City of Fort Bragg

Attention:
June Lemos, CMC, City Clerk
416 North Franklin Street
Fort Bragg, CA 95437

Welcome to Cubic!

It is with great enthusiasm we submit our proposal in response to your RFP. This single response includes our response for 4 of the 5 projects - Marketing and Advertising Services, Design and Creative Services, Social Media Content Creation and Website Design, Development and Deployment for FortBragg.com. While we are not bidding on the Public Relations project, it is our hope to collaborate with the selected partner to support a unified marketing message.

We have been building brands and driving tourism dollars for a variety of destinations across the country for over 15 years. We are comfortable working with cities and boards and understand the perception of spending public money - we don't take this lightly. We take great pride in clearly defining the desired outcomes for each community and then measuring everything we do to ensure you see a return on your investment. We expect you and your board to hold us accountable. And we will be providing you the right tools to allow all of us to measure our success.

The communities that have partnered with us have seen significant gains as a result of our destination marketing programs.

Ulster County, NY: *+25% 1st/2nd quarter 2018*

McCurtain County, OK: *Grew bed tax revenue from less than $500,000 to over 1 Million in just four years.*

Martin County, FL: *Website sessions and page views increased 46%, increased tax revenue by 31% since 2015.*

Choctaw Tourism: *1,796% increase in Facebook page likes within 6 months and increased Instagram followers by 81% in one year.*

As President, I will be serving as your point of contact from Cubic during this process and have full contractual authorization. We have and will provide proof of insurance as specified in this RFP. In addition, we will fully cooperate with purchasing to produce a mutually beneficially consultant agreement. I want to make sure I am accessible to your team for clarification and questions. You are welcome to call me at the office or my cell phone at any time.

We welcome the opportunity to continue the discussion in person.

Office: 918-587-7888 **Cell:** 918-809-9644

Thank you for the opportunity!
Best,

BILLY KULKIN
PRESIDENT & MANAGING PARTNER

RELEVANT EXPERIENCE

Ulster County, NY
Ellenville, NY
Raleigh, NC
Roswell, NM
Vail, CO
McCurtain County, OK
Martin County, FL
Tupelo, MS
Pagosa Springs, CO
Southlake, TX
Springfield, MA
Iowa City, IA

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1. Firm Description
2. Relevant Experiences and References
3. Key Personnel Qualifications
4. Approach and Scope of Work
5. Budget and Work Schedule

1 Firm Description

Company Profile

Cubic Profile

Official Name:	Cubic, Inc. 1643 S. Boston Ave Tulsa, OK 74119
Firm Structure:	S-Corp
Number of FTE's:	21
Firm Principals:	Billy Kulkin Jeff Degarmo Libby Bender Winston Peraza
Firm Established:	November 2003
Locations:	Oklahoma, Colorado
International Client Locations:	Aruba, Europe, India, Mexico, Russia, Venezuela
U.S. Client Locations:	Arkansas, California, Colorado, Florida, Iowa, Kansas, Mississippi, Missouri, New York, North Carolina, Oklahoma, Massachusetts, South Carolina, Tennessee, Texas, Virginia, Wisconsin

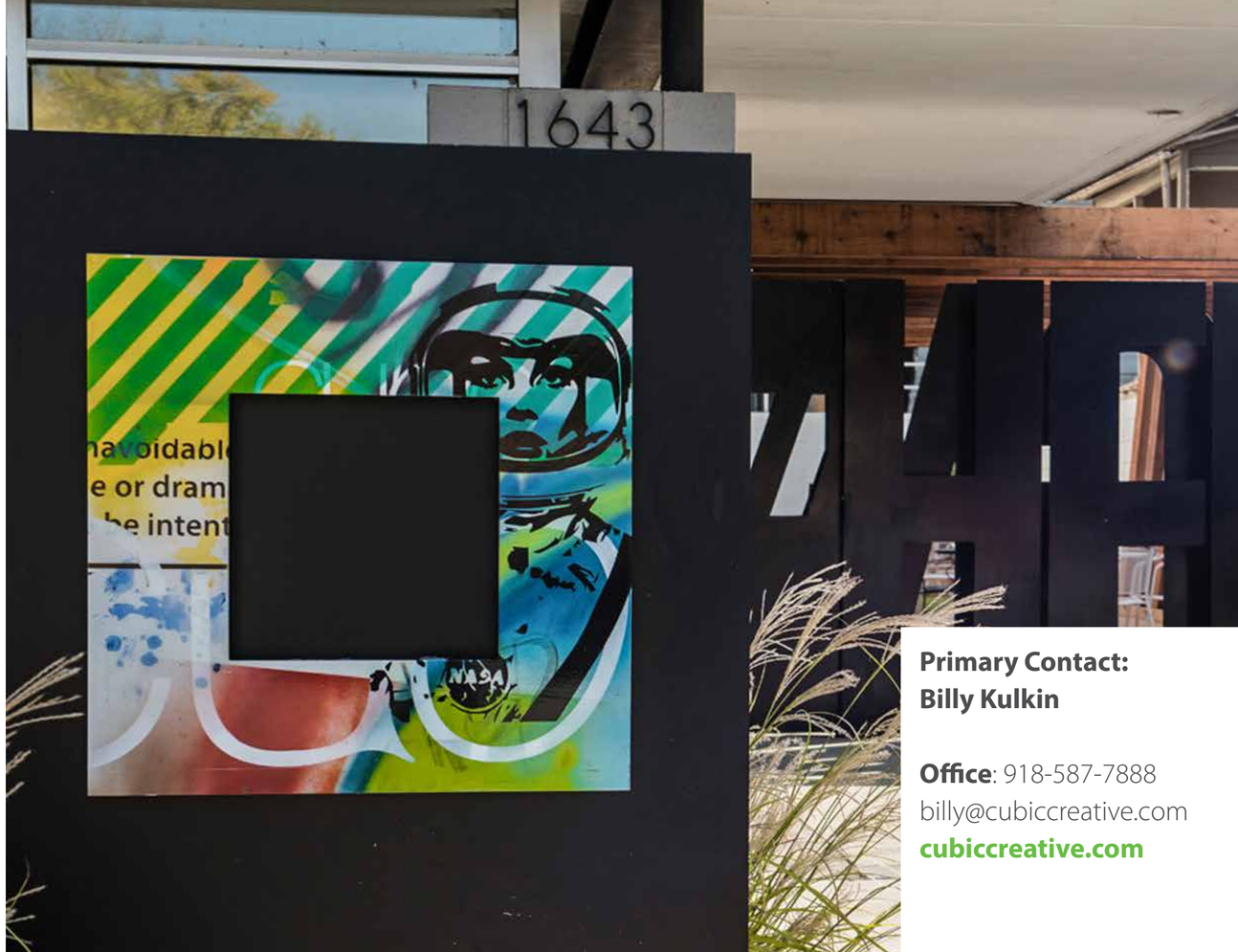
We start with INNOVATIVE THINKING.

Fort Bragg is not like any other place on earth. It's important for us to understand who you are, and what you stand for. That begins with our immersion into the spaces and places that represent you, in person and online. We study you. Deeply. So that when we create things that represent you, together, we'll know they're true. And then we start thinking about Fort Bragg in whole new ways. We are excited to use your branding study as the foundation for everything we do.

We finish with DESIGN DOING.

