

City of Fort Bragg
November 1, 2020 > March 31, 2021
October 27, 2020

Overview

The Idea Cooperative will continue as Creative Marketing Agency of Record for the City of Fort Bragg, CA with a new contract covering the period of November 1, 2020 through March 31, 2021. This proposal outlines the scope of work The Idea Cooperative commits to complete during this period based on a 5-month budget of \$40,000.

Scope of Work Summary

The Idea Cooperative will perform creative marketing duties for Fort Bragg with an overall objective of increasing visits through online engagement and supporting local merchants and hoteliers. The following is a list of specific activities and deliverables each month.

- Ongoing Social Media Posting & Monitoring
- Monthly E-marketing Analytics Report Summary
- One Monthly Promotion To Drive Engagement and Visits
 - Creative Theme/Concept
 - One Email
 - Social Media Materials
 - Collateral/Signage If Needed (note: does not include printing costs)
 - Web Development of Custom Landing Page If Needed

Based on a monthly budget of \$8,000, below is a preliminary list of promotional activities scheduled for each month. The promotional themes and deliverables for each may change, but will be specified at the beginning of each month to fall within the budget parameters.

(Note: These deliverables were selected from the 2020>21 Marketing Opportunities document based on their ability to make a measurable impact on the key objectives listed above. To accommodate a reduction of \$2,000 per month, Ongoing Content Development and E-newsletters were removed from this scope of work. While valuable, these initiatives contribute less tangibly to our goals.)

Promotion Calendar

November – Fort Bragg Gift Guide
December – Fort Bragg Holiday Visiting
January – Fort Bragg Winter Visitation Visiting
February – Fort Bragg Restaurant Week Campaign
March – Fort Bragg Book Early Campaign

BUDGET: \$40,000

The Idea Cooperative will bill \$8,000 at the end of each month to cover work performed during that month.

TOTAL PROJECT COSTS:

November, 2020	\$8,000
December, 2020	\$8,000
January, 2021	\$8,000
February, 2021	\$8,000
March, 2021	\$8,000
TOTAL:	\$40,000

Authorization To Proceed: _____ Date: _____

Notes:

Does not include hard costs associated with travel and the creation of presentation materials. These will be billed separately. This estimate is based on a preliminary understanding of services to be delivered. If any aspect of the project changes, this estimate will be subject to revision or addendum. This estimate does not include CA sales tax, if applicable.