



AGENCY: City Council  
MEETING DATE: August 14, 2023  
DEPARTMENT: Administration  
PRESENTED BY: Munoz / McCormick  
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## AGENDA ITEM SUMMARY

**TITLE:**

**Receive Report and Consider Adoption of City Council Resolution Approving First Amendment to Existing Professional Services Agreement with Creative Thinking, Inc., DBA The Idea Cooperative, and Authorizing the City Manager to Execute Contract Amendment (\$180,000 Account No. 110-4321-0319; Total Contract Amount Not to Exceed \$205,000)**

**ISSUE:**

On November 19, 2019, the Visit Fort Bragg Committee (VFB) unanimously recommended that the City Council approve a contract with The Idea Cooperative to implement a marketing strategy for the City. The City approved Resolution 4417-2021 to continue contracting with Idea Cooperative for FY 2021-2022 and approved Resolution 4572-2022 to continue services through FY 2022-2023. The agreement with Idea Cooperative expired on June 30, 2023, and the City wishes to continue services into FY 2023-2024 by amending an existing contract with The Idea Cooperative.

**ANALYSIS:**

The Idea Cooperative, located in Petaluma, has provided the City with marketing/advertising services, design/creative services, and social media content creation since December 2019. Initially, Idea Cooperative was hired to conduct an audit of existing materials, create a strategic positioning concept and integrated marketing strategy, and oversee a complete overhaul of the Visit Fort Bragg website ([www.visitfortbraggca.com](http://www.visitfortbraggca.com)).

The Idea Cooperative has proven responsive, nimble, and skilled with marketing and promotional activities for the City. Beginning with a strictly outbound destination marketing strategy, the Idea Cooperative looks for opportunities to weave in community-oriented events that support the local businesses and people that make Fort Bragg unique. And when the City needed to pivot messaging to aid public health orders during the COVID-19 pandemic or to help educate visitors about drought conditions/water conservation – the promotional calendar was adjusted to meet the need.

The Idea Cooperative continues to drive engagement, increasing followers that provide Fort Bragg with a large online community of loyal, regular visitors. The FY 2023-2024 calendar is exciting! It includes strengthening annual traditions such as the Magic Market, while also forging new relationships with Cal Fire, Jackson State Demonstration Forest, and the mountain bikers, both local and visiting, that explore the trails.

The City currently has a \$25,000 contract with The Idea Cooperative, executed under the City Manager's signature authority effective May 30, 2023 for consulting work specifically for the Noyo Harbor grant. Staff recommends that the existing contract be amended to include the consulting work for Visit Fort Bragg.

AGENDA ITEM NO.

**RECOMMENDED ACTION:**

Adopt Resolution approving the first amendment to the professional services agreement with The Idea Cooperative and authorizing the City Manager to execute the contract.

**ALTERNATIVE ACTION(S):**

Provide staff additional direction.

**FISCAL IMPACT:**

The adopted budget for FY 2023-2024 includes \$180,000 for The Idea Cooperative services for Visit Fort Bragg.

**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:**

The Idea Cooperative will begin work as soon as the contract is executed.

**ATTACHMENTS:**

1. Resolution
2. Contract

**NOTIFICATION:**

1. Tom Kavanaugh, The Idea Cooperative
2. Notify Me subscriber lists: Economic Development Planning; Tourism and Marketing
3. Visit Fort Bragg Committee Members