



AGENCY: City Council  
MEETING DATE: Aug. 14, 2017  
DEPARTMENT: Community Devel.  
PRESENTED BY: J. Owen  
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## AGENDA ITEM SUMMARY

**TITLE:**

**RECEIVE REPORT AND CONSIDER ADOPTION OF CITY COUNCIL RESOLUTION APPROVING PROFESSIONAL SERVICES AGREEMENT WITH DOUBLE MARTINI, INC. DBA REVEL BRAND DESIGN TO PROVIDE BRANDING SERVICES FOR VISIT FORT BRAGG AND AUTHORIZING CITY MANAGER TO EXECUTE CONTRACT (AMOUNT NOT TO EXCEED \$37,500; ACCOUNT NO. 110-4321-0319)**

**ISSUE:**

The passage of Measure AA in November 2016 resulted in an increase to the City's Transient Occupancy Tax (TOT) rate from 10% to 12%. Per accompanying advisory Measure AB, one-half of the increased tax revenues are to be used to support tourism-related projects and promotion. Available promotions funding for FY 2017/18 is estimated at \$244,500 per the City's adopted budget. On June 12, 2017, City Council approved the Visit Fort Bragg Marketing & Promotions Action Plan ("VFB Action Plan"), which was prepared by City staff with extensive input from hotel operators, community and business groups and Visit Fort Bragg Committee. The first task in the VFB Action Plan is to develop a brand for Visit Fort Bragg. A scope of work for the Branding Request for Proposals (RFP) was approved by City Council on June 12, 2017, and the RFP was released on June 19, 2017. A total of 19 responses were received, and a review committee comprised of Visit Fort Bragg committee members and City staff narrowed the pool to six finalists, who were interviewed on July 26, 2017. The review committee recommends that City Council approve a contract with Double Martini, Inc. DBA Revel Brand Design for a total fee not to exceed \$37,500.

**ANALYSIS:**

The passage of Measures AA/AB resulted in an increase in the City's promotions budget from \$81,423 in FY2016/17 to \$244,500 for FY2017/18. To better inform increased marketing and promotions efforts, City Council approved a contract with Strategic Marketing Group (SMG) in September 2016 to prepare a Tourism Market Research Study. SMG's study, adopted by City Council on March 13, 2017, is comprised of the *Marketing Research-Tourism* report, *Tourism Marketing Recommendations*, and *Visitor Survey Results*.

Using information from the *Tourism Marketing Recommendations* report as well as input from the Visit Fort Bragg committee, local hotel operators, and numerous tourism industry stakeholders, staff developed a detailed three-year *Visit Fort Bragg Marketing & Promotions Action Plan* (the Action Plan). On June 12, 2017, City Council approved the Action Plan. The first task listed in the VFB Action Plan, per community input, is development of a Visit Fort Bragg brand and implementation of the branding process.

On June 12, 2017, City Council approved the scope of work for a Branding RFP. Staff issued the Branding RFP on June 19, 2017 (see Attachment 3). The distribution list for the RFP included 45 marketing professionals whose contact information was provided by various regional tourism entities and also generated by a vigorous internet search for qualified consultants. In addition, the RFP was released to interested parties who have registered for notifications from the City's Bids

and RFPs page. By the response due date of July 14, 2017, 19 responses were received, all of which were deemed “responsive” by City Clerk June Lemos.

On July 19, 2017, Visit Fort Bragg committee members and staff convened to review and rank the 19 proposals to generate finalists to be interviewed. Six finalists were selected for interviews including the following (in alphabetical order, with office location provided and cost proposal amount provided):

- Barnett Cox & Associates (San Luis Obispo, CA); budget \$35,000 plus \$6,208 travel costs
- Bison Media (Fort Bragg, CA); budget \$40,000 (no travel costs)
- Crowd (San Francisco, CA); budget \$23,120 (includes travel)
- DVA Advertising & Public Relations (Bend, OR); budget \$35,000 (travel costs additional)
- Revel Brand Design (Healdsburg, CA); budget \$47,800 revised to \$37,500 (travel included)
- The Color Mill (Fort Bragg, CA); budget \$35,000 (no travel costs)

On July 26, a review panel comprised of four Visit Fort Bragg committee members, Chamber Administrator Sharon Davis, and Community Development Department staff members Jennifer Owen, Special Projects Manager, and Scott Perkins, Associate Planner, met at City Hall to interview the six finalists. Interviews were conducted in person, via Skype, and via conference phone. Consultants were each asked a series of probing questions (see Attachment 4) designed to generate additional information about the consultants’ capabilities, qualifications, and experience, with focus on Destination Marketing Organization (DMO) experience; schedule and budget details; specifics about their proposed branding process; and proposed outreach methods.

The review panel was impressed with the qualifications of all finalists, but the panel was unanimous in its selection of Double Martini, Inc. DBA Revel Brand Design as the top candidate. Headquartered in Healdsburg, California, Revel is a brand design firm founded in 2005. Revel has extensive brand design experience in a broad range of industries including the Destination Marketing Organization (DMO) industry. Revel’s DMO branding clients have included Sonoma County Tourism and Visit Santa Rosa. Revel’s design team traveled to Fort Bragg to attend the July 26 interview and established an excellent rapport with the review team. Revel’s proposed budget of \$47,800 included \$10,300 for specific design templates. These designs have been excluded from the brand contract because they are optional future tasks that may or may not be requested. Revel Brand Design submitted a revised bid of \$37,500 to exclude the future items. The revised bid is within the budget range of “\$35,000, plus or minus 20%” (\$28,000 to \$42,000) estimated in the approved VFB Action Plan.

**RECOMMENDED ACTION:**

Adopt City Council Resolution Approving Professional Services Agreement with Double Martini, Inc. dba Revel Brand Design to Provide Branding Services for Visit Fort Bragg and Authorizing City Manager to Execute Contract (Amount Not to Exceed \$37,500.00; Account No. 110-4321-0319)

**ALTERNATIVE ACTION(S):**

1. Select another qualified consultant from the interviewed list to complete the branding work.

**FISCAL IMPACT:**

The VFB Action Plan includes “\$35,000, plus or minus 20%” (\$28,000 to \$42,000) to complete the branding task. The recommended contract at \$37,500 is within the estimated cost range and budget. The project will be funded entirely with Measure AA funds.

**CONSISTENCY:**

Revel Brand Design's proposal was highly responsive to the scope of work requested in the Branding RFP. The Branding scope of work was developed per recommendations contained in the Tourism Market Research Study prepared by the Strategic Marketing Group (SMG) and adopted by City Council on March 13, 2017.

The implementation of the VFB Action Plan is consistent with the City's Economic Development Strategy which includes a number of strategies to support the City's tourism economy.

**IMPLEMENTATION/TIMEFRAMES:**

Following Council action to award the contract, the contract will be executed. The branding process will begin once all required insurance and other documentation is submitted by the consultant. A kick-off meeting is expected to occur in September, and the brand recommendations and planning document are expected to be delivered in February 2018.

**ATTACHMENTS:**

1. Resolution
2. Contract
3. Branding RFP
4. Branding Interview Questions

**NOTIFICATION:**

1. Jessica Anderson-Conard, Director of Client Services, Revel Brand Design