



AGENCY: City Council
MEETING DATE: November 12, 2019
DEPARTMENT: City Manager
PRESENTED BY: Tabatha Miller
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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 \$99,000: Account No. 110.4321.0319)

ISSUE:

At the September 17, 2019, Visit Fort Bragg (VFB) Committee meeting, the Committee directed staff to review the Proposals received in August of 2018 and contact potential marketing firms to evaluate the City's current marketing materials, most of which were created by Cubic Inc., and provide a plan to incorporate those materials into a new campaign. Staff reached out to three of the original Responders to discuss the work.

At a meeting of the VFB Marketing/Advertising Subcommittee on October 2, 2019, the subcommittee recommended moving forward with one of the two firms staff recommended. The Subcommittee stressed the need to move quickly and keep the marketing plan moving forward. Staff requested action and cost proposals from both firms. The Abbi Agency, located in Reno, NV was the runner up in the 2018 selection process and staff had promising phone conversations with the firm regarding the possibility of working together. However, it took nearly a month to receive a 4-page proposal that was not as comprehensive as anticipated or requested. The proposal contained some great ideas but staff was concerned with the lack of future steps and their ability to move forward quickly. Without future steps clearly defined in the proposal, the City's future cost and path forward were difficult to chart.

The Idea Cooperative, located in Petaluma, provided us an updated Proposal within three days of our conference call with their team. That proposal fit with what the VFB Committee envisioned as next steps. The firm has been timely and responsive. The bottom line is that they are ready to jump in and start work. This is what the VFB Committee and Marketing/Advertising Subcommittee told us was absolutely necessary.

ANALYSIS:

The contract with Cubic Inc., expired on June 30, 2019. The City owns the website and other creative content and marketing materials they produced under the contract. The website is being maintained by City staff and the social media is contracted to the Mendocino Coast Chamber of Commerce. The plan was to continue to use the creative content Cubic generated, including the website, but hire a firm that would be willing to leverage the already owned creative with new content to make a new campaign fresh.

RECOMMENDED ACTION:

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

ALTERNATIVE ACTION(S):

1. Do not approve the Resolution and do not hire a Creative firm; and/or
2. Provide staff additional direction.

FISCAL IMPACT:

The total budget available for Visit Fort Bragg for the fiscal year 2019-20 is \$216,500.

VFB Expenditure	Budget Amount	Available for Marketing
Website	\$ 5,500	\$ -
Interactive and Social Media Marketing	36,000	24,000
Content (word/photo/video)	18,500	13,500
Advertising	50,000	50,000
Public Relations and Media Outreach	5,000	5,000
Project, Contract and VFB Management	25,000	25,000
Collateral Materials, Banners, Signage	15,000	-
Special Events, Tours and Attractions	45,000	-
Dues & Memberships	10,000	-
Miscellaneous	6,500	6,500
	<u>\$ 216,500</u>	<u>\$ 124,000</u>

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:

If Council approves the contract on November 12, 2019, The Idea Cooperative will begin work immediately with the communications audit and a visit to Fort Bragg the week of November 18, 2019.

ATTACHMENTS:

1. Resolution
2. Contract

NOTIFICATION:

Tom Kavanaugh, The Idea Cooperative

1. Economic Development Planning, Notify Me Subscriber List
2. Tourism and Marketing, Notify Me Subscriber List
3. Visit Fort Bragg Committee Members