

CREATIVE

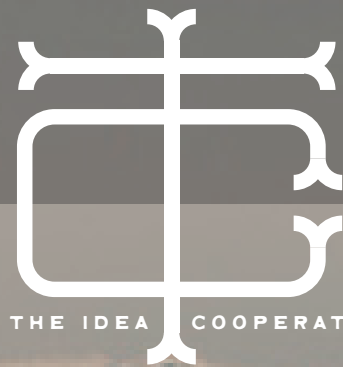
THINKING

Proposal for:

City of Fort Bragg Proposal

BY THE IDEA COOPERATIVE

JUNE 26, 2024



LETTER

June 26, 2024

To our good friends at the City of Fort Bragg,

Speaking for our whole team, I can say with all sincerity that working with the City of Fort Bragg has been one of the most rewarding experiences of our professional careers. Having fully fallen in love with the city also makes the work incredibly personal for us. We are fully invested in the city's success, we have learned so much about what makes it such an amazing destination, and we've come to know and care for the many people who work so hard to promote and help Fort Bragg prosper.

The following proposal is based on processes, approaches, tactics and deliverables that we have refined over four years to optimize success in meeting, often exceeding the goals of the Visit Fort Bragg marketing communications campaign. That doesn't mean, however, that we are fully satisfied with the work or the results. We strive to continuously improve, exploring new and innovative ways to make an even greater impact.

Here at The Idea Cooperative, we thoroughly enjoy helping communities develop a unique sense of identity that promotes tourism while, at the same time, helping to create a sense of local pride. This approach is made even more interesting and effective with a place as unique and compelling as Fort Bragg.

It has been our great honor to work with the city to get to where we are today, and we could not be more excited to continue to engage and grow the Fort Bragg audience and drive visitors to Fort Bragg.

Thank you so much for considering The Idea Cooperative. We look forward to hearing from you.

Sincerely,



Tom Kavanaugh
The Idea Cooperative



A. FIRM DESCRIPTION

The Idea Cooperative is a creative communications firm founded in 2005 and headquartered north of San Francisco.

A Creative Thinking Collective

Founded and run by a small group of acclaimed creative thinkers at the forefront of integrated marketing, The Idea Cooperative brings together teams of accomplished experts around the specific needs of our clients. For the City of Fort Bragg, we will maintain our current core team of best-in-class talent with deep expertise in destination marketing and place branding. That team will be augmented with experts in social media, interactive strategy and SEO, print and video production and any other needs required.

Global Talent In A Regional Agency

The Idea Cooperative is run by strategic and creative professionals with vast experience working in agencies big and small. From global firms creating worldwide campaigns to creative boutiques working closely with smaller projects. When you work with us, you work directly with a level of talent usually only available to large organizations with massive marketing budgets.

Making Brands Meaningful

Our approach to helping our clients surpass their marketing goals is driven by our belief in high-purpose branding. More and more, consumers and constituents are looking to share values with organizations they support. So, processes are designed around helping organizations discover, define and rally around something that truly matters. Because when people believe in what you stand for, it makes all your communications work better.

Inspiring Communities

At The Idea Cooperative, we create communications that bring people together – to learn, to share, to recommend, to discuss and engage. The ultimate goal of our work for the City of Fort Bragg has, and will continue to be, create a gathering place for people to experience and share their love of Fort Bragg, making them feel connected so they look forward to coming back regularly.

Engaged Californians Specializing in Destination Marketing

Having lived and worked in Northern California for over 30 years, the people at The Idea Cooperative have always had a deep passion for our community. This love of place has led us to create groundbreaking campaigns for many of the cities and regions we love. Several of these are shown as project examples in this proposal. Our experience in what we call Place Branding has taught us the importance of being authentic in our communications. By revealing a place as it really looks, feels and sounds through honest, personal and insightful storytelling. In being real, we've been able to not only drive results for our clients but, in some cases, start the process of changing a community for the better from the inside out.

A Fully Integrated Marketing Communications Company

With origins in the earliest explorations in bringing together the full range of marketing disciplines, The Idea Cooperative is adept not just in the many marketing channels and vehicles, but also in making sure they work together seamlessly, consistently and effectively towards the goals of our clients. The Idea Cooperative offers best in class services in:

- Integrated Marketing and Brand Strategy
- Strategic Messaging & Positioning
- Creative Concept and Brand Identity
- On & Offline Paid Media Planning, Buying and Analytics
- On & Offline Earned & Organic Media Planning and Analytics
- On & Offline Direct Marketing Planning, Execution & Analytics
- Content Creation & Storytelling
- Print, Broadcast and Online Advertising
- Digital & Interactive Marketing (social media, email marketing, website development & promotion)
- Event Production & Promotion

B. RELEVANT EXPERIENCE

With a deep passion for Place Branding, The Idea Cooperative has extensive experience in developing highly engaging, effective and breakthrough campaigns for destinations throughout the North Bay and beyond, including Santa Rosa, Petaluma, Windsor, Rohnert Park, Sonoma Valley and Livermore Valley. Details on several of these are included on the following pages.



City of Fort Bragg, CA

Of course, our most relevant experience would be our over four-year relationship with the City of Fort Bragg driving the Visit Fort Bragg destination marketing campaign. On the following pages we've outlined some of the major initiatives and accomplishments of the work that has been done to date, and a preview of what we hope still lies ahead.

