



CITY OF FORT BRAGG

416 N. FRANKLIN, FORT BRAGG, CA 95437
PHONE 707/961-2823 FAX 707/961-2802

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 Visit Fort Bragg Project Manager RFP**

ISSUE:

On April 25, 2017 Staff brought a proposal to the CDC to dedicate a portion of the new TOT funds to fund staff time to manage and coordinate the new marketing effort. In addition staff provided a draft Fort Bragg Marketing and Promotions Action Plan 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 all RFP's 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.

BACKGROUND:

On June 12, 2017 the City Council considered the following models for management and implementation of the Visit Fort Bragg Action Plan:

1. As a Chamber managed and implemented activity with consultant support;
2. As a City managed and consultant implemented activity;
3. As a consultant managed and implemented activity;
4. As a Visit Mendocino County managed and consultant implemented activity; or
5. As a Destination Marketing Organization (DMO) managed and DMO staff and consultant driven activity;

The City Council directed staff to pursue option 3. Staff has prepared and vetted the attached RFP with Visit Fort Bragg. The RFP would allow the City to hire a Project Manager to manage and implement the Visit Fort Bragg Action Plan.

RECOMMENDATION:

Provide a recommendation to the City Council regarding the Project Manager RFP.