We're a group of resourceful, creative, community marketing and branding specialist. We are artists, designers, writers, photographers, developers, musicians, and storytellers of all kinds across all media. We make things designed to work.

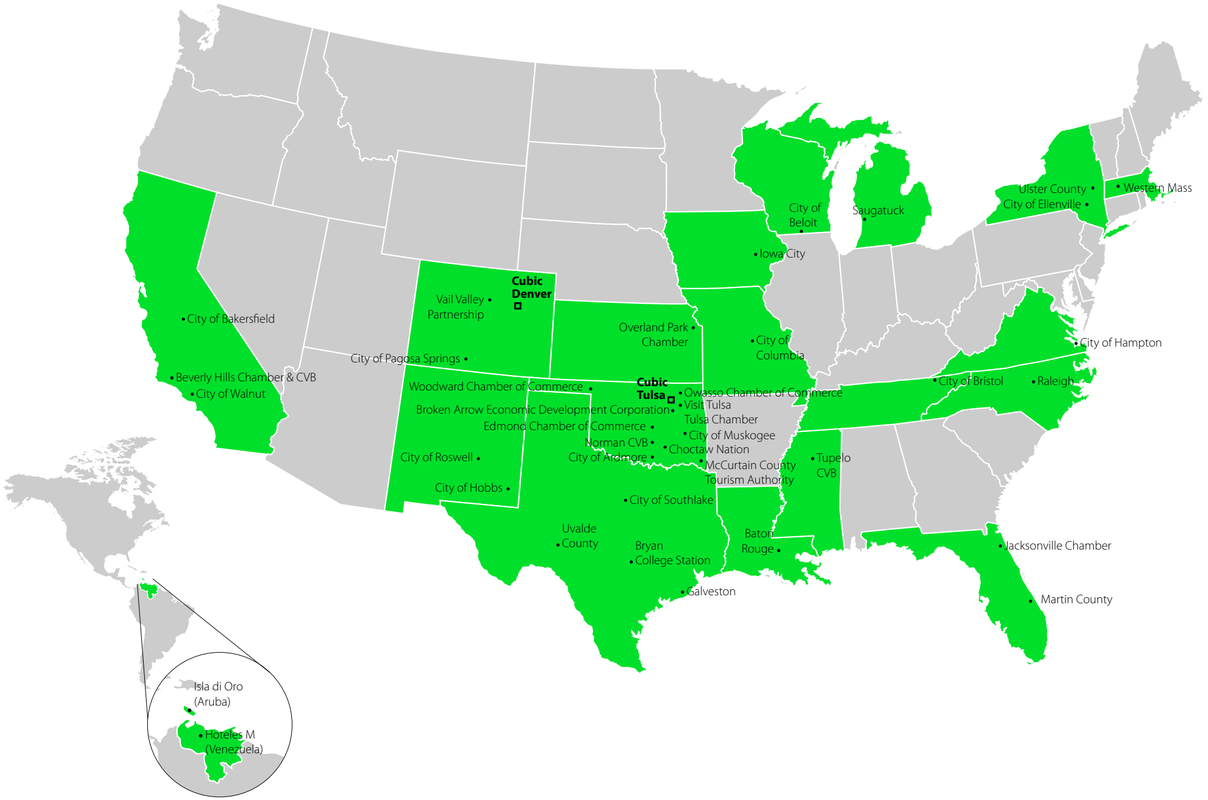
We have been awarded 100's of design awards over the years including being published in national design books. While it's nice to be recognized among our peers, our focus is a measurable return on investment for our clients. Below is a snapshot of the different communities we have had the opportunity to help.



Primary Contact:
Billy Kulkin

Office: 918-587-7888
billy@cubiccreative.com
cubiccreative.com

cubic Destination Branding and Marketing Experience



Brand Experience:

CVB/CHAMBER/ECONOMIC DEVELOPMENT

Beverly Hills Chamber of Commerce
Broken Arrow Rose District
Beverly Hills Visitors Bureau
Bryan College Station
Choctaw Nation
City of Ardmore
City of Bakersfield
City of Beloit
City of Bristol
City of Columbia
City of Ellenville
City of Hampton
City of Hobbs
City of Muskogee
City of Pagosa Springs
City of Raleigh
City of Roswell
City of Southlake
City of Walnut
Columbia Convention and Visitors Bureau
Edmond Chamber of Commerce
Greater Muskogee Chamber of Commerce
Greater Springfield CVB and EDC
Iowa City
Jacksonville Chamber of Commerce
Jenks Chamber of Commerce
Martin County
McCurtain County Tourism Authority
Norman Convention and Visitors Bureau
Overland Park Chamber of Commerce
Owasso Chamber of Commerce
Saugatuck Convention and Visitors Bureau
Tulsa Convention and Visitors Bureau
Tulsa Economic Development
Tulsa Metro Chamber
Tulsa Sports Commission
Tupelo Convention and Visitors Bureau
Ulster County
Uvalde County
Vail Valley Partnership
Woodward Chamber of Commerce

ENTERTAINMENT

BOK Center
Chesapeake Energy Arena
Cox Convention Center
Intrust Bank Arena
McLane Stadium
MyTicketOffice.com
Rabobank Arena
Raisin' Cains River Center
Tulsa Performing Arts Center

ARTS & CULTURE

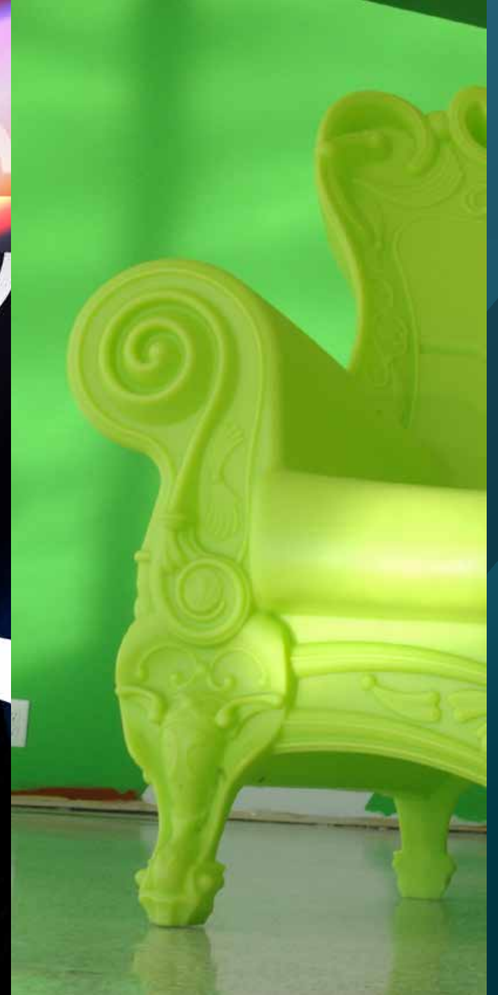
108 Contemporary
Living Arts Of Tulsa
Oklahoma Visual Arts Council
Philbrook Museum of Art
Tulsa Advertising Federation
Tulsa Performing Arts Center

LODGING

Crown Plaza Hotel
Hoteles M (Venezuela)
Isla Di Oro Resort Aruba
Renaissance Hotels
Westin Resort Aruba

UNIVERSITIES

Oklahoma State University
The University of Tulsa
Tulane University
Tulsa Technology Center
University of Oklahoma



The Story of Cubic

Back in the early post-9/11 days of the new millennium, life and advertising were changing fast. Traditional ad agencies were starting to come apart at the seams. That was when three young guys came together to form a new company. Each very different, they all shared the same fundamental belief:

To end in a better outcome,
you have to start in a better place.

