



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Agenda Special Meetings

Tuesday, October 8, 2024

3:30 PM

Town Hall, 363 N. Main St. and Via Video
Conference

VISIT FORT BRAGG COMMITTEE

MEETING CALLED TO ORDER

ROLL CALL

COMMITTEE MEMBERS PLEASE TAKE NOTICE

Committee Members are reminded that pursuant to the Council policy regarding use of electronic devices during public meetings adopted on November 28, 2022, all cell phones are to be turned off and there shall be no electronic communications during the meeting. All e-communications such as texts or emails from members of the public received during a meeting are to be forwarded to the City Clerk after the meeting is adjourned.

ZOOM WEBINAR INVITATION

You are invited to a Zoom webinar.

When: Oct 8, 2024 03:30 PM Pacific Time (US and Canada)

Topic: VISIT FORT BRAGG COMMITTEE

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/82042037487>

Or Telephone:

*+1 669 444 9171 US (*6 mute/unmute, *9 to raise hand)*

Webinar ID: 820 4203 7487

To speak during public comment portions of the agenda via zoom, please join the meeting and use the raise hand feature when the Chair or Acting Chair calls for public comment on the item you wish to address. Written public comments may be submitted to Amber L Weaver, aweaver@fortbragg.com.

1. APPROVAL OF MINUTES

[24-969](#)

Approve Minutes of Visit Fort Bragg Committee August 13, 2024

Attachments: [VFB MINS 08-13-2024](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

[24-971](#)

Receive Presentation on Holiday Lights Static Parade

[24-972](#) Receive Update from Idea Cooperative

Attachments: [VFBinterview08_16](#)

[24-973](#) Receive Oral Update from VFB Special Events Subcommittee

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

NOTICE TO THE PUBLIC

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DISTRIBUTION:

- *Materials related to an item on this Agenda submitted to the Council/District/Agency after distribution of the agenda packet are available for public inspection in the lobby of City Hall at 416 N. Franklin Street during normal business hours.*
- *Such documents are also available on the City of Fort Bragg's website at <http://city.fortbragg.com> subject to staff's ability to post the documents before the meeting*

ADA NOTICE AND HEARING IMPAIRED PROVISIONS:

It is the policy of the City of Fort Bragg to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities.

If you need assistance to ensure your full participation, please contact the City Clerk at (707) 961-2823. Notification 48 hours in advance of any need for assistance will enable the City to make reasonable arrangements to ensure accessibility.

This notice is in compliance with the Americans with Disabilities Act (28 CFR, 35.102-35.104 ADA Title II).

STATE OF CALIFORNIA)
)ss.
COUNTY OF MENDOCINO)

I declare, under penalty of perjury, that I am employed by the City of Fort Bragg and that I caused this agenda to be posted in the City Hall notice case on October 4, 2024.

AMBER L WEAVER
Public Information Coordinator



City of Fort Bragg

416 N Franklin Street
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Phone: (707) 961-2823
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Text File

File Number: 24-969

Agenda Date: 10/8/2024

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Approve Minutes of Visit Fort Bragg Committee August 13, 2024



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Phone: (707) 961-2823
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Meeting Minutes Special Meetings

Tuesday, August 13, 2024

3:30 PM Town Hall, 363 N. Main, and Via Video Conference
Teleconference Location: 801 River Dr., Fort Bragg, CA 95437

VISIT FORT BRAGG COMMITTEE

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 3:31 PM

ROLL CALL

Present: Tess Albin-Smith, Marcia Rafanan, Debra De Graw, Lia Morsell, Jamie Peters-Connolly, Cory Epperson, Allison DeGrassi, and Roxanne Perkins

Absent: Barbara Bruce

City Staff: Cristal Munoz and Amber Weaver

1. APPROVAL OF MINUTES

1A. Approve Minutes of June 11, 2024

These Committee Minutes were approved as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comments were made by Ron White.

3. CONDUCT OF BUSINESS

3A. Oral Discussion On Glass Beach Souvenir Cards

Ron White discussed his experience being involved with the City, Glass Beach, and the Noyo Headlands Trail. He described how nature transformed discarded glass into a treasured attraction. He gave special thanks to North Coast Brewery and the City of Fort Bragg for their assistance with making his dream a reality. The Committee voted to approve the printing of 10,000 Glass Beach Souvenir Cards.

Public Comment: None.

Discussion: Discussion focused on printing costs, with the committee examining how to allocate funds for the project.

3B. Receive Oral Update From VFB Special Events Subcommittee

Cristal Munoz announced several upcoming events: Paul Bunyan Days from August 30 to

September 2, the Noyo Harbor Festival on September 21 from 12-6 p.m., and the Latino Celebration at Bainbridge Park on September 22 from 1-6 p.m., featuring food and music. Other events include Oktoberfest at C.V. Starr on October 5 from 12-5 p.m., and the Biggest Big Time Event on the Coastal Trail the same day, showcasing around thirty Pomo Tribes. The Magic Market will take place on October 26 from 11 a.m. to 4 p.m. on Franklin Street. Winter Wonderland will wrap up the year with a focus on enhancing the downtown experience beyond just a parade. Cristal also mentioned that we will be considering two different destination marketing firms.

Public Comment: None.

Discussion: Discussion explored various strategies for connecting with vendors and restaurant owners.

4. MATTERS FROM COMMITTEE / STAFF

Albin-Smith announced that Soroptomist Noyo Sunrise will be offering free mammograms at the hospital with a kickoff on October 5, with more information to follow. Peters Connolly announced Harvest Mendocino is approaching and will be four (4) weekends long this year and will host a variety of mushroom focused events with more information to be announced. Seafood and Sips will be the end of January through the first week in February. DeGraw spoke on behalf of the importance of craft beer in our economy and announced updated beer maps in anticipation of October.

Public Comment: None.

Discussion: Bistro lights on Franklin Street were fixed. A work order has been made to public works to install new bistro lights on Laurel Street and Redwood Avenue.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 4:10 PM



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Text File

File Number: 24-971

Agenda Date: 10/8/2024

Version: 1

Status: Business

In Control: Special Meetings

File Type: Report

Receive Presentation on Holiday Lights Static Parade



City of Fort Bragg

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Text File

File Number: 24-972

Agenda Date: 10/8/2024

Version: 1

Status: Business

In Control: Special Meetings

File Type: Report

Agenda Number:

Receive Update from Idea Cooperative

Proposal for:

City of Fort Bragg Proposal

BY THE IDEA COOPERATIVE

JUNE 26, 2024

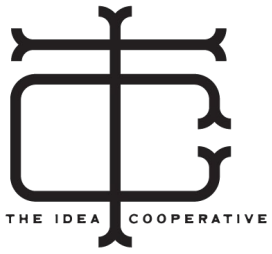




FORT BRAGG

NORTH COAST CALIFORNIA





FIRM DESCRIPTION

Plus:

Over 10 Years Destination Marketing Experience

Unique, Results-Focused Place Branding Approach

Over 4 Years Building and Growing Visit Fort Bragg

Easy Trip for Regular Visits (minimum 4/yr.)