Our Approach

The Idea Cooperative recognized early on that Fort Bragg needed something more, or different than, a traditional destination marketing campaign. It was clear that people's affinity for the city went beyond the cool air and the coast.

Looking Back

2019 to 2020 - Rebrand, New Website and Prep for Revenge Travel

- The Idea Cooperative began working with the City of Fort Bragg in late 2019 and set about developing new messaging and creative concepts more aligned with the real Fort Bragg.
- When the pandemic struck in March, 2020, we shifted to promoting local businesses and keeping our followers engaged and ready to visit when restrictions lifted.
- In September of 2020 we launched a new, far more engaging and "true-to-Fort Bragg" website tapping into the social and newsletter followers we had been nurturing.
- Our efforts yielded near immediate results, with bed tax revenues for fiscal 2020 increasing over 52% from the previous year and nearly \$1M higher than any previous year.

Highlights:

- Revised marketing strategy brand identity
- Fort Bragg 2 Go – social distancing food and shopping site build
- Local Mask & Social Distancing Campaign
- Complete website revise and launch campaign
- Unique Our Stories and Fort Bragg Experiences content areas

2021 to 2024 – Increased Engagement and Followers through Online Promotions and Local Events

- Entering 2021, with Covid restrictions sporadically lifting, the Visit Fort Bragg campaign focused on:
 - a) Continuous content creation with original photography, audio and video
 - b) Consistent online engagement through social media, email and dynamic website content
 - c) A robust promotion calendar with emphasis on shoulder season
 - d) Support for downtown merchants
- Paid media was used to drive website traffic for visitation promotions and events leading to hundreds of thousands of online impressions and huge spikes in site visitors.
- In 2021 the foundations were laid for the current roster of ongoing Fort Bragg major events, including Restaurant Week, Magic Market, Winter Wonderland and Whale Fest.
- The Blue Economy Symposium and Learning Festival was branded, promoted and documented in May 2022, laying the groundwork for ongoing communications around sustainability and community development.
- In 2023 the groundwork was laid through contacts within the cycling community and State Forest to raise awareness for mountain biking in the Fort Bragg areas, with a promotion launching in July.



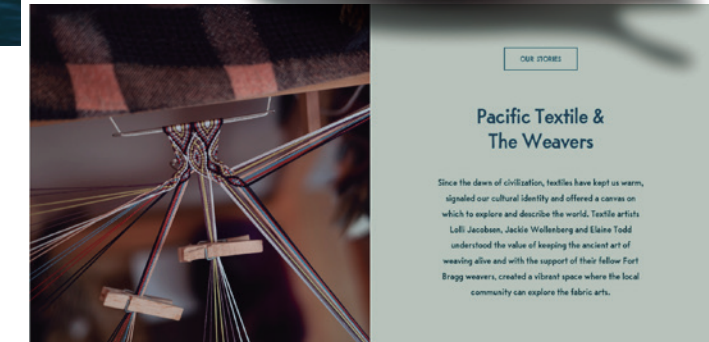
NICE WORK, MOTHER NATURE.

By the time she got here, Mother Nature was just showing off. What, with the breathtaking coastline, towering redwoods, fresh ocean air and fertile farmlands, all in one place. So, it's no wonder that Fort Bragg has always been at the center of efforts to preserve and protect the sights, sounds, smells, tastes and touches that connect us so closely to California's incredible North Coast. Below you'll find a select sampling of all nature has to offer here, along with those committed to safeguarding it for generations. We hope you'll join us in appreciating and sustaining this spectacular natural treasure.



Ocean
EXPLORE

Agriculture
EXPLORE



B. RELEVANT EXPERIENCE



FORT BRAGG
NORTH COAST CALIFORNIA



A MOUNTAIN BIKING MECCA IS EMERGING
- RIGHT OUTSIDE OF FORT BRAGG

-by Yuri Hauswald



2021 to 2024 Highlights

Annual Promotional Campaigns

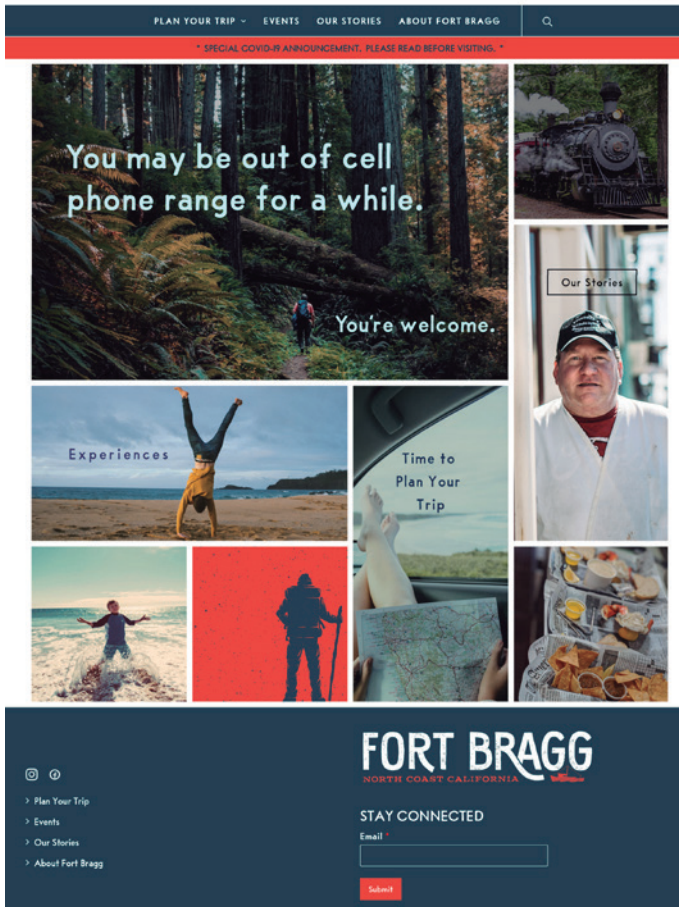
- Winter Visit
- Book Early
- Visit Sustainably
- Holiday Gift Guide (with custom, hosted microsite)
- Fort Bragg Photo Collection (with custom, hosted microsite)
- Beer Month