In 2003, that is exactly what Billy Kulkin, Jeff DeGarmo and Winston Peraza did. And Cubic has been producing better outcomes for clients ever since.

Libby Bender joined as a full partner in 2012, bringing brand planning experience and another perspective to the team. Together, they and a multi-talented set of brand builders help communities like yours evolve every day by design.

Here's how we do that.

Municipal Government Experience

Working with municipal governments requires a unique level of detail and accountability. The work we do in tourism impacts many other departments including economic development and even at the city council level as we think about quality of life for our residents. Most business owners looking to start a business or relocate are always visitors first. And the tourism dollars we help generate allows our Clients to continue to invest in quality of life programs for residents. Tourism marketing and advertising can be seen as the cornerstone program in many communities.

This type of responsibility is not something we take lightly. Not only are we accountable to you as the client, but we are ultimately accountable to city businesses and residents to ensure we drive new money into the community. We do this by implementing processes and procedures that allow us to measure the effectiveness of the advertising program and provide ongoing reports and recommendations to you. Being fiducially responsible is at the forefront of how we think. While we leave room for ideation, every penny we spend is strategic, thoughtful and accountable. Our contracts with media vendors hold our partners accountable to fulfilling placements with detailed follow up reports and define clear payment terms with the contract guarantor being Cubic, Inc.

Financial Stability

Cubic is a financially stable company that is in good standings with our financial and media partners. We're happy to provide a letter from our financial partner validating our good standing with them when the time is appropriate.

Contract Compliancy

Our team is committed to customer service and the timely delivery of items in a specified scope of work. Utilizing technology and sound business processes, we strive to bring the greatest value to our clients with integrity, creativity and community inclusion. As part of our commitment to work with your team, we will be setting specific benchmark goals to measure success to ensure the City is seeing a positive ROI. Cubic will bring industry best practices to your procurement team on developing a tourism advertising contract that operates with the highest standards established within this profession.

Reporting

Measurement and Adaptation are part of our proven methodology. We crave measurement. There is no other way to determine if we are heading in the right direction We use Grow, a Business Intelligence Dashboard that allows us to see all of your data in one place to align our teams. Grow compiles data from all of our paid media including social media and Google Analytics to create one visual dashboard for our teams to use on a daily basis. Our team analyzes results from our tools, our media partners and then compares them to industry benchmarks. We provide monthly reporting and analytics. Our reporting doesn't stop there. We're not interested in defending ideas that don't work — we're interested in adapting to the changing environment to ensure the needle is always moving in the right direction.

Our Focus

We're here to create positive economic and social outcomes in our clients' communities.

We do that by building awareness and respect for the brands of our clients. We drive visitors to our clients' websites and ultimately to their doors. We help generate taxes for communities to improve lives for the residents.

To that end, we believe all creativity should be purposeful, all investments should have clear goals, and all goals should be measured. This belief system, along with our uniquely diverse talents and experiences, help us create strong marketing programs for passionate clients who appreciate strategy, creativity and resourcefulness.

Agency Services

Immersion / Research

Brand Planning
Competitive Audit
Stakeholder Insights
Customer Insights
Ethnography
Surveys
Focus Groups
Street Interviews
Online Research
Trend Forecasting
Marketing Strategy

Ideation / Design

Naming / Positioning
Concept Development
Messaging Strategy
Corporate Identity
Multi-Channel Advertising
UI/UX Design
Product Development
Non-Traditional Marketing
Experience Design
Data Visualization

Execution / Production

Graphic Design
Copywriting
Web Development
Environmental Graphics
Retail/Tradeshow Design
Motion Graphics
2D/3D Illustration
Photography
Wayfinding / Signage

Media Strategy / Management

Marketing Plan Development
Media Planning
Media Buying
Monitoring & Reporting
Online Presence Management
Social Media Management
Target Segmentation
Analytics

Commitment to Learning

Having worked with many other municipalities in similar capacities, we have seen what works and what doesn't work and are always adapting new program learnings from the places we work. We can tell you without hesitation there are five key components of every successful tourism marketing program.

1. *Define how success is measured*
2. *Collaboration*
3. *Strong leadership*
4. *Measurable plan*
5. *The ability to change the tire on a moving bus - must be willing and able to pivot as needed*

As we continue to evaluate our experiences from other community programs, there are several components that serve as key takeaways that we can use to improve operations, resulting in cost savings. While good communication and team collaboration always plays an important role in opportunities to improve, we have seen strategic savings or added benefit with our media buying team. We believe there is additional value in applying our buying power from all of our destination clients into one place. The benefit from this to Fort Bragg include:

- *More impressions for your media investment*
- *More targeted/select placements to better align with your target audience(s)*
- *Ability to avoid minimums typically found in the media vehicles in which we use*
- *Lower cost per impression, taking advantage of our ability to buy in bulk*

We take pride in the relationships we have built with our media partners and they appreciate our respectful negotiation process to ensure we get the most value for our Clients. They also appreciate our out-of-the-box thinking when it comes to placement packages and the creative products we deliver to run throughout their media networks.

Commitment to Staff

With 21 full-time employees, Cubic is staffed to lead and manage the Fort Bragg tourism account. Our work space is incredibly valuable to us. Our open office environment and outdoor work space has created an atmosphere to encourage collaboration and foster creativity. We know and appreciate the demands we put on our team and providing a flexible work space has proven to be successful in retaining and attracting talent to our Tulsa and Denver offices.

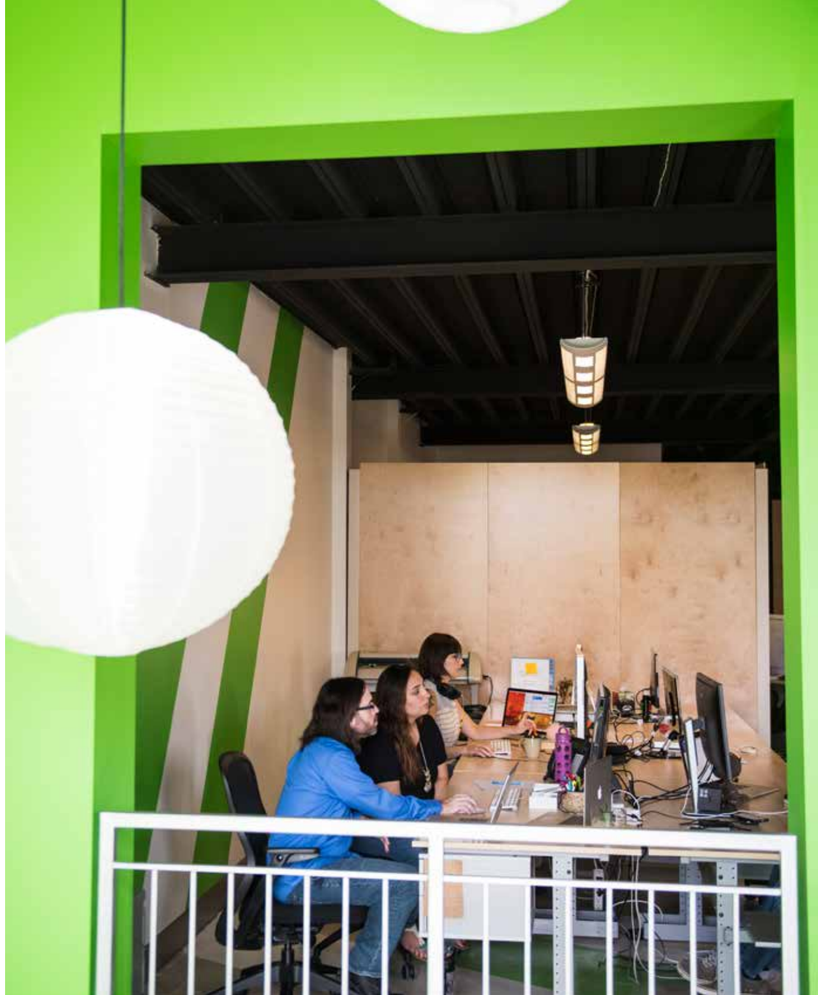
The management structure at Cubic consists of 4 partners actively running the business and participating in strategic thinking and design. A strong leadership team is in place and has proven to be highly effective.

