Fort Bragg Promotion Committee 2015-2016
One Year Marketing Plan and Budget

PrimaryObjective: **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
Goal 1: Increase TOT		
Create and execute a comprehensive marketing campaign to attract visitors	**A. Promotion:** 1. Marketing communications including email newsletter, blogs, FortBragg.com content, and web business directory promotion. *Contractor* 1.A. Public relations (includes press-releases to PR Newswire, pitching stories and working with travel and food writers) *Contractor.* 2. Social media development (includes but not limited to Facebook, Pinterest, Twitter.) *Contractor.*	$ 25,000.00 $ 6,000.00
	B. FortBragg.com: 1. Site Administration ($150 per month), periodic security reviews, updates. *Contractor.* 2. Enhancements of site. *Contractor.*	$ 1800.00 $ 3,400.00
	C. Advertising and Collaterals: 1. Web Advertising; including promotion of a *Visit Fort Bragg Sweepstakes*, "Home of the New Coastal Trail and the Noyo Center's Blue Whale Skeleton". 2. Develop print and radio advertisements and You Tube Video Promotions.	$ 8,500.00
Total Goal 1:		**$ 44,700.00**
Goal 2: Generate Sales Tax Revenue		
Support the generation of sales tax in Fort Bragg	**A. Fourth of July Celebration:** **B.** Production of shopping map for Fort Bragg. **C.** Web Biz Directory Maintenance *Contractor.*	$ 3,500.00 $ 3,000.00 $ 2,200.00
Total Goal 2:		**$ 8,700.00**
Goal 3: Enhance Image of Fort Bragg		
Brand Fort Bragg as a vibrant, evolving coastal community	**A. Decorations:** 1. Manage supply and production of downtown banners and decorations.	$ 5,000.00
	B. 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)	$ 600.00
	C. 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	$ 500.00
	Total Goal 3:	**$ 6,100.00**
Administration		
	A. Chamber of Commerce Contract - administration	$ 12,000.00
	B. Misc. expenses (postage, Constant Contact, server hosting etc.)	$ 1,070.00
	Total Administration:	**$ 13,070.00**
	TOTAL FY 2015-2016 Budget	**$ 72,570.00**

Approvals: Chamber Fort Bragg Promotion Committee: Adopted 4/14/2015
Mendocino Coast Chamber of Commerce: Approved and adopted : 4/15/15
Fort Bragg City Council: Approved _____