One-Off or Ongoing Promotional Efforts

- Ongoing Fort Bragg Stories & Profiles
- Wayfinding
- Blue Economy (with custom, hosted website)
- Mountain Biking (Editorial approach with audio)
- Mural Walk (with custom, hosted website)
- Visitor Profiles
- Google Search Engine Optimization

Annual Promoted Events

- Restaurant Week (with custom, hosted website)
- Whale Fest (with custom microsite)
- Magic Market
- Noyo Harbor Festival
- Winter Wonderland

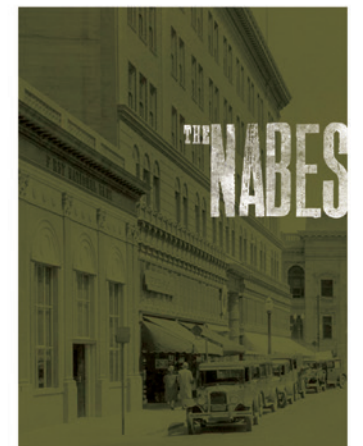
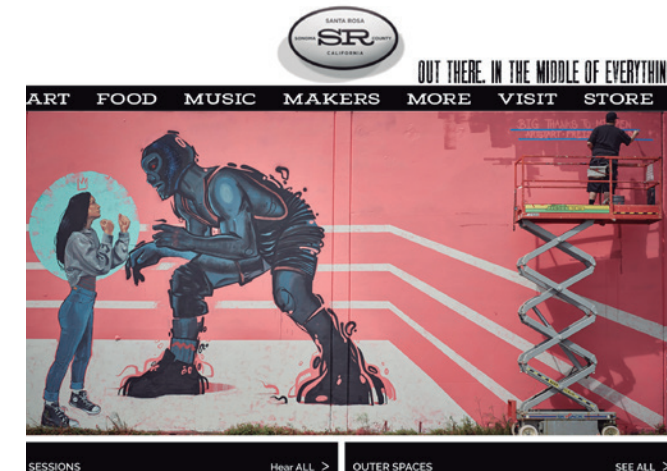


The Alleyway Art Project is bringing a series of murals to downtown Fort Bragg CA. The project is designed, curated, and managed by Lia Morselli. If you are interested in sponsoring or hosting a mural in downtown Fort Bragg please get in touch! This is one of many arts projects under the banner of The Arts Council of Mendocino County.

