



## **SCOPE OF WORK & PROJECT DESCRIPTION**

### **Public Relations**

#### **Scope of Work**

Public Relations is a key component of a successful marketing and promotional program and one which has only been minimally utilized over the years. Visit Fort Bragg is searching for a firm/individual to work closely with the Project Manager as well as Stakeholders to establish and execute a comprehensive communications strategy and program to highlight Fort Bragg in all relevant media outlets in the target markets outlined in the Action Plan.

#### **Public Relations Objectives**

- Inspire people to visit and spend their time in Fort Bragg by promoting it as a premiere destination on the coast of California
- Develop partnerships and co-marketing opportunities that drive a positive perception of Fort Bragg
- Help to increase Fort Bragg's overall voice in the tourism community
- Promote Fort Bragg as a year-round destination
- Build the overall Fort Bragg message in key target publics including:
  - Media (includes editors and producers in print, broadcast and online)
  - VIP travel opinion leaders
  - Out-of-County marketing partners to reach a broader audience including international markets when possible

#### **Public Relations Goals**

- Execute targeted public relations campaigns to generate feature articles, event listings and related publicity
- Leverage earned media
- Write and distribute press releases

- Create and execute special events designed for public outreach and media relations
- Monitor, collect, catalogue and report media results
- Create an official press kit and support materials
- Develop media familiarization tours
  - Facilitate and execute media familiarization trips. Provide advance press kits and follow up information to journalists. Document all media visitation for follow up, reporting and future outreach. Provide public relations training for local stakeholders as requested. Create and maintain internal database of visiting press in a digital format accessible by both agency and staff.
- Assist in the development of the annual marketing plan and year-end report
- Create a comprehensive editorial calendar
- Use media relations, public relations and marketing tactics to recruit consumers to book rooms and attend Fort Bragg activities
- Build partnerships and alliances to achieve these goals
- Assist in development of marketing promotions and in-market stunts in support of overall marketing calendar and key messaging and goals
- Extend the social media strategy by supporting communications messages through outreach to key influencers in the online sphere
- Create and maintain strong relationships with Visit Mendocino County and Visit California's public relations firms and efforts
- Establish and cultivate Visit Fort Bragg's image library for use with media

### **Meetings and Presentations to Key Stakeholders**

- Provide in-person updates and monthly reports. Meetings are intended to serve as opportunities to receive updates on PR efforts, seek client feedback on ways to improve efforts and meet goals, and to engage with key stakeholders.
- Will be expected to work directly with the VFB Project Manager
- May be expected to meet with staff, attend stakeholder meetings, and assist with events or to guide press visits.