

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

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

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