City of Santa Rosa, CA

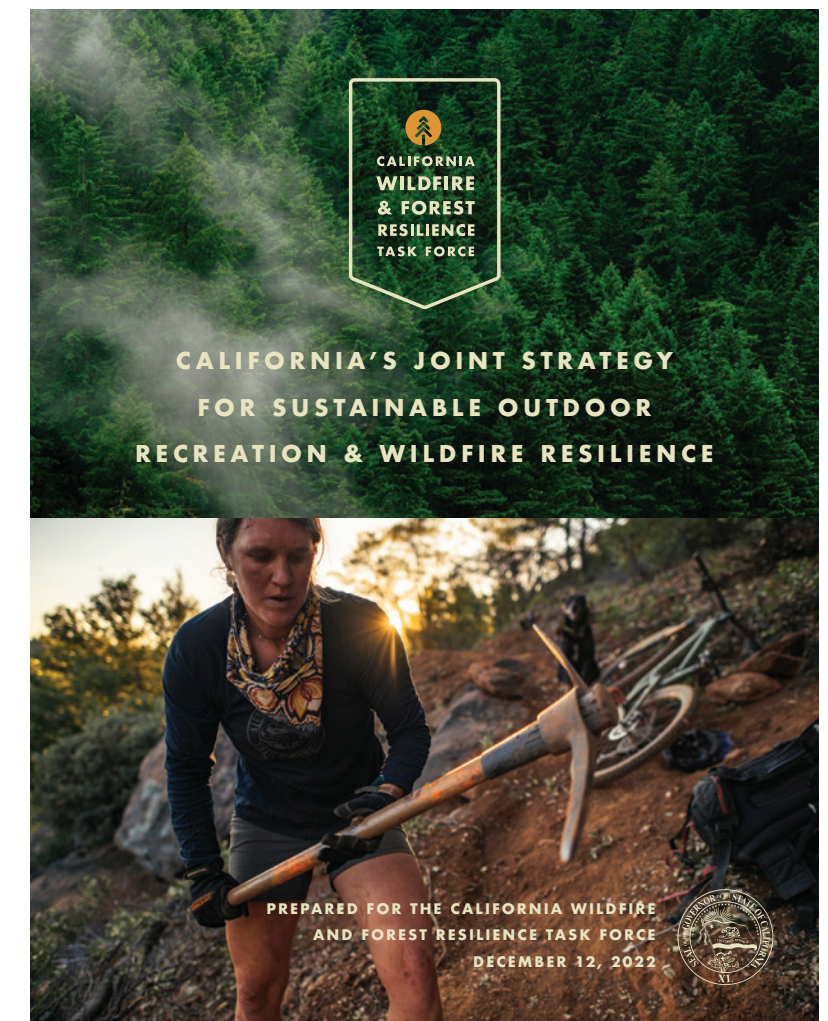
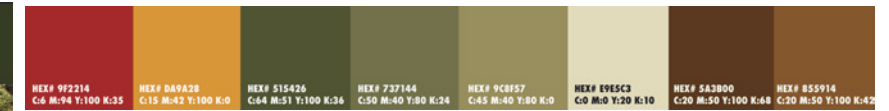
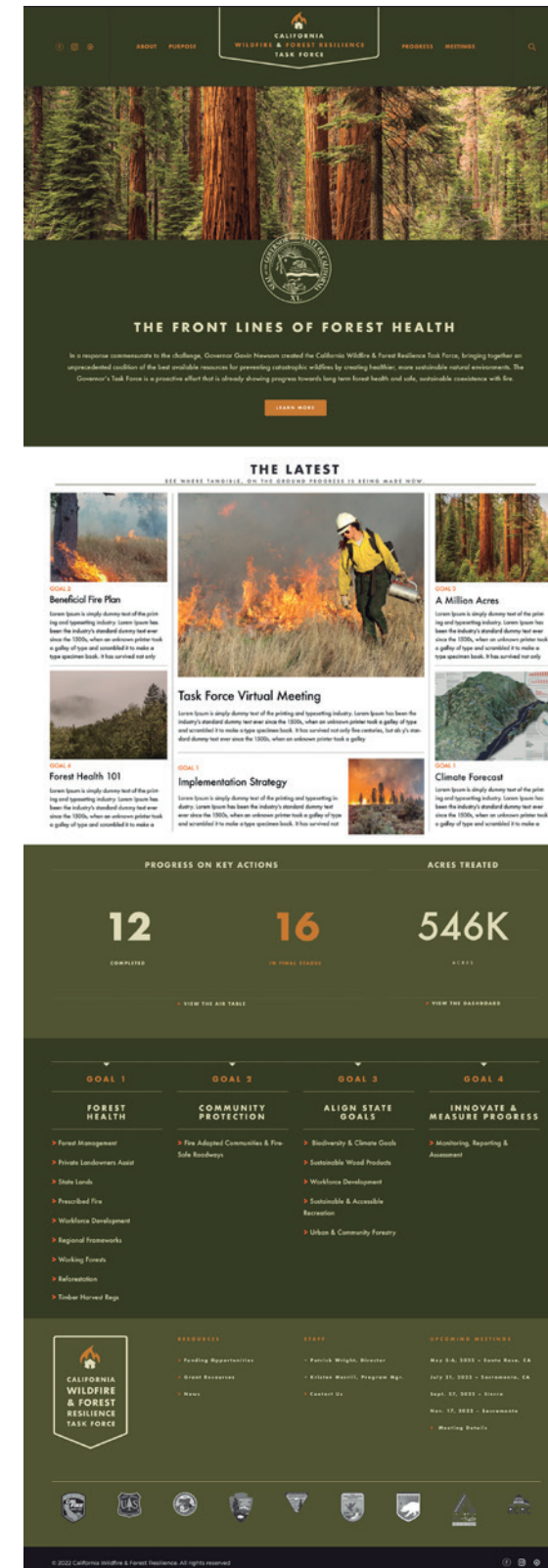
Out There, In The Middle of Everything

The Idea Cooperative developed a highly innovative campaign for Santa Rosa with a goal of evolving the perception of the city, both to visitors and to generate a sense of local pride. Built around the theme: Out There In The Middle of Everything, we showcased the hipper, more urban side of Santa Rosa as an alternative, or welcome extension, to a trip to Northern California Wine Country. In March of 2020, however, with the onset of the pandemic, we shifted quickly, creating an online marketplace for local merchants, makers and artists. InsideOutThere.com quickly became a go-to resource for locals, visitors, but mostly to Santa Rosa businesses to help drive business during shelter in place.



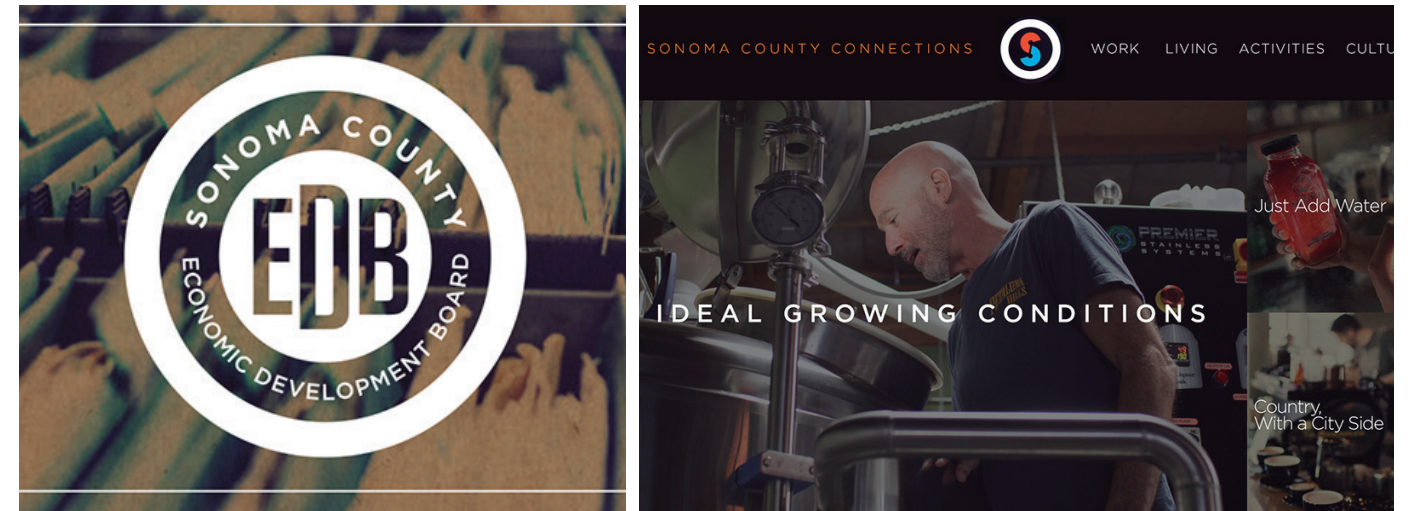
California Wildfire & Forest Resilience Task Force

