

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

Month	Fee	Hard Costs	TOTAL
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 & 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

Invoice Example

H. INSURANCE

The Idea Cooperative is current on all insurance required by Fort Bragg. Insurance costs incurred by The Idea Cooperative are shared across several clients with similar requirements. They are considered a cost of doing businesses and are not charged to our client. The percentage of costs incurred for Visit Fort Bragg would be approximately \$3,250 per year.

CREATIVE THINKING, INC.

dba: The Idea Cooperative

Job #: FTB-045
 Date: May 31, 2024
 Submitted To: City of Fort Bragg
 Contact: Cristal Munoz

INVOICE

Job Title: Creative Marketing
 Phase: 044 - May 2024

Agency Fee:	\$12,000.00
Hard Costs:	\$500.00
TOTAL:	\$12,500.00

May TOTAL DUE \$12,500.00

TOTAL PROJECT COSTS:

Month	Fee	Hard Costs	TOTAL
July, 2023	\$12,000	--	\$12,000
August, 2023	\$12,000	--	\$12,000
September, 2023	\$2,985.48	\$14,985.48	\$17,970.96
October, 2023	\$4,623.54	\$16,623.54	\$21,247.08
November, 2023	\$750.00	\$12,750.00	\$13,500.00
December, 2023	\$1,175.00	\$13,175.00	\$14,350.00
January, 2024	\$9,370.00	\$21,370.00	\$30,740.00
February, 2024	\$4,654.00	\$16,654.00	\$21,308.00
March, 2024	\$12,000.00	\$4,416.00	\$16,416.00
April, 2024	\$12,000.00	\$1,525.48	\$13,525.48
May, 2024	\$12,000.00	\$500.00	\$12,500.00
TOTAL PROJECT COSTS:	\$144,000.00	\$36,000.00	\$180,000.00
INVOICED TO DATE:	\$132,000.00	\$33,941.00	\$165,941.00
Balance:	\$12,000.00	\$2,659.00	\$14,659.00

Hard Costs - May	
CONTENT	\$500
B. BUDG	\$500
HARD COST TOTAL /MARCH	\$500

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