Local Knowledge With Related Clients:

- Noyo Harbor District
- West Business Development Center
- Noyo Ocean Collective



A. FIRM DESCRIPTION

The Idea Cooperative is a creative communications firm founded in 2005 and headquartered north of San Francisco.

A Creative Thinking Collective

Founded and run by a small group of acclaimed creative thinkers at the forefront of integrated marketing, The Idea Cooperative brings together teams of accomplished experts around the specific needs of our clients. For the City of Fort Bragg, we will maintain our current core team of best-in-class talent with deep expertise in destination marketing and place branding. That team will be augmented with experts in social media, interactive strategy and SEO, print and video production and any other needs required.

Global Talent In A Regional Agency

The Idea Cooperative is run by strategic and creative professionals with vast experience working in agencies big and small. From global firms creating worldwide campaigns to creative boutiques working closely with smaller projects. When you work with us, you work directly with a level of talent usually only available to large organizations with massive marketing budgets.

Making Brands Meaningful

Our approach to helping our clients surpass their marketing goals is driven by our belief in high-purpose branding. More and more, consumers and constituents are looking to share values with organizations they support. So, processes are designed around helping organizations discover, define and rally around something that truly matters. Because when people believe in what you stand for, it makes all your communications work better.

Inspiring Communities

At The Idea Cooperative, we create communications that bring people together – to learn, to share, to recommend, to discuss and engage. The ultimate goal of our work for the City of Fort Bragg has, and will continue to be, create a gathering place for people to experience and share their love of Fort Bragg, making them feel connected so they look forward to coming back regularly.

Engaged Californians Specializing in Destination Marketing

Having lived and worked in Northern California for over 30 years, the people at The Idea Cooperative have always had a deep passion for our community. This love of place has led us to create groundbreaking campaigns for many of the cities and regions we love. Several of these are shown as project examples in this proposal. Our experience in what we call Place Branding has taught us the importance of being authentic in our communications. By revealing a place as it really looks, feels and sounds through honest, personal and insightful storytelling. In being real, we've been able to not only drive results for our clients but, in some cases, start the process of changing a community for the better from the inside out.

A Fully Integrated Marketing Communications Company

With origins in the earliest explorations in bringing together the full range of marketing disciplines, The Idea Cooperative is adept not just in the many marketing channels and vehicles, but also in making sure they work together seamlessly, consistently and effectively towards the goals of our clients. The Idea Cooperative offers best in class services in:

- Integrated Marketing and Brand Strategy
- Strategic Messaging & Positioning
- Creative Concept and Brand Identity
- On & Offline Paid Media Planning, Buying and Analytics
- On & Offline Earned & Organic Media Planning and Analytics
- On & Offline Direct Marketing Planning, Execution & Analytics
- Content Creation & Storytelling
- Print, Broadcast and Online Advertising
- Digital & Interactive Marketing (social media, email marketing, website development & promotion)
- Event Production & Promotion

