



CITY OF FORT BRAGG

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COUNCIL COMMITTEE ITEM SUMMARY REPORT

Meeting Date: July 7, 2020
To: Visit Fort Bragg Committee
From: Tabatha Miller, City Manager
Agenda Item Title: Temporary Continuation of Marketing Firm Services

BACKGROUND AND OVERVIEW:

The City's contract with the Idea Cooperative was scheduled to end on June 30, 2020. We have extended that contract to July 31, 2020 with no increase in the fees paid. The Idea Cooperative is working on what started as a website update and has turned into developing a new website. Agreeing to finish this larger project at no additional cost, is the reason for the contract extension.

In April, 2020, the City Council directed staff to make approximately \$1.4 million in General Fund budget reductions, that would be fully in place by July 1, 2020. Included in the reductions was placing a freeze on all Measure AA/AB Transient Occupancy Tax (TOT) allocations. This includes the 1% TOT that had been allocated to finance the Visit Fort Bragg Promotional efforts.

I was concerned about simply going dark on social media at the same time we are rolling out our new website and just as we reopened the economy and need that boost locally. I asked the Idea Cooperative to provide two proposals (attached) to provide services through October, 2020 – one for \$10,000 and one for \$25,000 as a comparison. Providing limited services for four months isn't a solution but it does band aid losing the investment in the VFB Promotional Campaign and provide time to see how the virus and the economy develop.

The first proposal provides for promotion of the new website, ongoing social media presence (albeit scaled down) and on-call website services to just update and correct listings. The cost is \$10,000 for four months. The second proposal provides the previously listed services plus development of a larger scale promotion to celebrate the new website, a sweepstakes or other promotion to drive sign up for the VFB Newsletter/email list, followed by an email newsletter, Google Analytics to track visits to business links and two new stories for the website in the fall.

RECOMMENDED ACTION:

Staff and City Council would like feedback and recommendations on:

- 1) The two proposals from the Idea Cooperative for short-term ongoing services, and
- 2) Consideration for the future of the Visit Fort Bragg Promotional efforts – where do we go from here?

ATTACHMENTS:

1. Idea Cooperative Campaign Extension v1
2. Idea Cooperative Campaign Extension v2