Shawn Kruggel, Director of Creative Strategy, will play an integral part of what we do for Fort Bragg. His in-depth knowledge of branding and destination marketing allows him to serve as the visionary.

Rachel Mosley, Account Director, is ultimately responsible for the well being of this account. Rachel will be leading the account team with her results-driven approach. You will appreciate her accessibility during mission critical situations.

Harry Ashbaugh, Director of Media and Digital Strategies, leads our media initiatives manages our media and digital teams to ensure we deliver new media strategies, create strong relationships with our media partners, negotiate the best rates and deliver the results we all expect.

Katy Livingston, Associate Creative Director, is responsible for the creative output and day to day management of our creative team. Her ability to connect with communities and convert complex design challenges into design solutions that drive tourism is something you will love.



2 Relevant Experiences and References

MCCURTAIN COUNTY, OK

"Differentiation is key in our business. We believe we have a unique community and we needed to find a group of creative thinkers that could quickly understand how to take our brand to the next level and allow us to compete regionally and nationally. Cubic's experience, passion and creativity was exactly what our community needed."

- Charity O'Donnell , Executive Director, McCurtain County Tourism Authority

Client:	McCurtain County Tourism
Date of Contract:	2013
Contact:	Charity O'Donnell, Director
Email:	bchamber@pine-net.com
Phone:	(580) 584-3393

1

McCurtain County Tourism Authority: What's around the Beavers Bend?

Scope of Work

Brand Planning
Strategy / Messaging
Online strategy, SEO, SEM and SM
Visual ID / Graphic Standards
Online Marketing Campaign
Website Design & Development
Print Collateral
Cross-media Advertising Campaign
Metric / Measurement

The McCurtain County Tourism Authority needed help promoting their 1200+ luxury cabins located in the mountains of Oklahoma's southeastern county and home to Beavers Bend State Park. They entrusted their brand to Cubic in 2013, and we've been improving their results ever since.

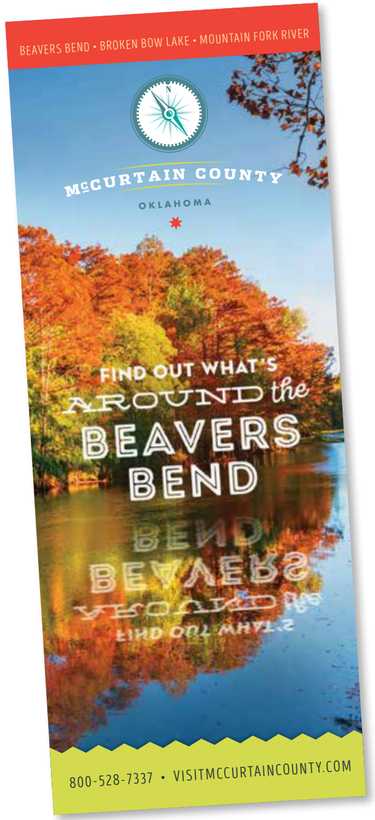
Our work has centered on differentiating their authentic brand of Unexpected Adventure and staying focused on our single goal: attract more overnight visitors to the cabins of McCurtain County. We handle all their research, strategy, creative and web development, media planning and buying, and social media. All these elements work together to produce results that have transformed this community.

We have grown their annual bed tax revenues from less than $500,000/year to ***over $1 million in just four years.*** Overnight visitors have spent more than ***$500 million*** in the county over the course of those four years. More than 1700 people – ***14% of total employees*** – are now employed in the tourism industry there.