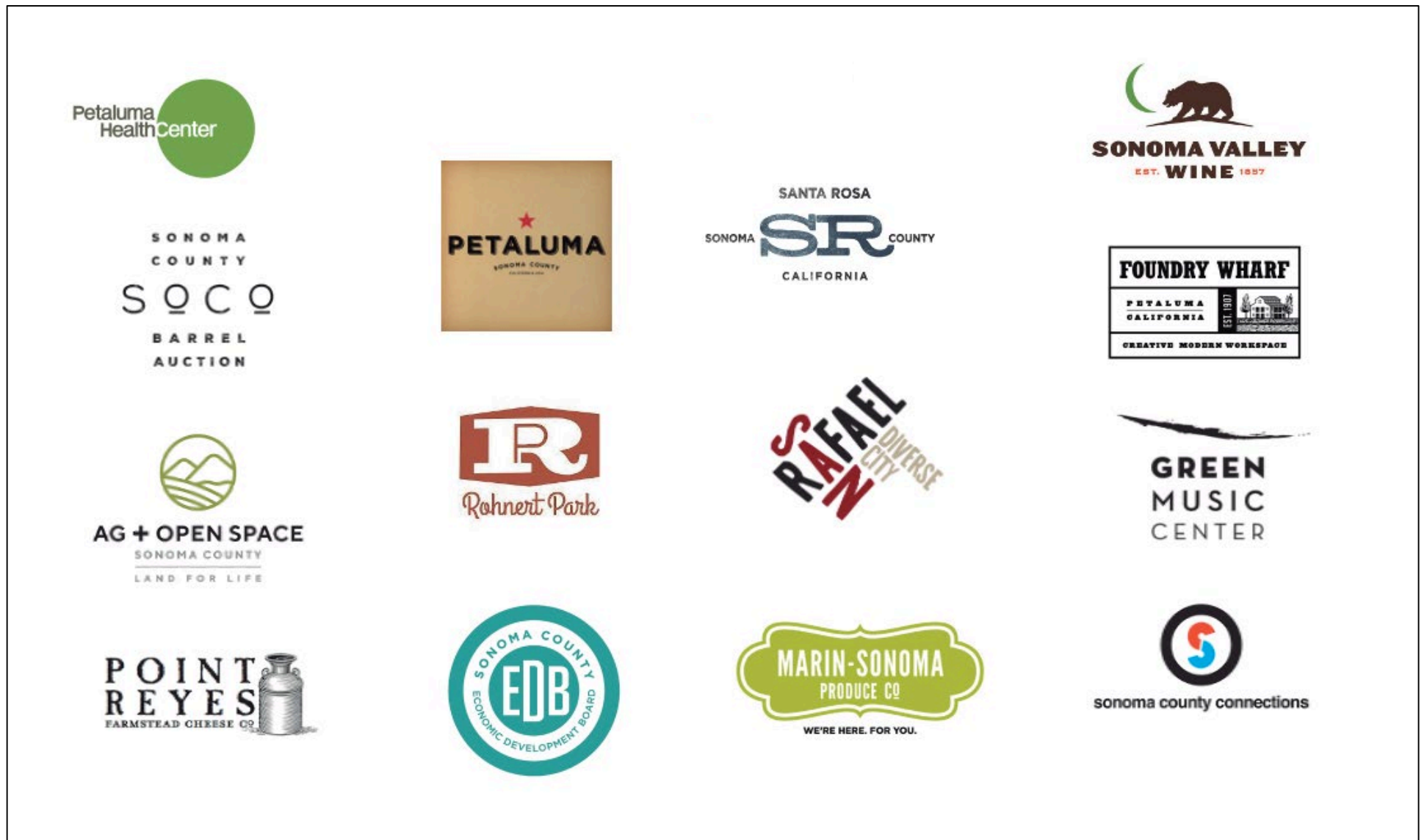
Our Approach: Place Branding

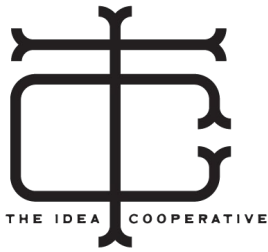
Do:

- Embed
- Reveal A True Differentiator
- Get Personal
- Vertically Target
- Welcome Friends

Don't:

- Apply A Formula
- Rely Purely On Outside Research
- Showcase The Expected
- Assume All Visitors Have Same Interests
- Invite Tourists





RELEVANT EXPERIENCE

Most Proud:

Challenges Overcome:

- Taking Over An Immature & Generic Brand
- Covid Pivot:
 - Budget Reduction
 - Fort Bragg To Go
- Seizing the Revenge Travel Boom

Destination Marketing Innovations:

- Archetype Targeting
- Authentic Profiles & Storytelling
- Beyond Destination Marketing Initiatives
 - Blue Economy
 - Visit Sustainably
 - Merchant Support (Gift Guide, Rest. Week)
- Ever Evolving Promotions

The Long Game

- Bottom Funnel > Continued Engagement Growth
- Forever Content Collecting
- Steady Growth Across All Metrics

B. RELEVANT EXPERIENCE

City of Fort Bragg, CA

Of course, our most relevant experience would be our over four-year relationship with the City of Fort Bragg driving the Visit Fort Bragg destination marketing campaign. On the following pages we've outlined some of the major initiatives and accomplishments of the work that has been done to date, and a preview of what we hope still lies ahead.

Our Approach

The Idea Cooperative recognized early on that Fort Bragg needed something more, or different than, a traditional destination marketing campaign. It was clear that people's affinity for the city went beyond the cool air and the coast.

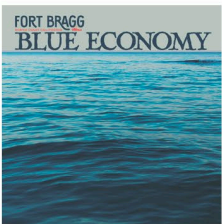
Looking Back

2019 to 2020 - Rebrand, New Website and Prep for Revenge Travel

- The Idea Cooperative began working with the City of Fort Bragg in late 2019 and set about developing new messaging and creative concepts more aligned with the real Fort Bragg.
- When the pandemic struck in March, 2020, we shifted to promoting local businesses and keeping our followers engaged and ready to visit when restrictions lifted.
- In September of 2020 we launched a new, far more engaging and "true-to-Fort Bragg" website tapping into the social and newsletter followers we had been nurturing.
- Our efforts yielded near immediate results, with bed tax revenues for fiscal 2020 increasing over 52% from the previous year and nearly \$1M higher than any previous year.

Highlights:

- Revised marketing strategy brand identity
- Fort Bragg 2 Go - social distancing food and shopping site build
- Local Mask & Social Distancing Campaign
- Complete website revise and launch campaign



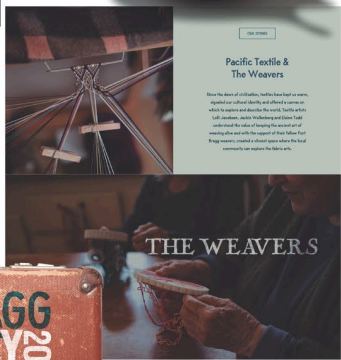
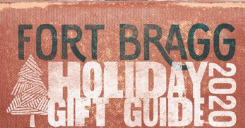
NICE WORK, MOTHER NATURE.

By the time she gets here, Mother Nature was just showing off. What with the breathtaking coastline, towering redwoods, fresh ocean air and fertile farmland, it's no wonder that Fort Bragg has always been at the center of all that's beautiful and good about the North Coast. So, naturally, when we launched our new website, we wanted to make sure that the city's most beautiful and good about the North Coast. So, naturally, when we launched our new website, we wanted to make sure that the city's most beautiful and good about the North Coast.



Ocean

Agriculture



B. RELEVANT EXPERIENCE



MOUNTAIN BIKING MECCA IS EMERGING - RIGHT OUTSIDE OF FORT BRAGG



2021 to 2024 Highlights

Annual Promotional Campaigns

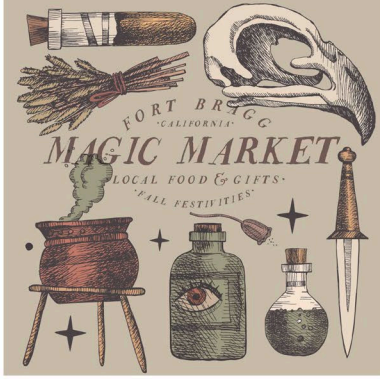
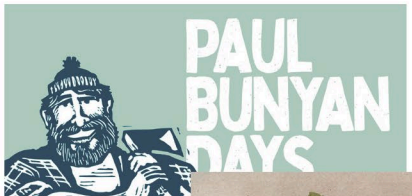
- Winter Visit
- Book Early
- Visit Sustainably
- Holiday Gift Guide (with custom, hosted microsite)
- Fort Bragg Photo Collection (with custom, hosted microsite)
- Beer Month

One-Off or Ongoing Promotional Efforts

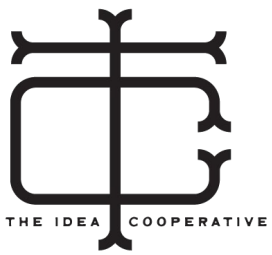
- Ongoing Fort Bragg Stories & Profiles
- Wayfinding
- Blue Economy (with custom, hosted website)
- Mountain Biking (Editorial approach with audio)
- Mural Walk (with custom, hosted website)
- Visitor Profiles
- Google Search Engine Optimization

Annual Promoted Events

- Restaurant Week (with custom, hosted website)
- Whale Fest (with custom microsite)
- Magic Market
- Noyo Harbor Festival
- Winter Wonderland



The Alleyway Art Project is bringing a series of murals to downtown Fort Bragg, CA. The project is designed, created, and managed by Lisa Heston. If you are interested in sponsoring or hosting a mural in downtown Fort Bragg please get in touch! This is one of many art projects under the banner of The Arts Council of Mendocino County.



