



VISIT FORT BRAGG STAFF REPORT

TO: Visit Fort Bragg Committee

DATE: August 11, 2026

DEPARTMENT: Administration Department

PREPARED BY: Cristal Munoz, Senior Administrative Analyst

PRESENTER: Cristal Munoz, Senior Administrative Analyst

AGENDA TITLE: Receive Report and Provide Direction for FY 26-27 Scope of Work for the Idea Cooperative

RECOMMENDATION

Receive the staff report, discuss and provide feedback on the scope of work for Visit Bragg.

BACKGROUND

On June 15, 2026, during the Special VFB Meeting, the committee heard a joint proposal from City Manager Isaac Whippy and VFB Committee Member Jon Glidewell outlining a long-term vision for Fort Bragg's tourism program and the evolving role of Visit Fort Bragg (VFB). At the June 29th Special City Council meeting, the City Council approved a new contract with The Idea Cooperative, the City's external marketing consultant.

With this new contract in place, the VFB Committee is requesting the opportunity to review and provide input on the FY 2026–27 Scope of Work. Under the City's current model, Visit Fort Bragg functions as an advisory body, while core tourism operations, destination marketing, branding, and advertising are carried out by The Idea Cooperative.

This partnership structure directly supports Strategic Plan Goal 1: Invigorate Economic Opportunity and Community Vibrancy, which emphasizes strengthening Fort Bragg's economic vitality through coordinated tourism promotion. The collaboration between the VFB Committee and The Idea Cooperative is intended to advance that goal by ensuring a unified, strategic approach to destination marketing.

DISCUSSION AND ANALYSIS

In prior years, the City Manager's Office has provided direction to the City's marketing consultants as they developed the annual roadmap for tourism marketing and promotion. Because these contracts are structured on a fiscal-year basis, each cycle offers an opportunity to refine, update, and enhance campaigns based on performance,

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particularly those that successfully support shoulder-season visitation and contribute to increased TOT revenue while promoting local businesses.

Tourism continues to be one of Fort Bragg's most significant economic sectors. Given its importance, the VFB Committee has requested to provide feedback on The Idea Cooperative's proposed promotional calendar and marketing roadmap for FY 2026–27. This review will help ensure that planned campaigns align with community priorities, support local economic vitality, and reflect the strategic direction outlined in the City's long-term tourism model.

Below is the prior year's promotional table for reference.

Promotional Activity	Description / Scope of Work
Seasonal Event Promotion	Implementation of ongoing Summer and Fall promotional campaigns supporting scheduled community events.
Fort Bragg Photo Contest	Coordination, promotion, and content management for the annual photo contest to increase engagement and user-generated content.
Fort Bragg Beer Month	Promotion of Beer Month activities, including integrated hotel packages and partner business features.
Winter Visit Campaign	Development and rollout of winter-season marketing with lodging promotions to increase off-season visitation.
Blues Fest	Marketing support for Blues Fest, including digital promotion and event visibility.
Whale Fest & Wine Walk	Promotional activities for Whale Fest and Wine Walk, with coordinated hotel promotions to drive overnight stays.
Music Fest Planning	Early-stage preparation, organization, and planning for Music Fest
Major Event Development	Concept development, planning, and promotional support for major events identified in the promotional calendar.(Bike Race,etc)

In addition, the scope of work includes ongoing development of original content for all Visit Fort Bragg outbound communications. The Idea Cooperative will produce new photography, video, interviews, and monthly promotional features, supported by two content-gathering trips to Fort Bragg during the contract term. A continuous social media calendar will be maintained, with local content contributions from Fort Bragg resident Barbara Bruce, and Facebook and Instagram will be used to increase engagement, drive website traffic, and expand the follower base.

The monthly Visit Fort Bragg e-newsletter will continue to highlight local events, stories, and community insights. Performance goals for the newsletter will focus on growing the subscriber list and improving engagement through higher open rates, click-throughs, and conversions on featured promotions.

