

SCOPE OF SERVICES – MARKET RESEARCH STUDY

MISSION: Inform the preparation of a cohesive and focused tourism and promotion strategy designed to increase visitor-related revenues, taxes and employment in Fort Bragg.

The City of Fort Bragg is searching for a consultant(s) to conduct the following scope of services:

- **Research Review:** Review past and current market and visitor research to complete an analysis of the City's visitor profile as well as an assessment of local lodging assets
- **Surveys:** Assist in the compilation and analysis of two online surveys:
 - Community and tourism leaders survey to gain insight and input regarding current promotional and tourism related activities to aid in the development of a future tourism strategy
 - Visitor survey to gain insight and input regarding:
 - Visitor sentiment about the visitor's experience and the destination's brand
 - Understand the primary and secondary motivators for visiting the destination
 - Provide a foundation for a strategic marketing plan which includes defining effective messaging and target audience
- **Website and Social Media ROI:** Gain an understanding of the FortBragg.com website and social media's economic benefit through the development of accurate and statistically reliable estimates of visitor activity and resulting economic activity through visitation
 - This research will help:
 - Develop overall online profile users, including an analysis of travel intentions and behaviors providing a strategy for improving overall content and editorial calendars
 - Identify opportunities to improve the website and social media efforts before users do
 - Identify ways to improve functionality and effectiveness
- **Strategic Branding and Marketing Plan:** Development of a comprehensive Tourism and Promotion Strategy including branding/positioning, marketing organization structure including:
 - Program implementation
 - New product development (including festivals and events)
 - Front line training
 - Return on investment (ROI) measurements
 - Identifying the most lucrative target markets
 - Community relations including business outreach and involvement
- **Community Workshop:** Plan and hold a community-wide workshop reviewing results of past research analysis, online surveys, website and social media ROI as well as the outline for overall strategic branding and marketing. Based on feedback received at the workshop, develop a final strategic planning document with timeline, vision, mission, goals, tactics, etc.