RELEVANT EXPERIENCE

ENGAGER GROWTH

Google Analytics

- **41.6 K** – Sept. 18, 2020* > May 31, 2021
- **62.3 K** – June 1 2021 > May 31, 2022
- **68.4** – June 1 2022 > May 31, 2023**
- **94K** – June 1, 2023 > May 31, 2024

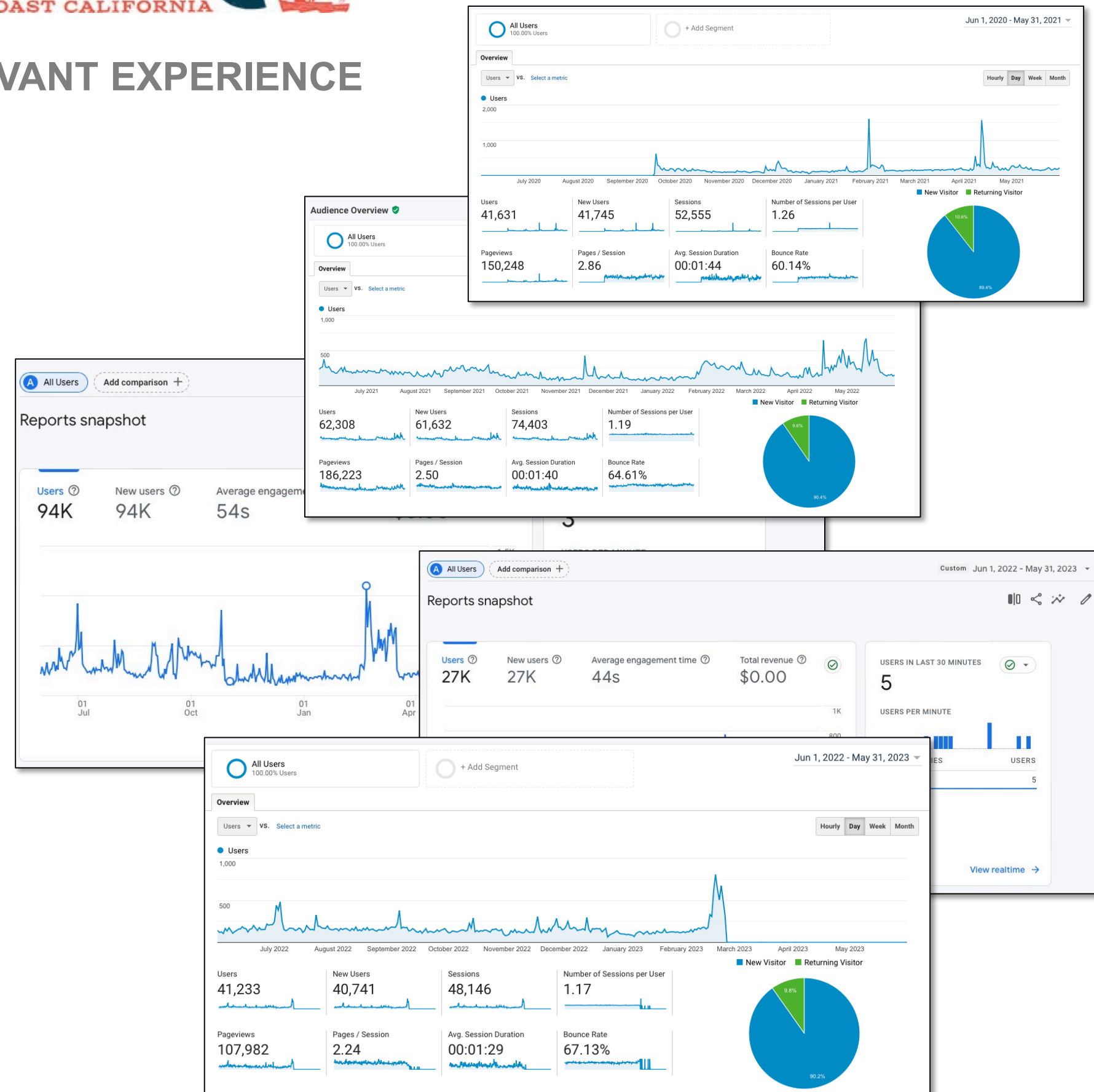
*GA installed. - **Transition to GA4 (27K + 41.2)

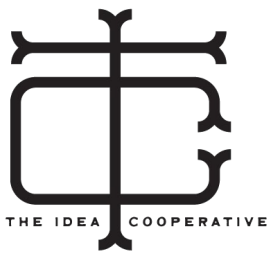
E-newsletter Subscribers

- **151** – Sept. 18, 2020
- **6,826** – June 30, 2024

Social Followers

- **Facebook: 63K 2019 > 69K 2024**
- **Instagram: 13K 2019 > 24K 2024**





RELEVANT EXPERIENCE

Most Excited: What's Ahead

Next Level Events:

- Bike Race – Bike Monkey, CAL FIRE
- Music Festival – (((Folk YEAH!))) Presents, The Lost Church
- Fort Bragg “Showcase” Events

New Strategic Initiatives

- Lodging Engagement
- Appropriate Visit CA Opportunities
- Phase 1 Reveals

City Goals & Objectives Framework:

- advertising statewide to increase visitors.
- educational posters and directional signs
- audio walking tour
- Partner with Guest House and Mendocino Railway
- Attract conferences and retreats

Continued Campaign Refinement:

- Increased Website Traffic, Newsletter Subscribers, Social Following & Engagement
- Continued Paid Media Efficiency & Effectiveness
- Refine Community Outreach Strategic Initiatives



RELEVANT EXPERIENCE

Client Relevance

Santa Rosa:

- Unique Place Brand – Pride In Quirks
- Community Building
- Branded Events

Wildfire & Forest Resilience Task Force:

- Place Brand – CA Forestry & Environmentalists
- Communication Ecosystem
- Branded Events

Sonoma Valley Vintners & Growers

- Unique Place Brand – Deeply Rooted
- Brand Immersion
- From Engagement To Loyalty

B. RELEVANT EXPERIENCE

City of Petaluma, CA

For the City of Petaluma, our team hometown at the time, The Idea Cooperative worked collaboratively with local talent and Petaluma residents to develop a new brand identity, logo design and design guidelines for the city's business development outreach efforts.