McCURTAIN COUNTY
OKLAHOMA

VisitMcCurtainCounty.com

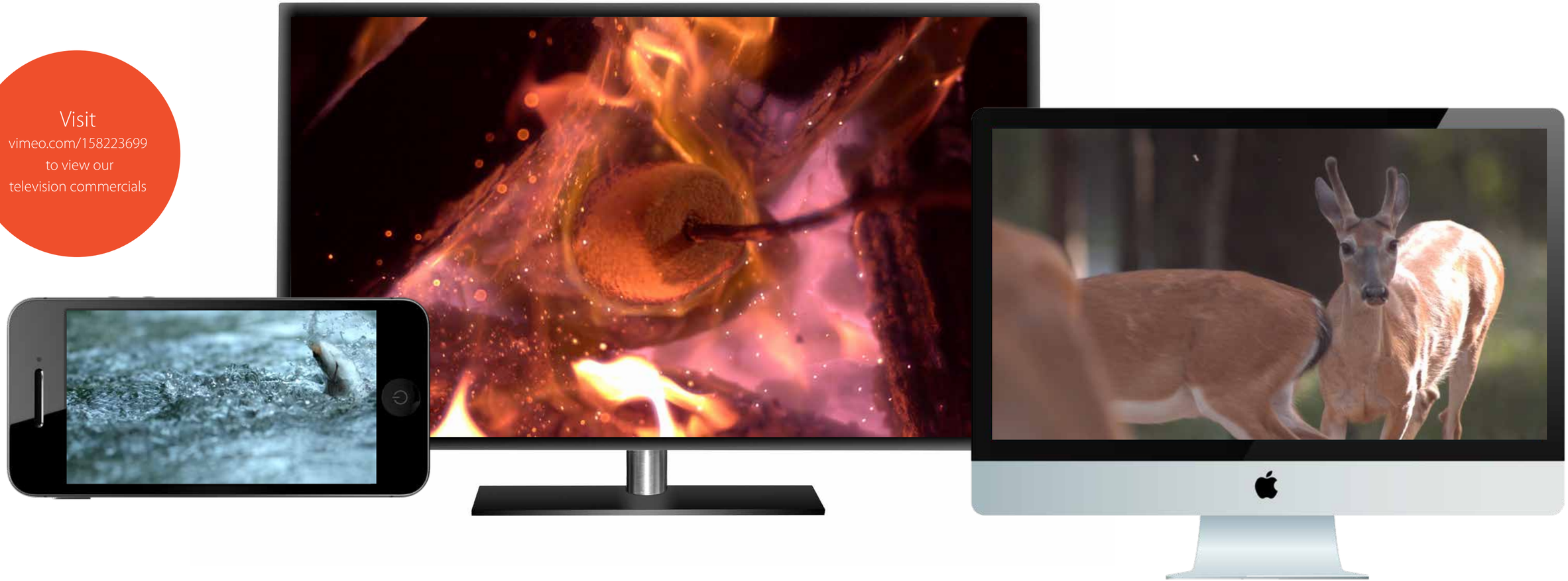
Brochure



Environmental

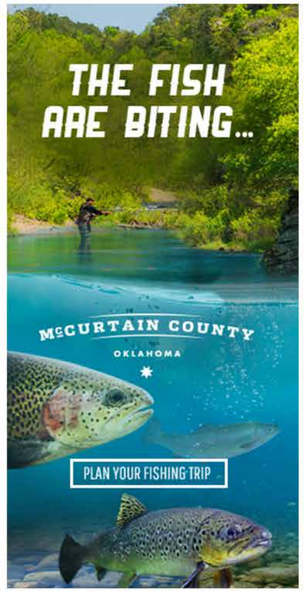
Print Ads

Visit
vimeo.com/158223699
to view our
television commercials



Cabin Giveaway

Fishing Giveaway



Visit
https://vimeo.com/281529948
https://vimeo.com/281529943
https://vimeo.com/281529940
to listen to our
radio commercials

Fall Print Ad

Cabin Giveaway

Movie Theater Display

2

MARTIN COUNTY, FL

"I was skeptical at first, but you have discovered who we really are and expressed it beautifully. I am so excited about this work and can't wait to see it come to life!"

Sarah Heard, County Commissioner, Martin County, Florida

Client:	Martin County Tourism
Date of Contract:	2015
Contact:	Nerissa Okiye, Tourism & Marketing Manager
Email:	nokiye@martin.fl.us
Phone:	(772) 288-5445

2

Martin County, Florida

Naturally quaint

Scope of Work

Brand Planning
Strategy / Messaging
Visual ID / Graphic Standards
Website Design & Development
Print Collateral
Cross-media Advertising Campaign
Analytics + Measurement

Drive north from Miami through the sea of high-rise development that covers south Florida. Just past West Palm Beach, you'll pass into Martin County where more than 25% of the land here is under public protection as parks, preserves and natural beaches. Buildings are by law no more than four stories and a strict noise ordinance protects the quietude. The deeply relaxed feel of old Florida permeates Martin County and its special collection of quaint communities.

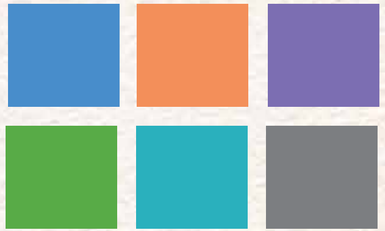
This natural haven carved out of the chaos of south Florida is a place where time isn't the only thing that is very deliberately preserved.

Website sessions and page views increased 46% since last year. Since we started working with Martin County in 2015, tax revenue has increased by 31%.

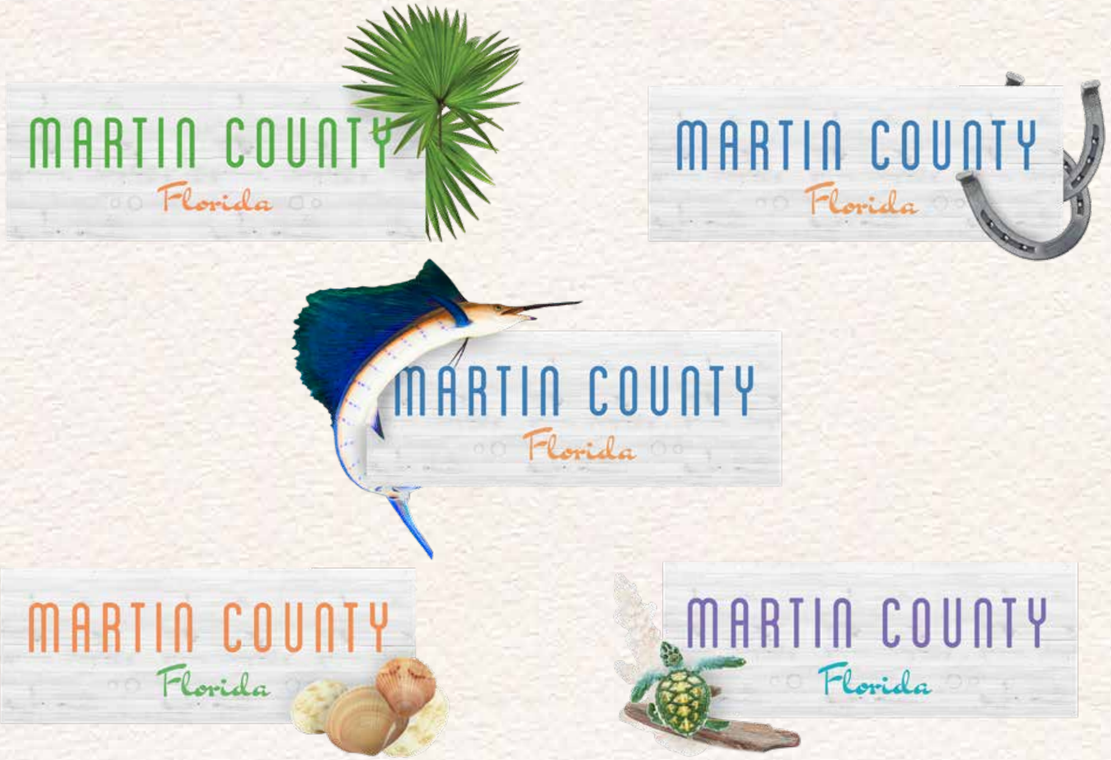
Original "legacy" logo

MARTINCOUNTY

Updated color palette



Logo System



MARTIN COUNTY
Florida
Martin County Administrative Center | 2401 SE Monterey Road | Stuart, FL 34996 | 772-288-5445 | 877-585-0085 | www.discovermartin.com
MARTIN COUNTY
Florida

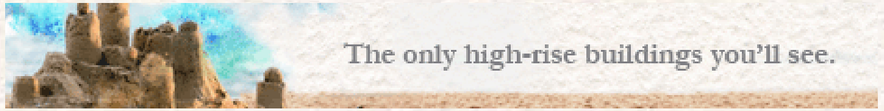
MARTIN COUNTY
Florida
Escape to an
uncrowded
paradise.
DISCOVER
MARTIN COUNTY

