



CITY OF FORT BRAGG
REQUEST FOR PROPOSALS FOR
LOCAL PROJECT MANAGEMENT
Visit Fort Bragg Marketing & Promotions Action Plan

The City of Fort Bragg is seeking proposals from a qualified project manager interested in contracting with the City of Fort Bragg to manage the implementation of the **Visit Fort Bragg Marketing and Promotions Action Plan**.

Background & Project Understanding

The City of Fort Bragg has been transitioning from a lumber town to a tourism destination for the past 17 years. This community of 7,000 residents is perched on the bluff tops overlooking the ocean in Mendocino County. The community offers many interesting visitor-serving activities and facilities including:

- Beach combing, bicycling, walking, hiking, fishing, horseback riding, ocean and river kayaking, beer and wine tasting;
- Visitor attractions include: the world-renowned Glass Beach, Skunk Train, Coastal Trail & Noyo Headland Park, MacKerricher State Park, Noyo Harbor, the Mendocino Botanical Gardens, Guest House Museum, North Coast Brewery and more;
- A quaint downtown with a variety of specialty shops located in historic buildings;
- Excellent selection of mid-priced restaurants; and
- Hotels, motels, and bed and breakfasts for visitors with a variety of price points.

Year-round tourism is part of Fort Bragg's economy; however tourism peaks from June through September with many visitors from the Central Valley and the Bay Area.

The City of Fort Bragg recently passed a Transient Occupancy Tax increase and a portion of the funds have been dedicated to marketing and promotions. This effort is just getting underway. The City recently completed a Visit Fort Bragg Action Plan for 2017, which identifies targeted promotional and marketing activities anticipated to be undertaken by the City over the next year (see Attachment 1). The majority of activities in the Action Plan will be implemented by consultants.

The City is seeking a VFB Project Manager to manage the implementation of the Action Plan. The City is seeking to engage the VFB Project Manager in a two-year contract with a possible one year extension.

The proposed management structure for the activity is described below:

- The City Council makes all final decision regarding: 1) adoption of and proposed changes to the Visit Fort Bragg Marketing and Promotions Action Plan; 2) the scope of work for all RFPs; 3) and contract approval for all professional services contracts.
- The Community Development Department Special Projects Manager will manage the VFB Project Manager's activities; pay all invoices, work with the City Clerk to prepare all contracts, and serve as City liaison to the Visit Fort Bragg Committee.
- The Visit Fort Bragg Committee (composed of volunteers in the tourism sector representing hotels owners, retail, attractions and dining) will serve as an advisory committee for the implementation of the Action Plan and the work of the VFB Project Manager.
- The VFB Project Manager will undertake all of the tasks described in the scope of work below, which include management of all consultant work, providing administrative support and leadership to the Visit Fort Bragg Committee, and reporting to the Community Development Department's Special Projects Manager and City Council.

SCOPE OF WORK

The primary objectives of the Visit Fort Bragg Project Manager are to implement Tasks 9 through 14 of the Action Plan (Attachment 1) as follows:

9. Project & Contract Management – Manage promotions and marketing efforts

1. Solicit, select and manage all consultants to complete tasks 1 through 8 of the Visit Fort Bragg Marketing and Promotions Action Plan, including: develop all RFPs, negotiate contracts, manage consultants and work product, forward invoices for City Payment, evaluate performance, etc.
2. Undertake the ongoing management of existing contracts, including the contract with the Chamber of Commerce for the provision of social media consulting services; management of the consultants who put out flags and banners for City events; and....
3. Administer the Visit Fort Bragg Committee, which will be transferred from the Chamber of Commerce to the Local Project Manager in January of 2018. This activity includes: developing and managing the Visit Fort Bragg budget; attending monthly Visit Fort Bragg committee meetings in person; preparing agendas, reports and minutes for committee meetings; soliciting and incorporating Committee input; and all email and phone communications with the committee.
4. Report to City Council and City staff. This task includes:
 - a. Monthly reports to City of Fort Bragg Special Projects Manager regarding the status of all consultant work product and to receive input and direction on management of consultants
 - b. Preparation of RFPs using the City's format and consultant procurement and solicitation process and provide all consultant invoices for City processing. All contracts will be between the City and the Consultant, but the Visit Fort Bragg

