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# Visit Fort Bragg Proposal

**Mendocino Coast Chamber of Commerce**

Sharon Davis - May 7, 2018

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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 is a 30-day proposal and budget with the option to renew for an additional 30-day extension. A 90-day termination notice is requested as significant changes to the Chamber budget would be necessary.

### Program Implementation

Staff member Casey Davis will complete the Social Media work and Kristin Suratt would complete Content Development. Sharon Davis will ensure that staff and contractors work within established budgets. Sharon Davis would continue to maintain the [FortBragg.com](http://FortBragg.com) website until branding is completed and the website is redesigned. Monthly marketing reports will be provided to the Project Manager.

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. This budget reflects additional hours for video and photo content creation. 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) and all other costs (Contracted Work, Hard Costs, Website Maintenance) would be invoiced on a monthly basis.

**Annual Cost Estimate for the 30-days beginning July 1, 2018-July 31, 2018**

<b>Activity Tasks- Social Media</b>	<b>Total Cost</b>	<b>Total Hours</b>	<b>Rate 1</b>	<b>Rate 2</b>	<b>Rate 3</b>
Social Media posts/content creation	\$3300	60	\$55	\$12.50	
Total	\$3300	60			
<b>Contracted Work- Social Media</b>					
Hubnami Analytics	\$99				
Hubnami Ad Management	\$1000				
Facebook Ad Hard Costs	\$667				
Total	\$1766				
<b>Content Creation</b>					
Blog posts/press releases	\$825	15	\$55		\$25
<b>Website Maintenance</b>					
<u>FortBragg.com</u> Site Admin	\$275	5	\$55		
<b>Contract Total</b>	<b>\$6166</b>				