Discover
a birder's
paradise.
MARTIN COUNTY
Florida
LEARN MORE

PROTECT OUR
Paradise
MARTIN COUNTY
Florida
PROTECTOURPARADISE.COM

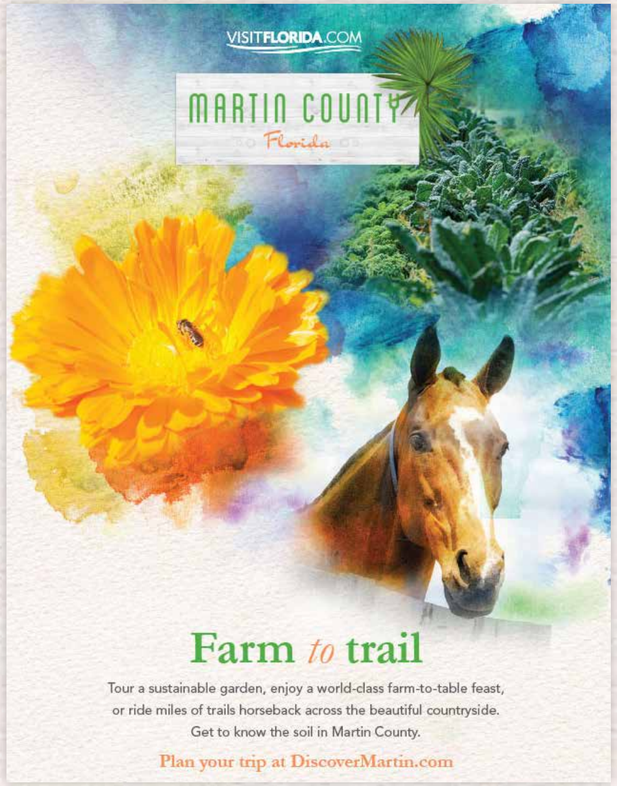
MARTIN COUNTY
Florida
Summer
camp?
Naturally.
PLAN YOUR TRIP

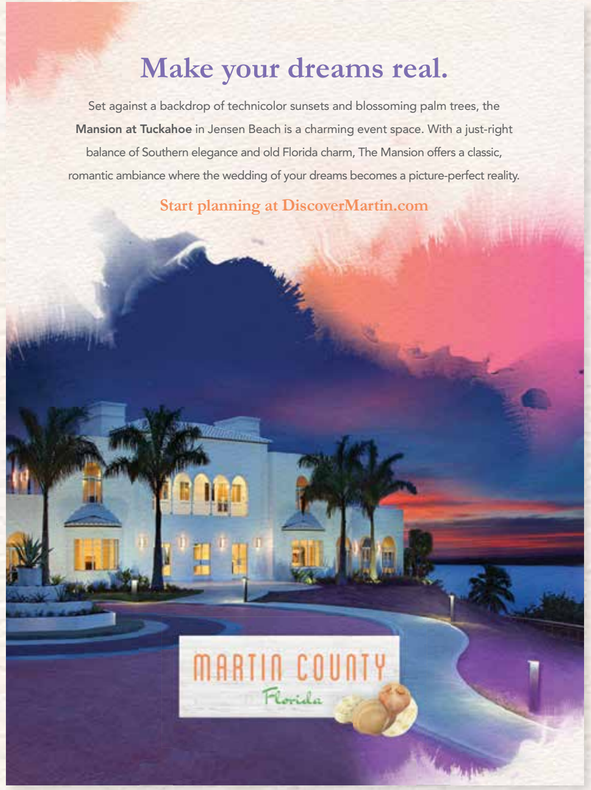
Naturally Quaint.
PLAN YOUR TRIP
MARTIN COUNTY
Florida


The only high-rise buildings you'll see.

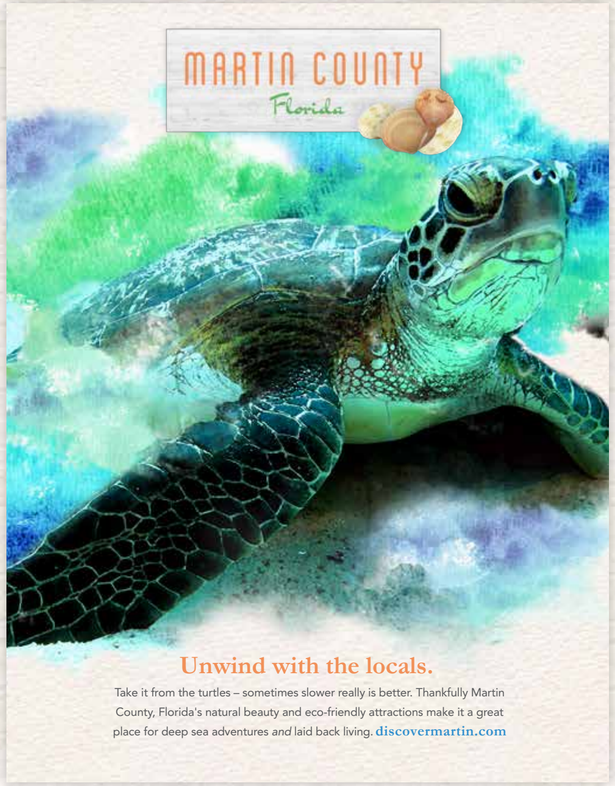
Uncrowded Paradise?
Lasting Memories?
Naturally.
MARTIN COUNTY
Florida
PLAN YOUR TRIP

Get to know the local customs.
The beautiful seaside community of Martin County, Florida, is thrilled to welcome the new U.S. Customs Facility to Witham Field. The facility will serve marine and aviation needs, providing efficient, streamlined customs processing alongside the customized aviation services of Atlantic Aviation and Stuart Jet Center. And, of course, just around the corner is the naturally quaint beauty of Southeast Florida's hidden gem, just begging to be explored.
MARTIN COUNTY
Florida
DiscoverMartin.com/Customs


VISITFLORIDA.COM
MARTIN COUNTY
Florida
Farm to trail
Tour a sustainable garden, enjoy a world-class farm-to-table feast, or ride miles of trails horseback across the beautiful countryside. Get to know the soil in Martin County.
Plan your trip at DiscoverMartin.com

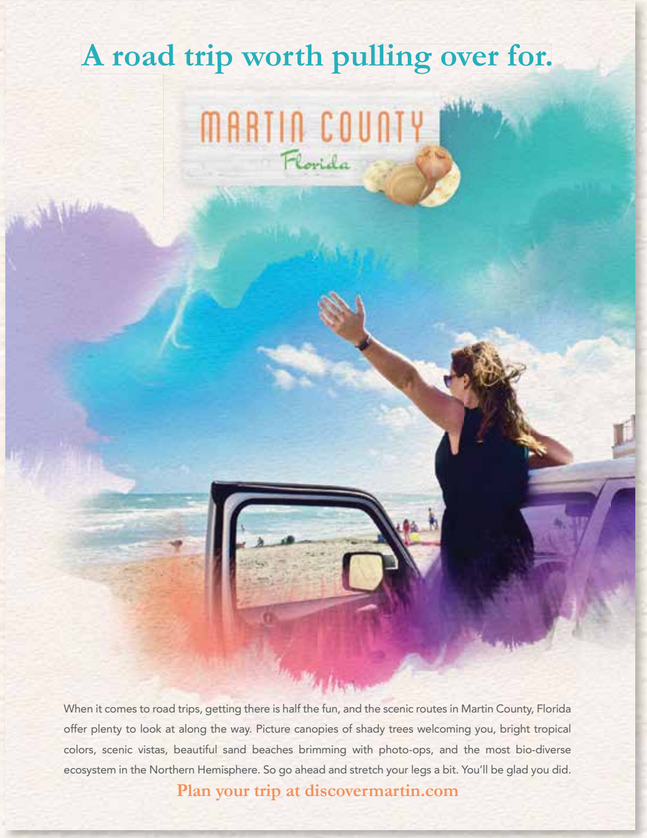

Make your dreams real.
Set against a backdrop of technicolor sunsets and blossoming palm trees, the Mansion at Tuckahoe in Jensen Beach is a charming event space. With a just-right balance of Southern elegance and old Florida charm, The Mansion offers a classic, romantic ambiance where the wedding of your dreams becomes a picture-perfect reality.
Start planning at DiscoverMartin.com
MARTIN COUNTY
Florida

