



CITY OF FORT BRAGG

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COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: OCTOBER 20, 2020
TO: VISIT FORT BRAGG COMMITTEE
FROM: TABATHA MILLER, CITY MANAGER
AGENDA ITEM TITLE: The Idea Cooperative Recommended Scope of Work

BACKGROUND AND OVERVIEW:

The City's contract with the Idea Cooperative was scheduled to end on June 30, 2020. It was extended to July 31, 2020 with no increase in the fees paid to complete work on the website update. In July, the VFB Committee met to review proposals from the Idea Cooperative for basic services so that social media and promoting the new website would not go dark after having invested a good deal of money into the Visit Fort Bragg brand.

That four-month contract to cover July through October, will expire on October 31, 2020. The City Council approved additional budget of \$50,000 to retain the Idea Cooperative through the remainder of the Fiscal Year November 1, 2020 to June 30, 2021. The Idea Cooperative provided an updated scope of work for this time period, which exceeds the amount budgeted by the City Council by \$30,000.

RECOMMENDATION:

Staff is asking the VFB Committee to review the proposal and provide guidance in two areas:

1. Prioritization of the services currently provides and those additional services proposed.
2. More specific direction on potential promotions for seasonal events and bundles, particularly for the winter and shoulder seasons, when there is more capacity available in our local hotels.

ATTACHMENTS:

1. The Idea Cooperative Marketing Opportunities Proposal 10-09-2020
2. Email from Tom Kavanaugh dated 10-16-2020