The Task Force has a mission of aligning the wide range of federal, state, local, tribal and private organizations working to improve the health of landscapes across California to make them less prone to catastrophic wildfire. They came to The Idea Cooperative in need of a way to communicate to all those who needed to know and understand the incredibly important work being done. We developed a compelling brand identity that became the foundation for the creation of all Task Force communications vehicles, from an entirely new website and a range of ongoing outbound communications including e-newsletters, web posts, social media, reports and meeting events. Over the last three years, The Idea Cooperative has been instrumental in helping the Task Force engage with the people and partners so critical to aligning resources and reporting on the progress being made.



Sonoma County Economic Development Board

When The Idea Cooperative was tapped to rebrand the Sonoma County EDB, we quickly recognized just how valuable and, in many ways, underappreciated it was. By positioning the EDB as your Biz Dev Team, we showed the many ways they could help businesses succeed. A striking new visual identity and fun creative marketing campaign helped the EDB not only help individual businesses but contribute to a healthy local economy and community here in Sonoma County.



THE SONOMA COUNTY
DEPARTMENT OF

FINDING SHORT CUTS

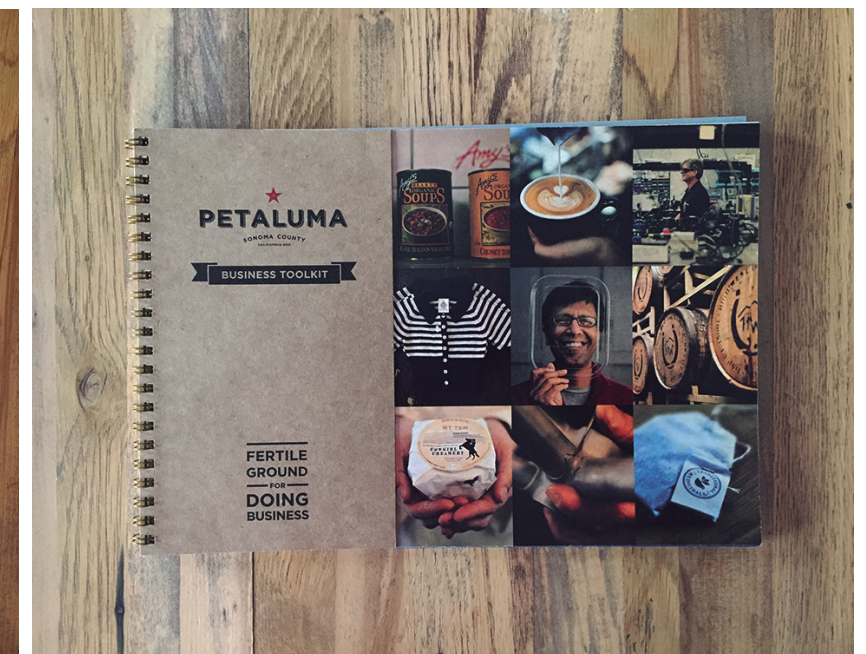
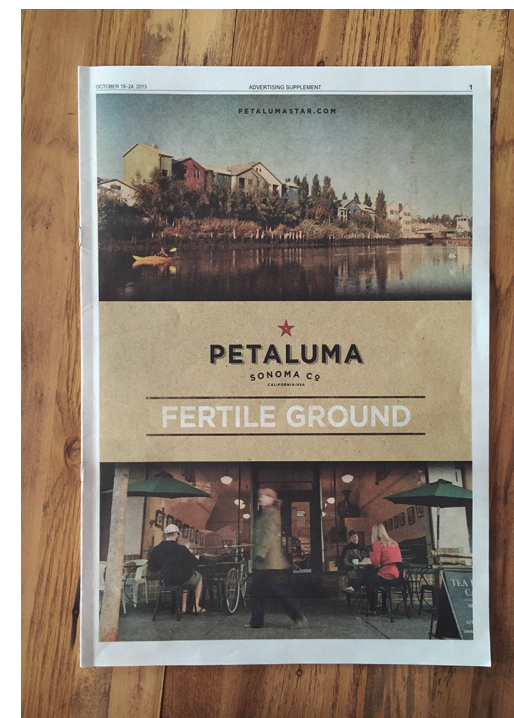
YOUR BUSINESS PARTNER

Some county services repair roads. Some help keep you safe. But the Sonoma County Economic Development Board is here to help make your business successful. Like the business development department you didn't know you had, the Sonoma County EDB is your free resource for the knowledge and expertise to start and grow businesses here in Sonoma County.