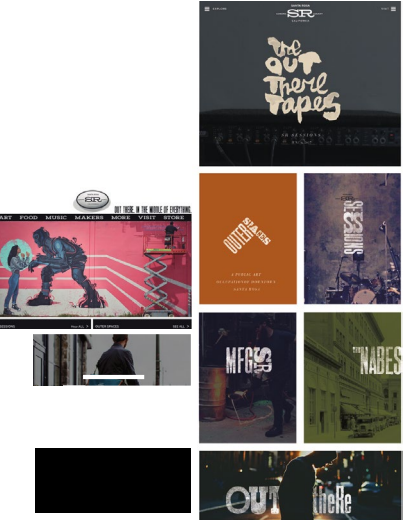
We developed materials, digital and print, to attract new business to Petaluma, and to guide new businesses in getting started.



City of Santa Rosa, CA

Out There, In The Middle of Everything

The Idea Cooperative developed a highly innovative campaign for Santa Rosa with a goal of evolving the perception of the city, both to visitors and to generate a sense of local pride. Built around the theme: Out There In The Middle of Everything, we showcased the hipper, more urban side of Santa Rosa as an alternative, or welcome extension, to a trip to Northern California Wine Country. In March of 2020, however, with the onset of the pandemic, we shifted quickly, creating an online marketplace for local merchants, makers and artists. InsideOutThere.com quickly became a go-to resource for locals, visitors, but mostly to Santa Rosa businesses to help drive business during shelter in place.



B. RELEVANT EXPERIENCE

California Wildfire & Forest Resilience Task Force

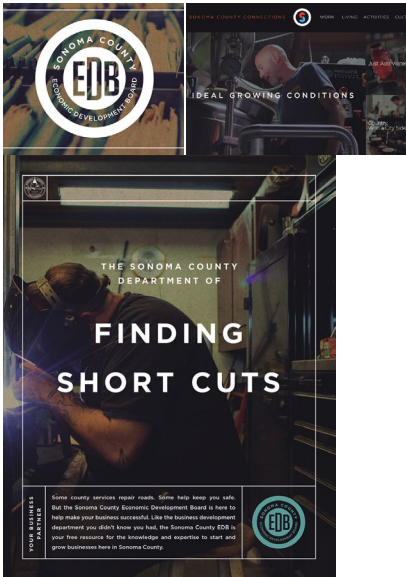
The Task Force has a mission of aligning the wide range of federal, state, local, tribal and private sector efforts to address the health of landscapes across California to make them more resilient to catastrophic wildfire. This came to The Idea Cooperative in need of a way to communicate to all those who needed to know and understand this critically important work. Being done. We developed a new way to tell the story that became the foundation for the creation of all Task Force communications vehicles, from a entirely new website and a range of ongoing, outboard communications, including: newsletters, webinars, social media reports and meeting events, over the last 18 months. The Idea Cooperative has been instrumental in helping the Task Force engage with the people and partners critical to aligning resources and reporting on the progress being made.



B. RELEVANT EXPERIENCE

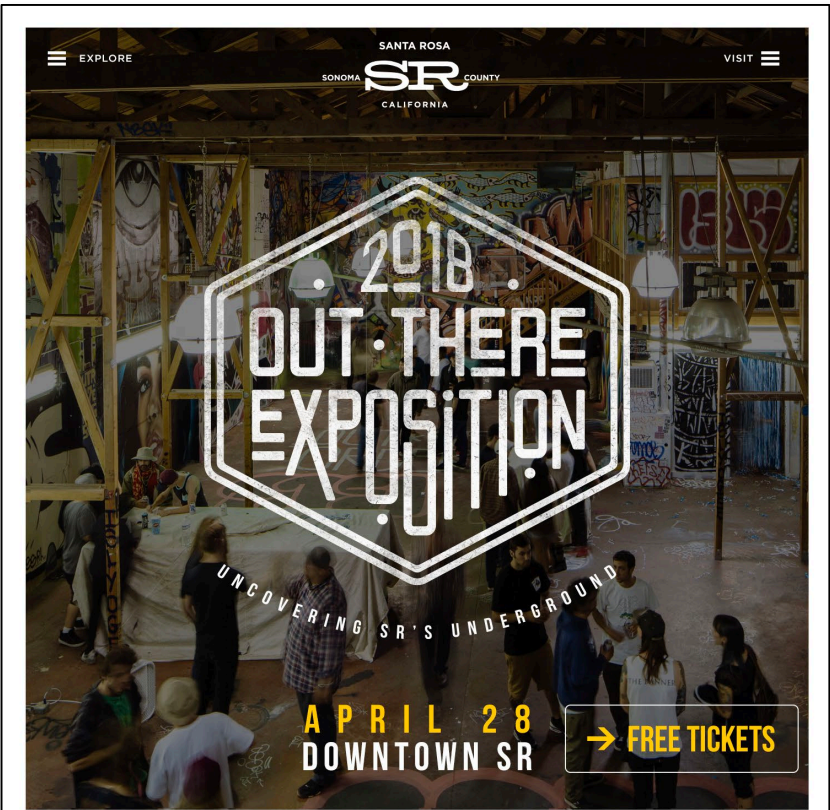
Sonoma County Economic Development Board

When The Idea Cooperative was tapped to rebrand the Sonoma County EDB, we quickly recognized just how valuable and, in many ways, underappreciated it was. By positioning the EDB as your Biz Dev Team, we showed the many ways they could help businesses succeed. A striking new visual identity and fun creative marketing campaign helped the EDB not only help individual businesses but contribute to a healthy local economy and community here in Sonoma County.

