

**Fort Bragg Promotion Committee 2016-2017**  
**One Year Marketing Plan and Budget**  
*To Stimulate the Economy of Fort Bragg*

- Goals:** 1. Increase Transient Occupancy Tax (TOT)  
2. Generate Sales Tax Revenue  
3. Enhance the Image of Fort Bragg

STRATEGIES	METHODS	BUDGET
<b>Goal 1: Increase TOT (Transient Occupancy Tax)</b>		
<i>Create and execute a comprehensive marketing campaign to attract visitors and build brand awareness</i>	<b>A. Off-line Promotion:</b>	
	1. Public Relations - includes pitching stories and working with travel and food writers, bloggers and podcasters.	\$ 5,000
	2. Radio Ad Campaigns- Develop advertisements for the spring and fall (previous ads were on KYMX/CBS Radio Sacramento). Includes \$1800 placement labor plus hard costs.	\$ 14,800
	3. Print media - Fort Bragg rack card for distribution to MCTC, MCCC Visitor Center, neighboring chambers (FBPC will make camera ready).	\$ 2,000
	<b>B. On-line Promotion: Marketing to Increase Social Media Audience and Website Traffic:</b>	
	1. Blog: Use contractor or local writers to develop content. Work with local organizations to promote local events. Upload all blogs and news articles to Fortbragg.com (two blogs per week at \$100 per blog.)	\$ 10,000
	2. Facebook, Instagram, Twitter: Audience growth campaign for Facebook. Boost Posts/Facebook ads- develop and deploy ads. Website clicks- leverage blog content to increase awareness (includes \$5000 hard cost, \$6000 labor).	\$ 11,000
	3. Contracted Social Media Analytics (\$100 per month, 12 months.)	\$ 1,200
	4. Video productions	\$ 8,000
	<b>C. Fortbragg.com:</b>	
	1. Site Administration. Continued site enhancements. Periodic security reviews, updates. (\$150 per mo/ \$1800 annually for maintenance, plus \$1200 for enhancements).	\$ 3,000
	<b>TOTAL GOAL 1</b>	<b>\$ 55,000</b>
<b>Goal 2: Generate Sales Tax Revenue</b>		
<i>Support the generation of sales tax in Fort Bragg</i>	<b>A. Fourth of July Celebration</b>	\$ 3,000
	<b>B. Constant Contact- Maintain business (email) listings and categorize listings, i.e.: retail, lodging, service, etc. Quarterly newsletters will be produced to enhance community relations and announce events to merchants.</b>	\$ 4,000
	<b>C. Shop Fort Bragg Campaign- Integrate multiple marketing platforms using Business Directory</b>	\$ 5,000
	<b>TOTAL GOAL 2</b>	<b>\$ 12,000</b>
<b>Goal 3: Enhance Image of Fort Bragg</b>		
<i>Brand Fort Bragg as a vibrant, evolving coastal community</i>	<b>A. American Flag Display: 1. Stipend for non-profit service club to install and remove flags (six holidays: President's Day, Memorial Day, Flag Day, Independence Day, Labor Day, Veteran's Day)</b>	\$ 600
	<b>B. Support the California Coastal National Monument as the Fort Bragg-Mendocino Gateway 1. Provide promotion and information about the CCNM 2. Conduct "Coordinating Partner" organizational duties</b>	\$ 500
<b>TOTAL GOAL 3</b>	<b>\$ 1,100</b>	
<b>ADMINISTRATION</b>		
	<b>A. Chamber of Commerce Contract - administration</b>	\$ 12,000
	<b>B. Misc. expenses (postage, Constant Contact, server hosting etc.)</b>	\$ 1,323
	<b>Total Administration:</b>	<b>\$ 13,323</b>
<b>TOTAL FY 2016-2017 Budget</b>		<b>\$ 81,423</b>

Chamber Fort Bragg Promotion Committee: Adopted 4/26/2016

Mendocino Coast Chamber of Commerce: Approved and adopted May 12, 2016

Fort Bragg City Council: Approved \_\_\_\_\_