City of Petaluma, CA

For the City of Petaluma, our team hometown at the time, The Idea Cooperative worked collaboratively with local talent and Petaluma residents to develop a new brand identity, logo design and design guidelines for the city's business development outreach efforts.

We developed materials, digital and print, to attract new business to Petaluma, and to guide new businesses in getting started.



Sonoma Valley Vintners & Growers

A client for over 10 years, The Idea Cooperative developed a strategic messaging platform that resonated with their rich heritage and created a look and feel for SVVGA that aligned with the perceptions associated with wine regions that command the highest prices for their wines. Along with ongoing social media, content creation and newsletter, we developed a comprehensive loyalty program and conceived, planned and produced several regional events.



C. KEY PERSONNEL QUALIFICATIONS



Tom Kavanaugh

Strategic Planning, Creative Direction, Copywriting

Tom founded The Idea Cooperative after leading the creative department at a global integrated marketing agency in San Francisco. It was there that he realized 1) the unlimited opportunities enabled by uniting all marketing disciplines under a single big idea and 2) the virtual impossibility of making it work in a large, traditional-structured advertising agency. Having overseen highly acclaimed creative campaigns for global clients like HP, Microsoft and Sprint, The Idea Cooperative affords Tom the welcome opportunity to work more hands-on with locally-focused organizations such as Sonoma County Ag + Open Space, the Community Foundation Sonoma County, and local makers such as Point Reyes Farmstead Cheese Company.



Tyler Young

Creative Direction, Art Direction, Design

With an artist's eye and a strategist's brain Tyler is a natural born creative multi-disciplinarian. Having seen the advantages of working outside the traditional agency structure early on, he's also a living testament to the fact that smaller groups can have a big impact. His work in the social and environmental sustainability space, for organizations such as Habitat For Humanity and Urban Revision among many others, has been praised not only for its creativity but its significant contribution to the common good.



Melissa Holberton

Account Director, Copywriter

Melissa makes good things happen. With a background in corporate marketing and copywriting, she is an invaluable manager and strategic counsel for our clients. A relentless perfectionist and jack of all trades, Melissa keeps The Idea Cooperative trains running on time with a constant eye on quality control for everything we do. The clients she works with closely, including The California Wildfire and Forest Resilience Task Force, Point Reyes Farmstead Cheese Company, and the City of Fort Bragg, have quickly come to depend on her deep sense of personal responsibility and constant focus on every detail.

Client References:

Kristen Merrill

Program Manager, Senior Environmental Scientist
Wildfire & Forest Resilience Task Force
(916) 508-6019
kristen.merrill@fire.ca.gov

Karen Gaffney

Director, Strategic Planning & Communications
North Coast Resource Partnership
(707) 583-6757
kgaffney@westcoastwatershed.com

Jill Giacomini Basch

Owner
Point Reyes Farmstead Cheese Company
(415) 663-8880
jill@pointreyescheese.com

Cristal Munoz

Administrative Analyst
City of Fort Bragg
(707) 961-2823 ext. 103
cmunoz@fortbragg.com

Additional references available upon request.

E. SCOPE OF WORK

Notes on RFP Scope of Work and Proposed Tasks

Based on our experience with Fort Bragg and other destinations, The Idea Cooperative is recommending tasks that do not align directly with the tasks outlined in the RFP.

Maintaining Communications Consistency

The Idea Cooperative has established a highly effective campaign of promotions and ongoing communications to drive engagement and grow followers for Visit Fort Bragg. The Scope of Work below aligns closely with the current campaign processes and output, building on the current successes while continuing to innovate and add new elements to surpass objectives.

Proposed Changes in Visit Fort Bragg Communications

While consistency is important, The Idea Cooperative is also proposing several adjustments to the campaign for the coming fiscal year. Below are several initial recommendations, although others may be revealed in the Strategic Plan Refinement, Phase 1.

1. Bike Race Promotion in 2025 – The groundwork has been laid and the budget is being approved for a bike race in Fort Bragg. Bike Monkey will produce this event and the Visit Fort Bragg campaign will provide a major assist in promotions.
2. Music Event Promotion in 2025 – A location has been identified for a music festival on Fort Bragg-owned property. The Idea Cooperative has experience in music events and contacts in the industry to provide a range of options on how to promote and produce a successful festival.
3. Reduced Direct Merchant and Restaurateur Engagement – Multi-year efforts to engage retail shops and eateries has had limited success. Moving forward, we recommend shifting our efforts from individual requests from merchants, and more focus on promoting events such as Restaurant Week and Gift Guide as showcases for Fort Bragg’s dining and shopping experience.
4. Increased Hotelier Engagement and Interaction – Conversely, we recommend increasing individual engagement with lodging establishments, making them aware of the value of the Visit Fort Bragg campaign and offering them opportunities to partner on promotions to increase stays.
5. Ongoing Targeted Online Advertising Campaigns – In Task 1, The Idea Cooperative will consider a consistent presence online to increase steady web traffic, particularly during shoulder season.