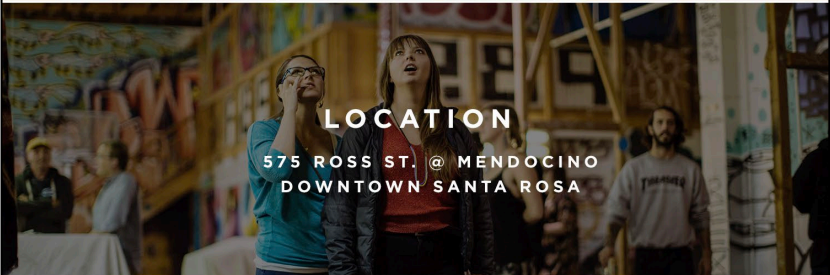
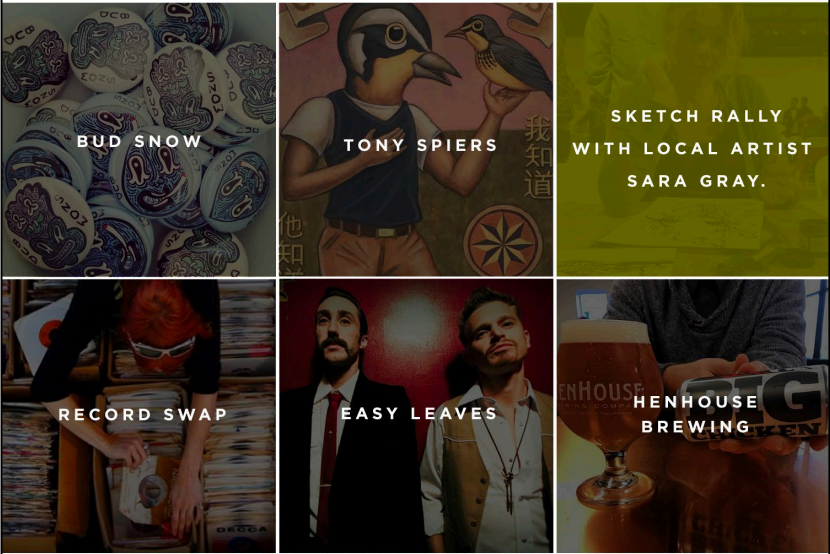




Events

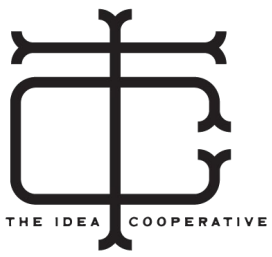


Get into the Out There side of Santa Rosa at the first annual Out There Exposition. Meet and mingle with SR's most amazing makers, artists, bikers, brewers, culture mavens and musicians, fashionistas, fresh foodies and more.



©2017 City of Santa Rosa - All Rights Reserved. Funded by the Santa Rosa Tourism Business Improvement Area.

OUT THERE. IN THE MIDDLE OF EVERYTHING. SANTA ROSA SONOMA COUNTY CALIFORNIA



KEY PERSONNEL QUALIFICATIONS

Behind The Scenes

Stormy Knight, Net 1010

- SEO
- Google Campaigns
- Site Optimization
- Link-building
- Keywords



Fedé Bolla

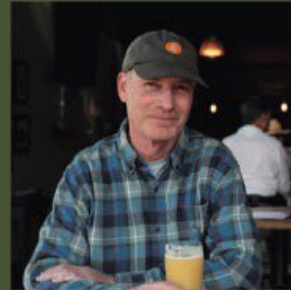
- Technical Site Development
- Custom Coding
- Ongoing Site Maintenance



Barbara Bruce

- “In Market” Content Creation
- Social Media Presence Consistency
- Local Knowledge/Community Building

C. KEY PERSONNEL QUALIFICATIONS



Tom Kavanaugh
Strategic Planning, Creative Direction, Copywriting

Tom founded The Idea Cooperative after leading the creative department at a global integrated marketing agency in San Francisco. It was there that he realized 1) the unlimited opportunities enabled by uniting all marketing disciplines under a single big idea and 2) the virtual impossibility of making it work in a large, traditional-structured advertising agency. Having overseen highly acclaimed creative campaigns for global clients like HP, Microsoft and Sprint, The Idea Cooperative affords Tom the welcome opportunity to work more hands-on with locally-focused organizations such as Sonoma County Ag + Open Space, the Community Foundation Sonoma County, and local makers such as Point Reyes Farmstead Cheese Company.



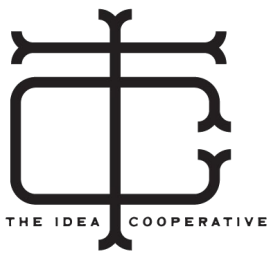
Tyler Young
Creative Direction, Art Direction, Design

With an artist's eye and a strategist's brain Tyler is a natural born creative multi-disciplinarian. Having seen the advantages of working outside the traditional agency structure early on, he's also a living testament to the fact that smaller groups can have a big impact. His work in the social and environmental sustainability space, for organizations such as Habitat For Humanity and Urban Revision among many others, has been praised not only for its creativity but its significant contribution to the common good.



Melissa Holberton
Account Director, Copywriter

Melissa makes good things happen. With a background in corporate marketing and copywriting, she is an invaluable manager and strategic counsel for our clients. A relentless perfectionist and jack of all trades, Melissa keeps The Idea Cooperative trains running on time with a constant eye on quality control for everything we do. The clients she works with closely, including The California Wildfire and Forest Resilience Task Force, Point Reyes Farmstead Cheese Company, and the City of Fort Bragg, have quickly come to depend on her deep sense of personal responsibility and constant focus on every detail.



SCOPE OF WORK

Notes:

RFP Scope vs. Proposed Tasks

- 2018 RFP – Traditional “reach” media focused
- Goals vs. Budget Not Aligned
- Conversion Funnel Proposed & Executed
- Success based on:
 - Compelling, dynamic content
 - Vertical Targeting
- Strong foundation for reach media, budget permitting

Maintaining Consistency

- Creative – Look, feel, personality, authenticity is key to maintaining momentum
- Event & Promotion – growth over time

Analytics & ROI

- Continued reporting on all campaign elements



Client References:

Kristen Merrill

Program Manager, Senior Environmental Scientist
Wildfire & Forest Resilience Task Force
(916) 508-6019
kristen.merrill@fire.ca.gov

Karen Gaffney

Director, Strategic Planning & Communications
North Coast Resource Partnership
(707) 583-6757
kgaffney@westcoastwatershed.com

Jill Giacomini Basch

Owner
Point Reyes Farmstead Cheese Company
(415) 663-8880
jill@pointreyescheese.com

Cristal Munoz

Administrative Analyst
City of Fort Bragg
(707) 961-2823 ext. 103
cmunoz@fortbragg.com

Additional references available upon request.

