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# Visit Fort Bragg Proposal

**Mendocino Coast Chamber of Commerce**

Sharon Davis - May 22, 2017

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## Introduction

The Mendocino Coast Chamber of Commerce has been administrating the Visit Fort Bragg Committee (VFB) since 2010. At that time, VFB was contracting the Social Media and Marcom work. As of July 2016, VFB decided to have Chamber staff take on the Social Media and Marcom work. This model has proven to be extremely cost effective and produced unparalleled results across all platforms. At the City's request, included are a 6-month and 1-year proposal and budget. A minimum 6-month contract is requested. A 90-day termination notice is requested as significant changes to the Chamber budget would be necessary.

### **Program Administration**

Chamber C.E.O. Sharon Davis would be the administrator of the contract and would oversee the two staff members as well as other contractors such as Hubnami.

- Chamber Chief Executive Officer (CEO) ensures that staff and contractors work within established budgets;
- CEO generally is present at monthly VFB meetings and special meetings, and works with VFB to ensure that meeting notices are prepared and distributed and to confirm attendance, location and time of meeting.
- CEO and staff process check requests, compile expenditure reports, and perform other administrative duties as necessary to carry out work of VFB.
- The Chamber will ensure that regular and special meeting agendas are posted to the FortBragg.com website in a timely fashion once they have been also made available to VFB members; and that regular and special meeting minutes are posted to the FortBragg.com website once they have been approved or accepted by the VFB.
- The Chamber will ensure that regular and special VFB meetings are open to the public except for discussions of confidential matters, and that meeting locations are timely publicized and clearly marked.
- The Chamber will ensure that the FortBragg.com website provides information about the VFB including but not limited to links to the City Agreement including all Exhibits, Annual Marketing Plans, Standard Guidelines materials, Bylaws, member lists, current and prior agendas and minutes, and other information to explain the VFB mission, role, and activities.
- The Chamber and VFB will provide periodic reports to the City Community Development Committee (CDC), including current VFB member lists, marketing plans, budgets, accomplishments, goals and any barriers or problems in accomplishing the approved scope of work.
- The Chamber will provide monthly marketing reports to VFB and the Chamber Board.

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## **Program Implementation**

Staff member Casey Davis will complete the Social Media work and Kristin Suratt would complete Content Development. Sharon Davis would continue to maintain the FortBragg.com website until branding is completed and the website is redesigned.

We currently have a weekly schedule of Social Media posts that includes daily Facebook and Instagram posts. VFB also created an editorial calendar for blog posts and press releases. Sharon works closely with Hubnami to manage the paid Facebook ads in conjunction with the editorial calendar and Social Media schedule.

Content development will focus on the wider area of Fort Bragg, representing all area attractions and activities. One to two blog posts will be written each week and six press releases will be written and distributed through PRweb, based on the editorial calendar. New content will be written for the website including model itineraries, Glass Beach, recreation, cycle touring, area history, dining, arts and culture and stories about interesting local people.

## **Invoicing and Payments**

Activity Tasks (Social Media / Content Creation) would be invoiced on a bi-weekly basis. All other costs (Contracted Work, Hard Costs, Website Maintenance and Chamber Admin) would be invoiced on a monthly basis.

## Annual Cost Estimate for FY 2017-2018

Activity Tasks- Social Media	Total Cost	Total Hours	Rate 1	Rate 2	Rate 3
Social Media posts/content creation	\$28600	520	\$55	\$12.50	
Total	\$28600	520			
Contracted Work- Social Media					
Hubnami Analytics	\$1188				
Hubnami Ad Management	\$12000				
<a href="#">archie.co</a>	\$360				
Facebook Ad Hard Costs	\$6000				
Total	\$19548				
Content Creation					
Blog posts/press releases	\$8580	156	\$55		\$25
Hard Costs Content					
PRweb Press release service	\$1522				
Website Maintenance					
<a href="#">FortBragg.com</a> Site Admin	\$2200	40	\$55		
Chamber Admin					
Contract Administration	\$12,000				
Contract Total	\$72450				

### Cost Breakdown

Rate 1 is the requested contract rate with the City. The current rate (\$45/hour) is a legacy rate and doesn't cover any overhead costs. The requested rate is fully loaded to cover the staff hours as well as overhead. Rates 2 and 3 are the Social Media and Content Creation rates respectively and are covered by Rate 1. In the 2016/2017 budget, not nearly enough was allocated to Social Media work. This proposal is more in line with the current workload.

Contracted Social Media rates (Hubnami, [archie.co](#)) are based on the current contracts.

The City has requested that the Chamber continue to complete website maintenance until the redesign.

**Annual Cost Estimate for the Six Months beginning July 1st-December 31st 2017**

Activity Tasks- Social Media	Total Cost	Total Hours	Rate 1	Rate 2	Rate 3
Social Media posts/content creation	\$14300	260	\$55	\$12.50	
Total	\$14300	260			
<b>Contracted Work- Social Media</b>					
Hubnami Analytics	\$594				
Hubnami Ad Management	\$6000				
<u>archie.co</u>	\$180				
Facebook Ad Hard Costs	\$3000				
Total	\$9774				
<b>Content Creation</b>					
Blog posts/press releases	\$4290	78	\$55		\$25
<b>Hard Costs Content</b>					
PRweb Press release service	\$761				
<b>Website Maintenance</b>					
<u>FortBragg.com</u> Site Admin	\$1100	20	\$55		
<b>Chamber Admin</b>					
Contract Administration	\$6000				
<b>Contract Total</b>	<b>\$36225</b>				