A road trip worth pulling over for.
MARTIN COUNTY
Florida
When it comes to road trips, getting there is half the fun, and the scenic routes in Martin County, Florida offer plenty to look at along the way. Picture canopies of shady trees welcoming you, bright tropical colors, scenic vistas, beautiful sand beaches brimming with photo-ops, and the most bio-diverse ecosystem in the Northern Hemisphere. So go ahead and stretch your legs a bit. You'll be glad you did.
Plan your trip at discovermartin.com


MARTIN COUNTY
Florida
Unwind with the locals.
Take it from the turtles – sometimes slower really is better. Thankfully Martin County, Florida's natural beauty and eco-friendly attractions make it a great place for deep sea adventures and laid back living. discovermartin.com

DiscoverMartin.com

Digital Ad



3

CHOCTAW TOURISM

"Cubic was very thoughtful and strategic in how they approached our needs, and brought a deep understanding of the region that shows in the work they produced for us. They dramatically increased our social engagement and website traffic, resulting in more visitors traveling to Choctaw Country throughout the year."

Erin McDaniel, Director of Tourism

Client:	Choctaw Tourism
Date of Contract:	2015
Contact:	Erin McDaniel, Director of Tourism
Email:	emcdaniel@choctawnation.com
Phone:	580-924-8280 ext. 2909

3

Choctaw Tourism

Next time, you tell the story

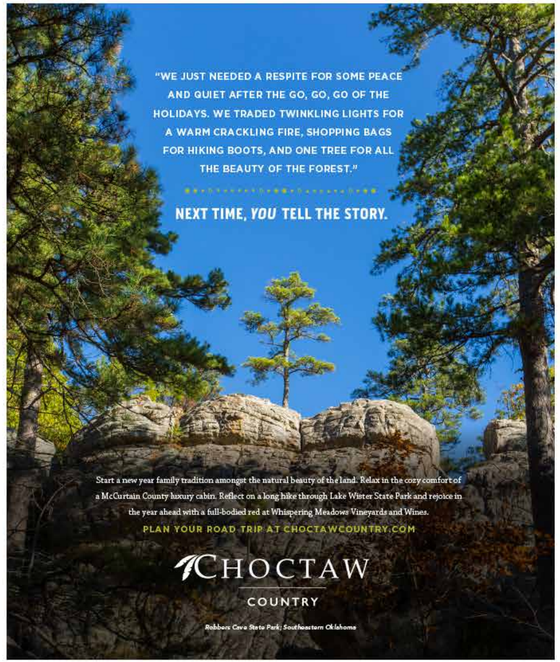
Scope of Work

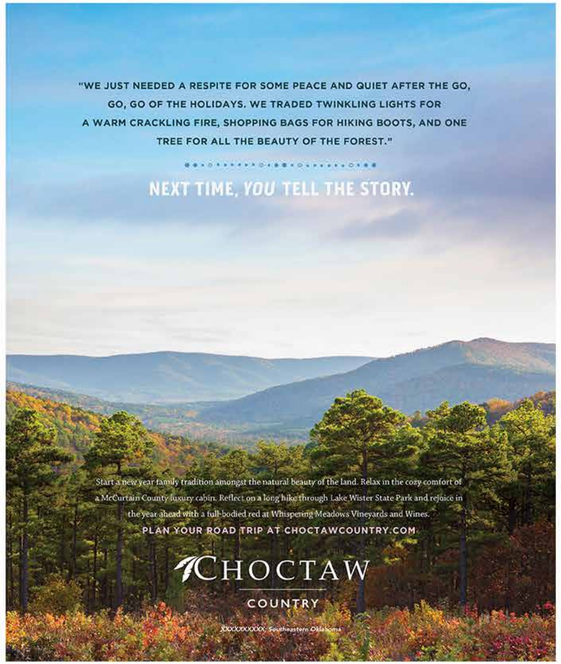
Advertising

Social Media

Choctaw Country comprises ten counties in the southeast corner of Oklahoma, home to the Choctaw Nation and the Kiamichi Mountains. This alluring region is full of stories hidden in its forests and visible in its historic communities. Our work for Choctaw Tourism was designed to keep visitors coming back to make and share their own stories.

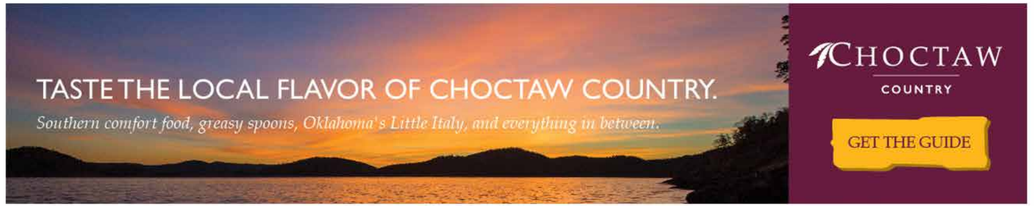
We handled all creative development, media planning and buying, and social media for them for three years, producing an engaging campaign that showed off the region's natural assets. ***Our work produced a 1796% increase FB page likes within six months and increased Instagram followers by 81% in one year.***

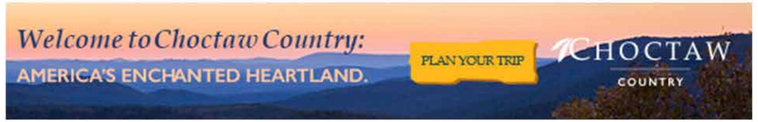




EVER EXPERIENCED THE TALIMENA SCENIC DRIVE IN THE
MIND-BLOWING. THE COLORS ARE SO VIVID AND VARIED,
DRIVING INTO ANOTHER WORLD, OR STEPPING INTO A RICHLY
URED PAINTING. YOU HAVE TO SEE IT WITH YOUR OWN EYES.
NEXT TIME, YOU TELL THE STORY.
Summer's dog days are receding. The temperature is dropping, the leaves are changing, the sunlight
softening. Choctaw Country offers a scenic retreat from the humdrum of daily routine, and there's not
more beautiful time to visit than autumn. With abundant side stops teeming with natural beauty, a history
steeped in Old West mythology, and endless lodging options—from primitive camping to RV parks
luxury cabins—you won't want to leave this gorgeous land.
PLAN YOUR FALL ESCAPE AT CHOCTAWCOUNTRY.COM
CHOCTAW
COUNTRY
Talimena Scenic Byway, Southeastern Oklahoma

CHOCTAW
COUNTRY
EXPERIENCE
PLAY
STAY
EAT
SHOP
FANTASTIC
FALL COLORS
VIEW TRIP
DISCOVER CHOCTAW COUNTRY


TASTE THE LOCAL FLAVOR OF CHOCTAW COUNTRY.
Southern comfort food, greasy spoons, Oklahoma's Little Italy, and everything in between.
CHOCTAW
COUNTRY
GET THE GUIDE


Welcome to Choctaw Country:
AMERICA'S ENCHANTED HEARTLAND.
PLAN YOUR TRIP
CHOCTAW
COUNTRY

Like
GREAT ROAD TRIPS?

