



**CITY OF FORT BRAGG**

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**COUNCIL COMMITTEE ITEM SUMMARY REPORT**

Meeting Date: January 28, 2020  
To: Visit Fort Bragg Committee  
From: Scott Perkins, Senior Planner  
Agenda Item Title: Status of ongoing projects

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**BACKGROUND AND OVERVIEW:**

The following summarizes the recent activities of Visit Fort Bragg since the last committee meeting in November.

**Special Events**

The Special Events sub-committee has been busy. After assisting in the coordination of the Fort Bragg tree lighting ceremony and overseeing the decorations on light posts downtown, the sub-committee released a Request for Proposals to hire a coordinator to run Restaurant Week for Visit Fort Bragg. The sub-committee interviewed two qualified candidates and hired Meagan Demitz of SideStreet Consulting to coordinate the event. Ms. Demitz has substantial experience with event planning and production.

After a kick-off meeting last week, Ms. Demitz is beginning her outreach to local restaurateurs for participation in the event. Pending feedback from our restaurant industry, the event will take place in mid-March (possibly March 11 through March 15), and participating restaurants will offer a prix fixe menu to customers that will include an appetizer, entrée and dessert for \$30 per person. Ms. Demitz has also met with The Idea Cooperative about promoting the event. The Idea Cooperative will be creating a “look” for the event that will integrate the existing Visit Fort Bragg branding on promotions, menus and surveys. The Idea Cooperative will also be promoting the event through the Visit Fort Bragg social media pages, and developing a “micro site” webpage where event guests can see who is participating, details of the event and menus.

## Marketing

The Idea Cooperative's contract with the City began on December 20, 2019. The Idea Cooperative's scope of work includes an audit of existing materials, creating a strategic positioning concept, developing analytics and an integrated marketing strategy, development of creative concepts, production of creative materials, and social media management. Since beginning at the end of December, The Idea Cooperative has begun managing Visit Fort Bragg's social media accounts. A review of our Visit Fort Bragg social media data is included as an attachment to this report. Additionally, the firm has developed strategic positioning concepts for review by the Visit Fort Bragg Committee. A special meeting will be scheduled in order for The Idea Cooperative to visit and present these concepts to the group as a whole.

A positioning concept is a strategic messaging "big idea" for the brand, distilled from the work done in their audit of existing materials and stakeholder workshop The Idea Cooperative held in mid-December. The positioning concept sometimes (but not always) reveals a working tag line for the brand. It also includes a mantra that summarizes the concept in language that will help determine the tone of voice for brand messaging moving forward. Once approved, the positioning concept provides a strategic and creative foundation for all the work we do moving forward, to make sure work product is always holding true to what makes the City meaningful to people.

As part of The Idea Cooperative's scope of work, they began work last week on the Visit Fort Bragg website by tasking their Search Engine Optimization (SEO) expert to review the analytics available on the website. Once we receive an audit of our existing position, The Idea Cooperative will begin recommending changes to the website based on the analytics and the outcome of the brand positioning concept meeting to come.

### **RECOMMENDATION:**

No action required.

### **ATTACHMENTS:**

1. Visit Fort Bragg Social Media Data