E. SCOPE OF WORK

Notes on RFP Scope of Work and Proposed Tasks

Based on our experience with Fort Bragg and other destinations, The Idea Cooperative is recommending tasks that do not align directly with the tasks outlined in the RFP.

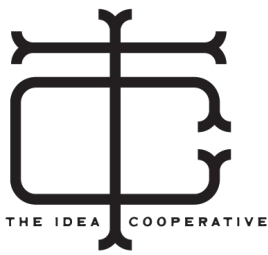
Maintaining Communications Consistency

The Idea Cooperative has established a highly effective campaign of promotions and ongoing communications to drive engagement and grow followers for Visit Fort Bragg. The Scope of Work below aligns closely with the current campaign processes and output, building on the current successes while continuing to innovate and add new elements to surpass objectives.

Proposed Changes in Visit Fort Bragg Communications

While consistency is important, The Idea Cooperative is also proposing several adjustments to the campaign for the coming fiscal year. Below are several initial recommendations, although others may be revealed in the Strategic Plan Refinement, Phase 1.

1. Bike Race Promotion in 2025 – The groundwork has been laid and the budget is being approved for a bike race in Fort Bragg. Bike Monkey will produce this event and the Visit Fort Bragg campaign will provide a major assist in promotions.
2. Music Event Promotion in 2025 – A location has been identified for a music festival on Fort Bragg-owned property. The Idea Cooperative has experience in music events and contacts in the industry to provide a range of options on how to promote and produce a successful festival.
3. Reduced Direct Merchant and Restaurateur Engagement – Multi-year efforts to engage retail shops and eateries has had limited success. Moving forward, we recommend shifting our efforts from individual requests from merchants, and more focus on promoting events such as Restaurant Week and Gift Guide as showcases for Fort Bragg's dining and shopping experience.
4. Increased Hotelier Engagement and Interaction – Conversely, we recommend increasing individual engagement with lodging establishments, making them aware of the value of the Visit Fort Bragg campaign and offering them opportunities to partner on promotions to increase stays.
5. Ongoing Targeted Online Advertising Campaigns – In Task 1, The Idea Cooperative will consider a consistent presence online to increase steady web traffic, particularly during shoulder season.



SCOPE OF WORK

Task 1: Strategic Plan Refinement – Assess to Reveal Opportunities

- Messaging
- Integrated Plan
- New Opportunities

Evaluating Results and Return on Investment

For each of the Tasks outlined below, a process is in place for reviewing analytics to determine strengths, weaknesses and areas of improvement for each communications vehicle. Because there is no direct way to connect marketing activity to hotel occupancy or city revenue, we rely on an informed assumption that increased engagement with the Visit Fort Bragg campaign, particularly site traffic to pages that are designed to guide users towards visitation are positive indicators that visitation is being driven by marketing efforts. We feel very strongly that maintaining the current level of outbound communications is critical to not only sustaining the current levels of city revenue and hotel bookings but continuing to grow them, particularly during the shoulder seasons.

Task 1: Strategic Plan Refinement

The Idea Cooperative will revisit the strategic work that provided the foundation of the campaign created in 2020. Drawing on four years' worth of experience and incorporating available research, the following information will be reviewed and adjusted where necessary.

- Available research from Visit CA and other sources
- Strategic Messaging & Positioning
- Integrated Marketing Plan
- Annual Promotional Roadmap

The resulting 2024 to 2025 Strategic Plan will define objectives and expectations, while serving as strategic direction for all destination marketing through the year.

Timing: July 1 > August 15, 2024

Measuring Results: The Idea Cooperative will track web traffic, social engagement and newsletter subscriber and click rates month to month. A mid-year and year-end comparison will determine if changes to the Strategic Plan were effective.

Task 2: Promotional Development, Execution & Analytics

Working from the approved Integrated Plan and Roadmap, The Idea Cooperative will implement all promotional activities. Promotional activities may vary from previous years, but are likely to include the following:

- Ongoing Seasonal Event Promotion
- Fort Bragg Photo Contest
- Fort Bragg Beer Month
- Holiday Gift Guide
- Restaurant Week
- Whale Fest
- Mendocino Film Fest
- Fort Bragg Bike Race Preparation

Paid Media Promotional Support

In reviewing the 2024 – 2025 promotional calendar, The Idea Cooperative will work with the City of Fort Bragg to determine which promotions warrant additional paid media support. Google ad campaigns have proved most effective in driving engagement and will be scheduled and budgeted in advance based on strategic recommendations in Task 1.

Timing: July 1, 2024 > June 30, 2025

Measuring Results: The Idea Cooperative tracks results of promotions monthly, reporting to the Visit Fort Bragg committee specific analytics related to each promotion. Results are used to adjust and optimize future promotions.

Task 3: Ongoing Content Development, Social Media & E-newsletter

The Idea Cooperative will develop ongoing original content for use in all outbound communications, using original photography, video, interviews with locals and featuring ongoing month to month promotions. At least four trips to Fort Bragg will be made by The Idea Cooperative for content gathering during the contract term.

An ongoing social media calendar will be maintained by The Idea Cooperative with help with ongoing local content from Fort Bragg resident Barbara Bruce. Facebook and Instagram will be used, with goals of a) increasing engagement and building web traffic and b) increasing followers.

The monthly Visit Fort Bragg e-newsletter will continue to deliver news, stories, insights and details about local events to a highly engaged audience. Newsletter goals are a) subscriber growth and b) subscriber engagement measured through opens, clicks and conversions on promotions.

Visit California and other Marketing Partnership Opportunities

The Idea Cooperative has been working closely with Visit California to find maximum value for reaching their very large audience of prospective visitors throughout California. To date, those opportunities have been dependent on committing a percentage to marketing out of state and foreign travelers. However, Visit CA has recently introduced a new set of regionally focused programs, some of which fit well with Fort Bragg's specific marketing needs. The Idea Cooperative will continue to explore and take advantage of those opportunities.

Visit Mendocino County is also a key partner with the Visit Fort Bragg campaign and The Idea Cooperative has and will continue to maintain a strong working relationship with VMC. Successful collaboration has led to large increases in engagement and site traffic, particularly around events that piggy-back with VMC events.

Timing: July 1, 2024 > June 30, 2025

Measuring Results: Social media and E-newsletter analytics are reviewed and shared every month with the Visit Fort Bragg Committee with an eye towards what's working best and what can be improved.