Evaluating Results and Return on Investment

For each of the Tasks outlined below, a process is in place for reviewing analytics to determine strengths, weaknesses and areas of improvement for each communications vehicle. Because there is no direct way to connect marketing activity to hotel occupancy or city revenue, we rely on an informed assumption that increased engagement with the Visit Fort Bragg campaign, particularly site traffic to pages that are designed to guide users towards visitation are positive indicators that visitation is being driven by marketing efforts. We feel very strongly that maintaining the current level of outbound communications is critical to not only sustaining the current levels of city revenue and hotel bookings but continuing to grow them, particularly during the shoulder seasons.

Task 1: Strategic Plan Refinement

The Idea Cooperative will revisit the strategic work that provided the foundation of the campaign created in 2020. Drawing on four years' worth of experience and incorporating available research, the following information will be reviewed and adjusted where necessary.

- Available research from Visit CA and other sources
- Strategic Messaging & Positioning
- Integrated Marketing Plan
- Annual Promotional Roadmap

The resulting 2024 to 2025 Strategic Plan will define objectives and expectations, while serving as strategic direction for all destination marketing through the year.

Timing: July 1 > August 15, 2024

Measuring Results: The Idea Cooperative will track web traffic, social engagement and newsletter subscriber and click rates month to month. A mid-year and year-end comparison will determine if changes to the Strategic Plan were effective.

Task 2: Promotional Development, Execution & Analytics

Working from the approved Integrated Plan and Roadmap, The Idea Cooperative will implement all promotional activities. Promotional activities may vary from previous years, but are likely to include the following:

- Ongoing Seasonal Event Promotion
- Fort Bragg Photo Contest
- Fort Bragg Beer Month
- Holiday Gift Guide
- Restaurant Week
- Whale Fest
- Mendocino Film Fest
- Fort Bragg Bike Race Preparation

Paid Media Promotional Support

In reviewing the 2024 – 2025 promotional calendar, The Idea Cooperative will work with the City of Fort Bragg to determine which promotions warrant additional paid media support. Google ad campaigns have proved most effective in driving engagement and will be scheduled and budgeted in advance based on strategic recommendations in Task 1.

Timing: July 1, 2024 > June 30, 2025

Measuring Results: The Idea Cooperative tracks results of promotions monthly, reporting to the Visit Fort Bragg committee specific analytics related to each promotion. Results are used to adjust and optimize future promotions.

Task 3: Ongoing Content Development, Social Media & E-newsletter

The Idea Cooperative will develop ongoing original content for use in all outbound communications, using original photography, video, interviews with locals and featuring ongoing month to month promotions. At least four trips to Fort Bragg will be made by The Idea Cooperative for content gathering during the contract term.

An ongoing social media calendar will be maintained by The Idea Cooperative with help with ongoing local content from Fort Bragg resident Barbara Bruce. Facebook and Instagram will be used, with goals of a) increasing engagement and building web traffic and b) increasing followers.

The monthly Visit Fort Bragg e-newsletter will continue to deliver news, stories, insights and details about local events to a highly engaged audience. Newsletter goals are a) subscriber growth and b) subscriber engagement measured through opens, clicks and conversions on promotions.

Visit California and other Marketing Partnership Opportunities

The Idea Cooperative has been working closely with Visit California to find maximum value for reaching their very large audience of prospective visitors throughout California. To date, those opportunities have been dependent on committing a percentage to marketing out of state and foreign travelers. However, Visit CA has recently introduced a new set of regionally focused programs, some of which fit well with Fort Bragg's specific marketing needs. The Idea Cooperative will continue to explore and take advantage of those opportunities.

Visit Mendocino County is also a key partner with the Visit Fort Bragg campaign and The Idea Cooperative has and will continue to maintain a strong working relationship with VMC. Successful collaboration has led to large increases in engagement and site traffic, particularly around events that piggy-back with VMC events.

Timing: July 1, 2024 > June 30, 2025

Measuring Results: Social media and E-newsletter analytics are reviewed and shared every month with the Visit Fort Bragg Committee with an eye towards what's working best and what can be improved.

F. BUDGET AND SCHEDULE OF CHARGES

Working from the designated annual not to exceed budget of \$180,000 The Idea Cooperative recommends a similar structure and schedule of charges from previous years, with \$12,000 per month Retainer Costs to cover time of staff costs and \$3,000 for hard costs including printing, content creation (including travel), social media, interactive and SEO services.

Budget:

\$12,000/Month Retainer Costs + \$3,000/Month* for Hard Costs

\$180,000 12 Month Total

*note: Hard Costs totals may vary month to month, but will equal the total at the end of contract.

Retainer Costs Monthly Break Out

Work Specification	Hours	Rate	Fee
Strategic Marketing Consultation	1	\$200	\$200
Creative Direction	4	\$200	\$800
Art Direction/Creative Concept	8	\$150	\$1,200
Copywriting/Creative Concept	8	\$150	\$1,200
Account Direction	8	\$125	\$1,000
Project Management	16	\$100	\$1,600
Production Management	8	\$100	\$800
Digital Production Art / Production Design	16	\$100	\$1,600
Interactive Strategy and Consultation	4	\$100	\$400
Interactive Development & Programming	16	\$100	\$1,600
Social Media & Content Execution	16	\$100	\$1,600
		TOTAL	\$12,000

