



**CITY OF FORT BRAGG**

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**COUNCIL COMMITTEE ITEM SUMMARY REPORT**

**MEETING DATE:** DECEMBER 21, 2020  
**TO:** VISIT FORT BRAGG COMMITTEE  
**FROM:** TABATHA MILLER, CITY MANAGER  
**AGENDA ITEM TITLE:** Receive Report from Staff on Visit Fort Bragg Promotions and Provide Direction

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**BACKGROUND AND OVERVIEW:**

On October 7, 2020, the City Council approved additional budget of \$50,000 to retain the Idea Cooperative and provide for promotional funding through the remainder of the Fiscal Year from November 1, 2020 to June 30, 2021. The four-month short-term contract with the Idea Cooperative expired on October 31, 2020. On October 20, 2020, the Visit Fort Bragg (VFB) Committee met to review the proposal from Idea Cooperative. The VFB Committee decided to set aside \$10,000 of the \$50,000 for promotional efforts in the spring and to fund five months of marketing services through a continuation of Idea Cooperative's contract at a cost of \$8,000 per month.

The contract amendment scope of work is attached and provides a promotion calendar with a five campaigns – one each month from November to March. The concept was to provide marketing efforts in order to support local businesses through the slower winter season. The promotions included:

- 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

The November gift guide promotion was launched in late November and has continued into December to support shop local outreach efforts. Feedback is positive and the campaign appears to be successful.

As everyone is aware, during late November and into December, the number of COVID-19 cases and deaths has surged, locally, throughout the state and across the county. On

December 3, 2020, Governor Newsom announced stricter regional stay home orders that would be triggered for any of the five regions where the Intensive Care Unit (ICU) hospital bed capacity fell below 15%. As of December 18, 2020, only the Northern California region remains above 15% ICU capacity and therefore not subject to the stricter stay home order. The question appears to be when, not if, the Northern Region will trigger the regional stay home restrictions. Even if our region's ICU capacity does not fall below 15%, there is discussion amongst the County Health departments in our region to take preemptive action similar to the restrictions some of the Bay Area counties implemented prior to their falling below the ICU capacity threshold. With 98.3% of California's 39.5 million population already limited to essential travel and the probability that our region will be there soon, a campaign focused on holiday and winter visitation seems ill-timed.

The challenge is how to continue to support all of our local businesses but encourage everyone to stay home. Staff is requesting direction from the Committee members.

**ATTACHMENTS:**

1. The Idea Cooperative Marketing Opportunities Proposal 10-27-2020