BUDGET & SCHEDULE

CREATIVE THINKING, INC.

dba: The Idea Cooperative

Job #: FTB-046
Date: July 2, 2024
Submitted To: City of Fort Bragg
Contact: Cristal Munoz

Job Title: Creative Marketing
Phase: 046 – June 2024

INVOICE

March 2024	
Agency Fee:	\$10,817.00
Hard Costs:	\$3,842.00
TOTAL:	\$14,159.00

JUNE TOTAL DUE \$14,659.00

TOTAL PROJECT COSTS:

Month	Fee	Hard Costs	TOTAL
July, 2023	\$12,000	--	\$12,000
August, 2023	\$12,000	--	\$12,000
September, 2023	\$12,000	\$2,985.46	\$14,985.46
October, 2023	\$12,000	\$4,623.54	\$16,623.54
November, 2023	\$12,000	\$750.00	\$12,750.00
December, 2023	\$12,000	\$1,175.00	\$13,175.00
January, 2024	\$12,000	\$9,970.00	\$21,970.00
February, 2024	\$12,000	\$4,654.00	\$16,654.00
March, 2024	\$12,000	\$4,416.00	\$16,416.00
April, 2024	\$12,000	\$4,267.00	\$16,267.00
May, 2024	\$12,000	\$500.00	\$12,500.00
June, 2024	\$10,817	\$3,842.00	\$14,659.00
TOTAL CONTRACT	\$144,000.00	\$36,000.00	180,000.00
Invoiced To Date	\$142,817.00	\$37,183.00	\$180,000.00
Balance	0	0	0

Hard Costs - May	
CONTENT	
B. Bruce	\$500.00
CONTENT GATHERING	
Lodging	\$2,024.72
Dining	\$766.70
Travel	\$322.82
PRINTING	
Bragadoon (pergola banner)	\$227.87
HARD COST TOTAL / JUNE	\$3,842.--

TERMS: Payment due within 30 days of receipt of invoice. Please make check payable to:

835 5th Avenue, Suite C San Rafael, CA 94901 | 415.377.6708 | TheIdea

F. BUDGET AND SCHEDULE OF CHARGES

Working from the designated annual not to exceed budget of \$180,000. The Idea Cooperative recommends a similar structure and schedule of charges from previous years, with \$12,000 per month Retainer Costs to cover time of staff costs and \$3,000 for hard costs including printing, content creation (including travel), social media, interactive and SEO services.

Budget:
\$12,000/Month Retainer Costs + \$3,000/Month* for Hard Costs
\$180,000 12 Month Total
*note: Hard Costs totals may vary month to month, but will equal the total at the end of contract.

Retainer Costs Monthly Break Out			
Work Specification	Hours	Rate	Fee
Strategic Marketing Consultation	1	\$200	\$200
Creative Direction	4	\$200	\$800
Art Direction/Creative Concept	8	\$150	\$1,200
Copywriting/Creative Concept	8	\$150	\$1,200
Account Direction	8	\$125	\$1,000
Project Management	16	\$100	\$1,600
Production Management	8	\$100	\$800
Digital Production Art / Production Design	16	\$100	\$1,600
Interactive Strategy and Consultation	4	\$100	\$400
Interactive Development & Programming	16	\$100	\$1,600
Social Media & Content Execution	16	\$100	\$1,600
TOTAL			\$12,000

Schedule of Charges	Fee	Hard Costs	TOTAL
Month			
July, 2024	\$12,000	\$3,000	\$15,000
August, 2024	\$12,000	\$3,000	\$15,000
September, 2024	\$12,000	\$3,000	\$15,000
October, 2023	\$12,000	\$3,000	\$15,000
November, 2023	\$12,000	\$3,000	\$15,000
December, 2023	\$12,000	\$3,000	\$15,000
January, 2025	\$12,000	\$3,000	\$15,000
February, 2025	\$12,000	\$3,000	\$15,000
March, 2025	\$12,000	\$3,000	\$15,000
April, 2025	\$12,000	\$3,000	\$15,000
May, 2025	\$12,000	\$3,000	\$15,000
June, 2025	\$12,000	\$3,000	\$15,000
Totals:	\$144,000	\$36,000	\$180,000
TOTAL CONTRACT:			\$180,000

Job Descriptions for Personnel:

Tom Kavanaugh

- Strategic Development and Consultation
- Creative Direction
- Copywriting/Creative Concept
- Copywriting/Content Creation
- Interactive Strategy and Consultation

Tyler Young

- Creative Direction
- Art Direction/Creative Concept
- Digital Production Art / Production Design
- Interactive Strategy and Consultation
- Interactive Development & Programming
- Social Media & Content Execution

Melissa Holberton

- Account Direction
- Project Management
- Production Management
- Interactive Development & Programming
- Social Media & Content Execution

Hourly Personnel Rates:

\$200 – Strategic Development and Consultation
\$200 – Creative Direction
\$150 – Art Direction/Creative Concept
\$150 – Copywriting/Creative Concept
\$100 – Copywriting/Content Creation
\$125 – Account Direction
\$100 – Project Management
\$100 – Production Management
\$100 – Digital Production Art / Production Design
\$150 – Interactive Strategy and Consultation
\$100 – Interactive Development & Programming
\$100 – Social Media & Content Execution

Support Team / Subcontractors

\$150 – Interactive Strategy and Consultation
\$100 – Interactive Development & Programming
\$150 – Social Media & Content Strategy
\$150 – Media Relations and PR Strategy
\$125 – Media Relations and PR Execution
\$100 – Information Graphic Development

G. WORK SCHEDULE

For Visit Fort Bragg, The Idea Cooperative tracks general creative communications progress through the promotional calendar. A preliminary calendar is below and applies to Task 2. Task 1 will take place in the first month of the contract and Task 2 is ongoing throughout the year.

Preliminary 2024 - 2025 Promotional Calendar

- July
- The Great Fort Bragg Photo Collection
- August
- Shop Downtown
 - Fall Events
- September
- Mural Walk
 - Fort Bragg Beer
- October
- Winter Visit
 - Magic Market
- November > December
- Winter Events
 - Gift Guide
- January 2024
- Restaurant Week
- February > March
- Whale Fest +
- April
- Fort Bragg Mountain Biking
 - Summer Season Events
- May
- Mendocino Film Festival
 - Kelp Fest
- June
- Nature/Environmental/Sustainability



Thank You.

THEIDEACOOPERATIVE.COM



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Text File

File Number: 24-973

Agenda Date: 10/8/2024

Version: 1

Status: Business

In Control: Special Meetings

File Type: Report

Receive Oral Update from VFB Special Events Subcommittee