25%	\$202,000
Noyo Center	12.5%	\$101,000
Special Projects – Playing Fields	12.5%	\$101,000
<b>Total</b>	<b>100%</b>	<b>\$807,000</b>

\* The to-date total includes TOT from 4-1-2017 through 12-31-2018. Total includes seven quarters of revenue.

On June 12, 2017, City Council approved the Visit Fort Bragg Marketing & Promotions Action Plan (“VFB Action Plan”), which was prepared by City staff with input from hotel operators, community and business groups and the Visit Fort Bragg Committee. The Plan included five distinct but cohesive target areas previously reviewed by the Community Development Committee and approved by City Council: (1) Website Design, Development

and Deployment, (2) Social Media Content Creation, (3) Design/Creative, (4) Public Relations and (5) Marketing/Advertising. An extensive search, review and recommendation process was undertaken by the VFB Project Manager, Aspen Logan, and the Proposal Review Committee, consisting of two VFB committee members and four community members. The process included creating a Request for Proposal (RFP) that incorporated all five target areas. Review of the 18 submissions received from the distribution of the RFP, culminated in six in person interviews. Ultimately Cubic Inc. was recommended and presented to the Community Development Committee (CDC) and Visit Fort Bragg Committee (VFB).

At the September 4, 2018 meeting, the CDC and VFB recommended the appointment of Cubic Inc. to take on all target areas (set forth above), except Public Relations. The contract with Cubic Inc. was approved by Council at the October 9, 2018 City Council meeting.

Since Cubic's hire, the team has been working closely with Ms. Logan and the Marketing sub-committee (comprised of three VFB committee members) to develop a brand message and creative direction for the overall marketing, creative and website.

To begin their Immersion, Cubic visited Fort Bragg November 12-14, 2018. During their visit, they met with stakeholders including attractions, businesses, organizations, restaurants and lodging properties. They also attended a City Council meeting on November 12, 2018, and met with Visit Mendocino County. From this visit as well as subsequent research and development, Cubic formed a picture of who Fort Bragg is and what we have to offer. Words and images weave a tale of a place that is for doers and builders, for the active and the adventurous. It's a place where people use their hands to negotiate the elements, to create and get things done.

"Hands On" became the brand message and guides the creative campaign by telling the story of Fort Bragg through the hands of our community. It invites the viewer to dig under the surface of things, get your hands dirty and ultimately feel what it's like to live.

This theme will permeate throughout the entirety of the marketing materials and website.

**RECOMMENDED ACTION:**

No action is requested, informational item only.

**ALTERNATIVE ACTION(S):**

N/A

**FISCAL IMPACT:**

Funding for the Cubic Contractual work is from the 2% increase in TOT as a result of Measure AA. The contract with Cubic Inc. is for an amount not to exceed \$182,000 and expires June 30, 2019. All expenses associated with the VFB Promotional Campaign are budgeted in account 110-4321-0319. The total budget for this account is \$350,546.30, which includes the original budget of \$258,437, plus funds encumbered but unspent in the prior

year of \$62,228 and an additional appropriation of AA funds in the amount of \$29,881. The account is also used for Ms. Logan's contract expense, the Public Relations Firm and other VFB expenses.

The current balance in 110-4321-0319, as of March 29, 2019 is \$182,766, leaving \$166,780 available.

**CONSISTENCY:**

Use of the additional TOT funds for marketing and promotions is consistent with the advisory (nonbinding) language in Measure AB.

The expenditure of funds for 1) Website Design, Development and Deployment, (2) Social Media Content Creation, (3) Design/Creative, and (4) Marketing/Advertising is also consistent with the 4-11-16 **Fort Bragg City Council Goals & Priorities – Objective 4.2 – Support Local Businesses and Increase the Number of Sustainable Wage Jobs in Fort Bragg** – Action to Strengthen the City's Marketing and Promotion Strategy.

**IMPLEMENTATION/TIMEFRAMES:**

N/A

**ATTACHMENTS:**

1. PowerPoint Presentation

**NOTIFICATION:**

1. Visit Fort Bragg Committee