Schedule of Charges

Month	Fee	Hard Costs	TOTAL
July, 2024	\$12,000	\$3,000	\$15,000
August, 2024	\$12,000	\$3,000	\$15,000
September, 2024	\$12,000	\$3,000	\$15,000
October, 2023	\$12,000	\$3,000	\$15,000
November, 2023	\$12,000	\$3,000	\$15,000
December, 2023	\$12,000	\$3,000	\$15,000
January, 2025	\$12,000	\$3,000	\$15,000
February, 2025	\$12,000	\$3,000	\$15,000
March, 2025	\$12,000	\$3,000	\$15,000
April, 2025	\$12,000	\$3,000	\$15,000
May, 2025	\$12,000	\$3,000	\$15,000
June, 2025	\$12,000	\$3,000	\$15,000
Totals:	\$144,000	\$36,000	
		TOTAL CONTRACT:	\$180,000

Job Descriptions for Personnel:

Tom Kavanaugh

- Strategic Development and Consultation
- Creative Direction
- Copywriting/Creative Concept
- Copywriting/Content Creation
- Interactive Strategy and Consultation

Tyler Young

- Creative Direction
- Art Direction/Creative Concept
- Digital Production Art / Production Design
- Interactive Strategy and Consultation
- Interactive Development & Programming
- Social Media & Content Execution

Melissa Holberton

- Account Direction
- Project Management
- Production Management
- Interactive Development & Programming
- Social Media & Content Execution

Hourly Personnel Rates:

- \$200 - Strategic Development and Consultation
- \$200 - Creative Direction
- \$150 - Art Direction/Creative Concept
- \$150 - Copywriting/Creative Concept
- \$100 - Copywriting/Content Creation
- \$125 - Account Direction
- \$100 - Project Management
- \$100 - Production Management
- \$100 - Digital Production Art / Production Design
- \$150 - Interactive Strategy and Consultation
- \$100 - Interactive Development & Programming
- \$100 - Social Media & Content Execution

Support Team / Subcontractors

- \$150 - Interactive Strategy and Consultation
- \$100 - Interactive Development & Programming
- \$150 - Social Media & Content Strategy
- \$150 - Media Relations and PR Strategy
- \$125 - Media Relations and PR Execution
- \$100 - Information Graphic Development

G. WORK SCHEDULE

For Visit Fort Bragg, The Idea Cooperative tracks general creative communications progress through the promotional calendar. A preliminary calendar is below and applies to Task 2. Task 1 will take place in the first month of the contract and Task 2 is ongoing throughout the year.

Preliminary 2024 - 2025 Promotional Calendar

July

- The Great Fort Bragg Photo Collection

August

- Shop Downtown
- Fall Events

September

- Mural Walk
- Fort Bragg Beer

October

- Winter Visit
- Magic Market

November > December

- Winter Events
- Gift Guide

January 2024

- Restaurant Week

February > March

- Whale Fest +

April

- Fort Bragg Mountain Biking
- Summer Season Events

May

- Mendocino Film Festival
- Kelp Fest

June

- Nature/Environmental/Sustainability

Invoice Example

CREATIVE THINKING, INC.

dba: The Idea Cooperative

INVOICE

Job #: FTB-045
 Date: May 31, 2024
 Submitted To: City of Fort Bragg
 Contact: Cristal Munoz

Job Title: **Creative Marketing**
 Phase: **044 – May 2024**

March 2024

Agency Fee:	\$12,000.00
Hard Costs:	\$500.00
TOTAL:	\$12,500.00

May TOTAL DUE	\$12,500.00
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TOTAL PROJECT COSTS:

Month	Fee	Hard Costs	TOTAL
July, 2023	\$12,000	--	\$12,000
August, 2023	\$12,000	--	\$12,000
September, 2023	\$12,000	\$2,985.46	\$14,985.46
October, 2023	\$12,000	\$4,623.54	\$16,623.54
November, 2023	\$12,000	\$750.00	\$12,750.00
December, 2023	\$12,000	\$1,175.00	\$13,175.00
January, 2024	\$12,000	\$9,970.00	\$21,970.00
February, 2024	\$12,000	\$4,654.00	\$16,654.00
March, 2024	\$12,000	\$4,416.00	\$16,416.00
April, 2024	\$12,000	\$4,267.00	\$16,267.00
May, 2024	\$12,000	\$500.00	\$12,500.00
June, 2024	\$12,000	\$3,000	\$15,000
TOTAL CONTRACT:	\$144,000	\$36,000.00	\$180,000.00
Invoiced To Date:	\$132,000	\$33,341.00	\$163,841.00
Balance:	\$12,000	\$2,659.00	\$16,159.00

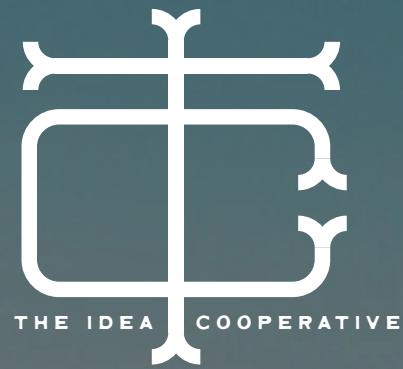
Hard Costs - May

CONTENT	
B. Bruce	\$500
HARD COST TOTAL / MARCH	\$500

TERMS: Payment due within 30 days of receipt of invoice. Please make check payable to: Creative Thinking, Inc.

H. INSURANCE

The Idea Cooperative is current on all insurance required by Fort Bragg. Insurance costs incurred by The Idea Cooperative are shared across several clients with similar requirements. They are considered a cost of doing businesses and are not charged to our client. The percentage of costs incurred for Visit Fort Bragg would be approximately \$3,250 per year.



Thank You.

THEIDECOOPERATIVE.COM