



CITY OF FORT BRAGG

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COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: June 12, 2018
TO: Community Development Committee
FROM: Scott Schneider, Administrative Services Director
AGENDA ITEM TITLE: Provide Feedback on Draft Scope of Works for Programs within the Visit Fort Bragg Action Plan

ISSUE/SUMMARY:

On June 12, 2017, City Council approved the Visit Fort Bragg Marketing & Promotions Action Plan ("VFB Action Plan"), which was prepared by City staff with extensive input from hotel operators, community and business groups and Visit Fort Bragg Committee. Included in the Action Plan are several activities relating to the promotion of Fort Bragg including public relations, social media, special events and advertising.

At the May 14, 2018 City Council meeting, Resolution #4093-2018 was adopted revamping the Visit Fort Bragg Committee with a timeline to have a new Committee in place in the next few months. In an attempt to keep the activities in the Action Plan moving forward, the Visit Fort Bragg Project Manager has prepared four draft scopes of work to be included in a "Request for Proposal" (RFP) to be issued in the near future. The four Scopes of Work for your review include:

1. Social Media Activities
2. Public Relations
3. Marketing and Advertising
4. Creative Design

Once feedback is received, the Project Manager will issue a Request for Proposal (RFP) with each of the Scope of Works included. The previously approved Scope of Work for the website will also be included. Individuals and/or firms may respond to any or all of the scope of works within the RFP. An Ad-hoc committee consisting of volunteers from both the new Visit Fort Bragg committee members as well as other interested members of the public will be formed to assist the Project Manager in reviewing and selecting the firm(s) to carry out the services within the RFP. It is our goal to have many of these activities underway in the next 2-3 months.

RECOMMENDATION:

Provide feedback on the draft Scopes of Work

ATTACHMENTS:

1. Approved Visit Fort Bragg Marketing & Promotions Action Plan
2. Social Media Activities Scope of Work
3. Public Relations Scope of Work
4. Marketing and Advertising Scope of Work
5. Creative Design Scope of Work
6. Chamber Proposal for Continued Website & Social Media Services