Task Component	Scope of Work
Content Development	Creation of ongoing original content including photography, video, interviews, and monthly promotional features; supported by two content-gathering trips to Fort Bragg.
Social Media	Maintenance of a continuous social media calendar for Facebook and Instagram, with local content contributions from Barbara Bruce; goals include increased engagement, web traffic, and follower growth.
Monthly E-newsletter	Monthly Visit Fort Bragg e-newsletter featuring stories, event details, and community insights; performance goals include subscriber growth and improved engagement measured through opens, clicks, and conversions.

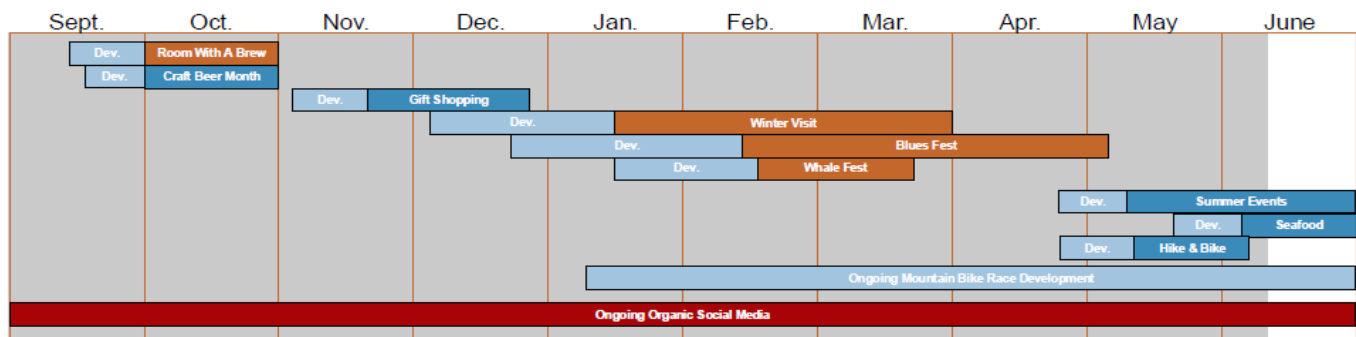
Hard costs associated with Visit Fort Bragg's promotional and communication activities, including printing, content development, travel for on-site production, social media management, interactive digital services, and SEO support, will be monitored and adjusted on a monthly basis to ensure alignment with evolving project needs and priorities. This flexible cost-management approach allows the City and its consultant to allocate resources to the platforms, campaigns, and content areas demonstrating the highest impact, while maintaining fiscal accountability and responsiveness to changing conditions throughout the contract term.

Below is an example of Promotional Calendar



FORT BRAGG
NORTH COAST CALIFORNIA

Promotional Calendar
2024 > 2025



- ## Major Promotion

- Hotel Involvement
- Landing Page
- Paid Media
- Organic Social
- Newsletter
- Conversion CTA

- ### Minor Promotion

- Landing Page
- Organic Social
- Newsletter

- ### Campaign Development

The Committee is being asked to review and provide direction on the proposed FY 2026–27 Scope of Work for Visit Fort Bragg, which outlines the full set of marketing, promotional, and content-development activities to be carried out by The Idea Cooperative under the City’s existing tourism model. This includes evaluating the planned seasonal event promotions, digital campaigns, lodging-focused initiatives, and major event development efforts, as well as the consultant’s responsibilities for ongoing content creation, social media management, and monthly e-newsletter production. The Committee’s feedback will help ensure that the promotional calendar, marketing roadmap, and associated hard-cost allocations remain aligned with community priorities, support shoulder-season visitation, and advance Strategic Plan Goal 1: Invigorate Economic Opportunity and Community Vibrancy. By reviewing these components, the Committee will confirm whether the proposed scope effectively supports destination marketing, visitor engagement, and economic vitality for the upcoming fiscal year.

FISCAL IMPACT/FUNDING SOURCE

The consultant’s contract, in the amount of \$180,000, was approved as part of the FY 2026–27 budget.

STRATEGIC PLAN/COUNCIL PRIORITIES/GENERAL PLAN CONSISTENCY

This item is consistent with the Strategic Plan Goal 1: Invigorate Economic Opportunity And Community Vibrancy.

ATTACHMENTS:

Att 1 – PowerPoint from The Idea Cooperative