



CITY OF FORT BRAGG

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COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: May 30, 2017
TO: Community Development Committee
FROM: Marie Jones & Jennifer Owen
AGENDA ITEM TITLE: **Receive Report and Provide Recommendation to City Council Regarding Scope of Services for Branding Consultant.**

ISSUE:

The first activity in the Visit Fort Bragg Action Plan 2017 is to complete a Request For Proposal (RFP) and select a consultant firm to develop a brand for Fort Bragg promotions. The Action Plan identifies key activities to be incorporated into the branding activity, namely:

2. Branding – *Defines the vision, story and look and feel of all marketing materials*

1. Create the vision and define the Fort Bragg brand (the story and experience);
2. Create a logo, tag line, style guide and story that define Fort Bragg's brand;
3. Provide art/creative direction as part of the management of all promotional activities (website, advertisements, PR, collateral, etc.) so that all efforts follow the brand on a year-to year going forward basis; and
4. Work with tourism-related businesses to integrate the brand into their websites and printed materials.

BACKGROUND:

On November 8, 2016, Fort Bragg voters approved a 2% increase in the TOT rate with half of the new revenue (estimated at \$200,000 in 2017/18) to be dedicated to tourism marketing and promotions. Currently Visit Fort Bragg receives approximately \$80,000 in TOT revenues per year. Together these funds result in a promotions budget for FY 2017/18 of \$280,000.

On April 25, 2017, a draft Fort Bragg Marketing and Promotions Action Plan was agendaized for CDC review and input. At the CDC meeting, staff was directed to:

- 1) provide a summary of alternative management strategies for the TOT marketing effort at the next CDC meeting;
- 2) bring RFPs for consultant services forward to the CDC for review and discussion prior to bringing them forward to the City Council.

This staff report addresses item #2 above. Staff is seeking direction on the scope of work for the branding effort. Please see the attached scope of work.

Recommendation

Provide a recommendation to the City Council regarding the proposed scope of work for the Visit Fort Bragg branding activity.