<p>project manager will manage the consultants and review and recommend payment of invoices. The City will process all invoices and pay all consultants directly.</p> <ul style="list-style-type: none"> c. Bi-annual report to City Council regarding status of Action Plan task implementation d. Other project management duties as assigned <p>5. Update the <u>Promotions & Marketing Action Plan</u> on a bi-annual basis with stakeholder input.</p>
<p>10. Tourism Industry Communication – engage in ongoing communication with local stakeholders to keep them informed and involved in promotional efforts and activities.</p>
<ul style="list-style-type: none"> 1. Monthly email to stakeholders. Annual report and in-person visits with lodging. 2. Annual tourism luncheon (summit) to inform and educate the tourism serving industry & community about the performance of tourism in the local economy. This luncheon could include a review of past years’ tourism activities, a guest speaker from within the industry, networking opportunities for attendees, brainstorming on activities for upcoming year, etc. 3. Gather story ideas from local businesses for promotional activities.
<p>11. Leisure Sales & Trade Shows</p>
<ul style="list-style-type: none"> 1. Develop a trade show booth. 2. Attend consumer trade shows that focus on rural and coastal tourism. Attend the Bay Area Travel and Adventure show and the Sacramento International Sportsman’s Expo Show. 3. Develop and distribute trade show giveaway items that promote the Fort Bragg brand. Develop an email database that can be used for future marketing efforts.
<p>12. Strategic Alliances - Alliances and partnerships can leverage Fort Bragg’s resources. Work with tourism agencies to make sure that Fort Bragg is well represented through their marketing efforts.</p>
<ul style="list-style-type: none"> 1. Work with tourism agencies to make sure that Fort Bragg is well represented through their marketing efforts. <ul style="list-style-type: none"> a. North Coast Tourism Council includes tourism organizations from around the North Coast region. It is designed to attract visitors to the entire region with a focus on international visitation. b. Mendocino County Tourism Commission (MCTC) is responsible for promotion of the county including Fort Bragg. Fort Bragg can work with the MCTC to leverage public relations, leisure sales, and advertising efforts. c. Leverage resources by cooperating with regional organizations, like Visit Ukiah. 2. Work with arts and culture organizations to connect visitors with the local community and provide an authentic experience.
<p>13. Research Evaluation & Measurement – Evaluate performance to track and improve</p>

effectiveness.

Evaluation should focus on: 1) program outcomes (such as website analytics); 2) the Return on Investment of the funds spent for marketing/promotion; and 3) destination performance (occupancy rates and TOT revenues).

Develop and distribute a Fort Bragg measurement dashboard and annual report. This dashboard and annual report should be comprehensive and include all measurements available for the destination including:

1. Website and social media analytics.
2. Number of brochures/collateral material distributed in and out of market.
3. Number of articles and media placements.
4. Fort Bragg-wide lodging performance data: total room revenue, occupancy, and total T.O.T. collected.
3. Continue to implement periodic visitor profile studies as well as market and advertising awareness studies designed to provide fresh, new information that reflects a changing marketplace.

RFP Schedule

RFP Release	July 11, 2017
Deadline for Written Questions	July 28, 2017
Proposals Due	August 4, 2017
Interviews	August 16, 2017
Selection	August 25, 2017

PROPOSAL SUBMITTAL REQUIREMENTS

1. Proposers should send a complete digital proposal, collated into one PDF document and three printed copies of the proposal so that it is received by the City no later than 5:00 p.m. on August 4, 2017 to:
City of Fort Bragg
Attention: June Lemos, CMC, City Clerk
416 North Franklin Street
Fort Bragg, CA 95437
jlemos@fortbragg.com
2. Format: Printed proposal should be 8 ½ x 11 inches, printed two-sided on recycled and recyclable paper with removable bindings, bound in a single document and organized in sections following the order specified under contents.
3. Limit Proposal length – Please limit proposal length to 15 pages total.
4. Contents: Proposal shall contain the following information:
 - A. Firm Description
Provide a description of your business and list relevant information about capabilities and length of time in existence. The firm or individual chosen for this work must embrace a collaborative approach to the management of complex consultant driven projects, and include experience with the following:

- a. Marketing & promotions
 - b. Effective and results driven management and coordination of consultants and consultant work product
 - c. The ability to receive and evaluate input as well as provide support and guidance to a committee
 - d. Comfort working in a highly visible position
 - e. Able to work with multiple stake holders including; owners and managers of area attractions and hotels, retail and restaurants.
- B. Relevant Experience
Describe relevant project management, marketing and promotions experience, especially experience with management of tourism promotions and marketing efforts and/or consultants.
- C. Key Personnel Qualifications
Identify the project manager and key personnel who would work on the project, as assigned their respective roles and a synopsis of relevant experience.
- D. References
List of agencies and clients for whom similar work has been performed, with the name, title and phone number of a contact person.
- E. Project Understanding & Philosophy
Project Management Philosophy – please describe the philosophy you would use to manage this project. Provide an outline of your understanding of the destination's situation and issues.
- F. Scope of Work
Provide an explanation of tasks associated with the project, including how you propose to complete each task, as outlined in the draft scope of work above and as illustrated in the attached Visit Fort Bragg Action Plan.
- G. Supporting Materials
Please attach supporting materials or concepts depicting how you are distinctive from other agencies or experts in this field.
- H. Budget and Schedule of Charges
Provide a task related budget for implementation of Tasks 9 through 12 of the Action Plan on a fiscal year basis for two years (August 2017-June 30, 2018) and (July 1, 2018 - June 30th 2019)
Provide a “Not to Exceed” amount and a list of Personnel Rates, Equipment Charges, Travel Reimbursement Costs, and Job Descriptions for Personnel.
- I. Work Schedule
Please review the City proposed timelines and provide any modifications or refinements.

J. Insurance

The individual or firm receiving the contract shall procure and maintain for the duration of the contract, insurance against claims for injuries to persons or damages to property that may arise from or in connection with the performance of the work hereunder by the Consultant, his agents, representatives, employees or subcontracts as set forth in Section 11 of Exhibit "A" which is attached hereto and incorporated by reference herein. The cost of such insurance shall be included in the consultant's proposal.

K. Consultant Agreement

The City's standard consultant services agreement is attached as Exhibit "A". Please identify if your firm would have any issues with the provisions of the City's standard consulting services agreement.

EVALUATION CRITERIA

Proposals will be evaluated on the basis of the following criteria:

- Capabilities and resources of the firm (10%)
- Qualifications and experience of key individuals (40%)
- Schedule and cost for completion of work (30%)
- Local knowledge and local presence (20%)

The above selection criteria are provided to assist proposals and are not meant to limit other considerations that may become apparent during the course of the selection process.

Proposals will be reviewed and evaluated by City of Fort Bragg Staff and Visit Fort Bragg Committee and a recommendation for award of contract will be presented to the Fort Bragg City Council.

OTHER CONSIDERATIONS

The City of Fort Bragg reserves the right to reject any and all proposals. This Request for Proposals does not commit the City to award contract, pay any costs incurred in the preparation of proposals, or to procure or contract for supplies or services.

The City of Fort Bragg reserves the right to negotiate with any qualified source or to cancel, in part or in its entirety, this Request for Proposals, if it is in the best interest of the City to do so. The City may require the selected consultant to participate in negotiations, and submit such price, technical or other revisions of the proposal that may result from negotiations.

QUESTIONS

Questions should be directed to:

Marie Jones
Director of Community Development
City of Fort Bragg
(707) 961-1807
E-mail: mjones@fortbragg.com

or

Jennifer Owen
Special Projects Manager
City of Fort Bragg
(707) 961-2827
jowen@fortbragg.com

ATTACHMENTS

Exhibit "A" – City's standard Professional Services Agreement