SEE THE REAL OKLAHOMA.
ROBBERS CAVE STATE PARK
EXIT
XXX
CHOCTAW
COUNTRY
CHOCTAWCOUNTRY.COM

4

RALEIGH, NORTH CAROLINA

"This was a tremendous success... council would not have allowed us to get to this point had Cubic not done such a great job from the start. Cubic's work gave them the confidence to continue to the design phase."

- Damien Graham, Communications Director, City of Raleigh

Client:	City of Raleigh
Date of Contract:	2017
Contact:	Jorge Gao, Creative Director - Communications Department, City of Raleigh
Email:	Jorge.Gao@raleighnc.gov
Phone:	919-996-3011

4

The City of Raleigh: Naturally Networked

Scope of Work

Research Methodology Development

Focus Group Moderation

Man-on-the-Street Interviews / Boots on the Ground

Key Theme Ideation

Internal Brand Positioning

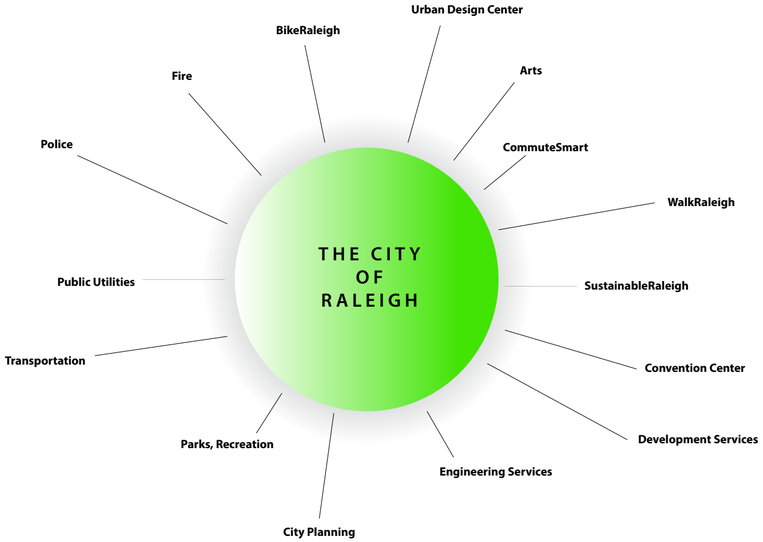
Cultural Trend Applications

Mission and Vision Statement Development

In 2016 Cubic was contracted by the City of Raleigh to conduct research to determine the Mission and Vision for the City of Raleigh government. The City of Raleigh consists of 20 different departments from Police and Fire to Public Utilities and Transportation to Parks, Recreation and Engineering Services. These entities were operating with their own set of brand guidelines and identities, mission statements and communication materials without a common purpose known to the community of Raleigh. Development of both a Mission and Vision statement would lead creative development of a new City brand that would reflect Raleigh's community vision, rich culture, economic strength, and strong position as a state capital.

Cubic began this process with a working hypothesis that in order for the City of Raleigh government to connect on an emotional and rational level with the people of the community we would have to understand the commonalities and the differences between the role, perception and operational nature of the government and that of the community.

THE PROBLEM: *Address the City's communication fragmentation.*

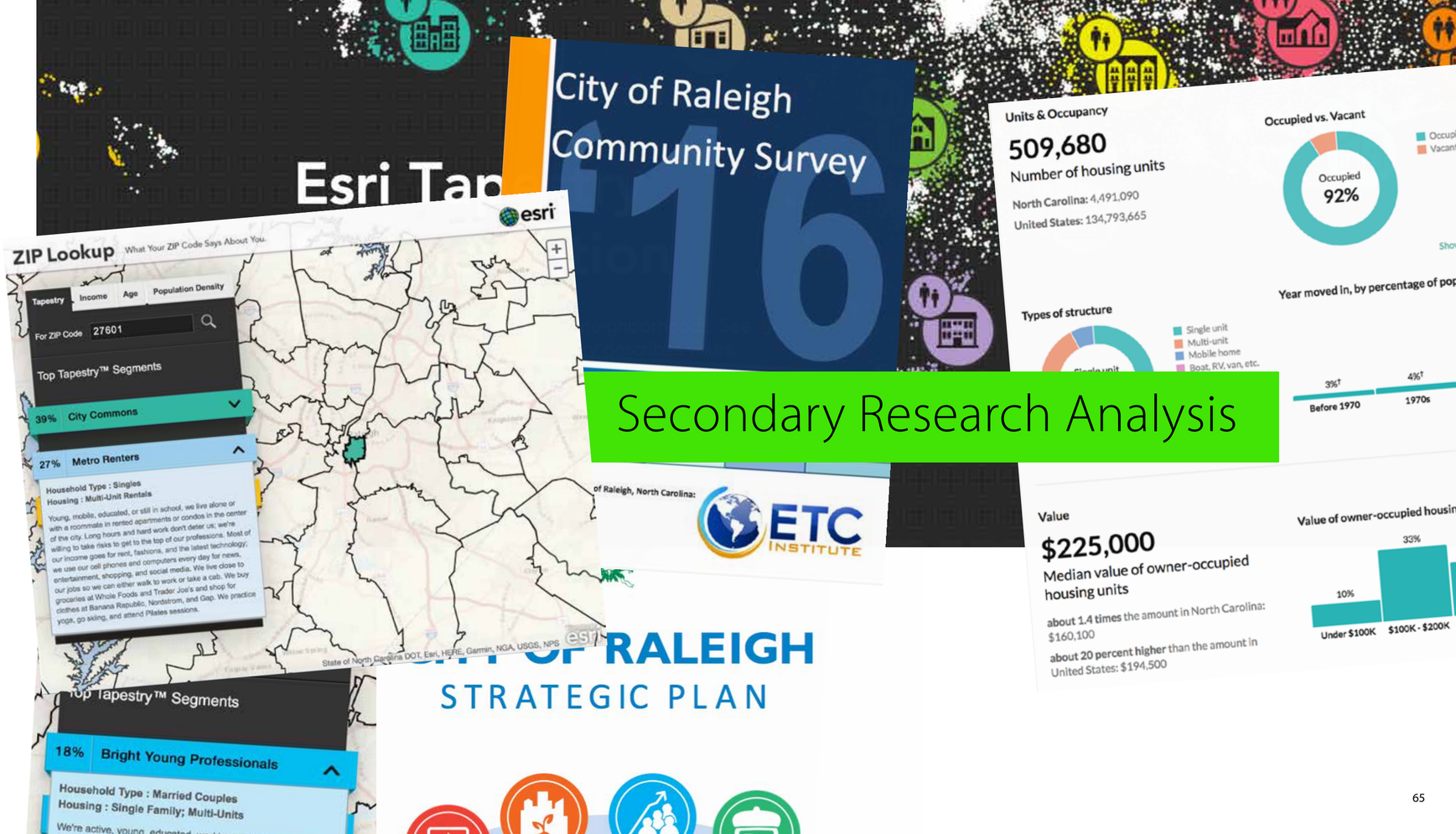


12 focus groups // 100 participants // 8 stakeholder interviews // Dozens of street interviews

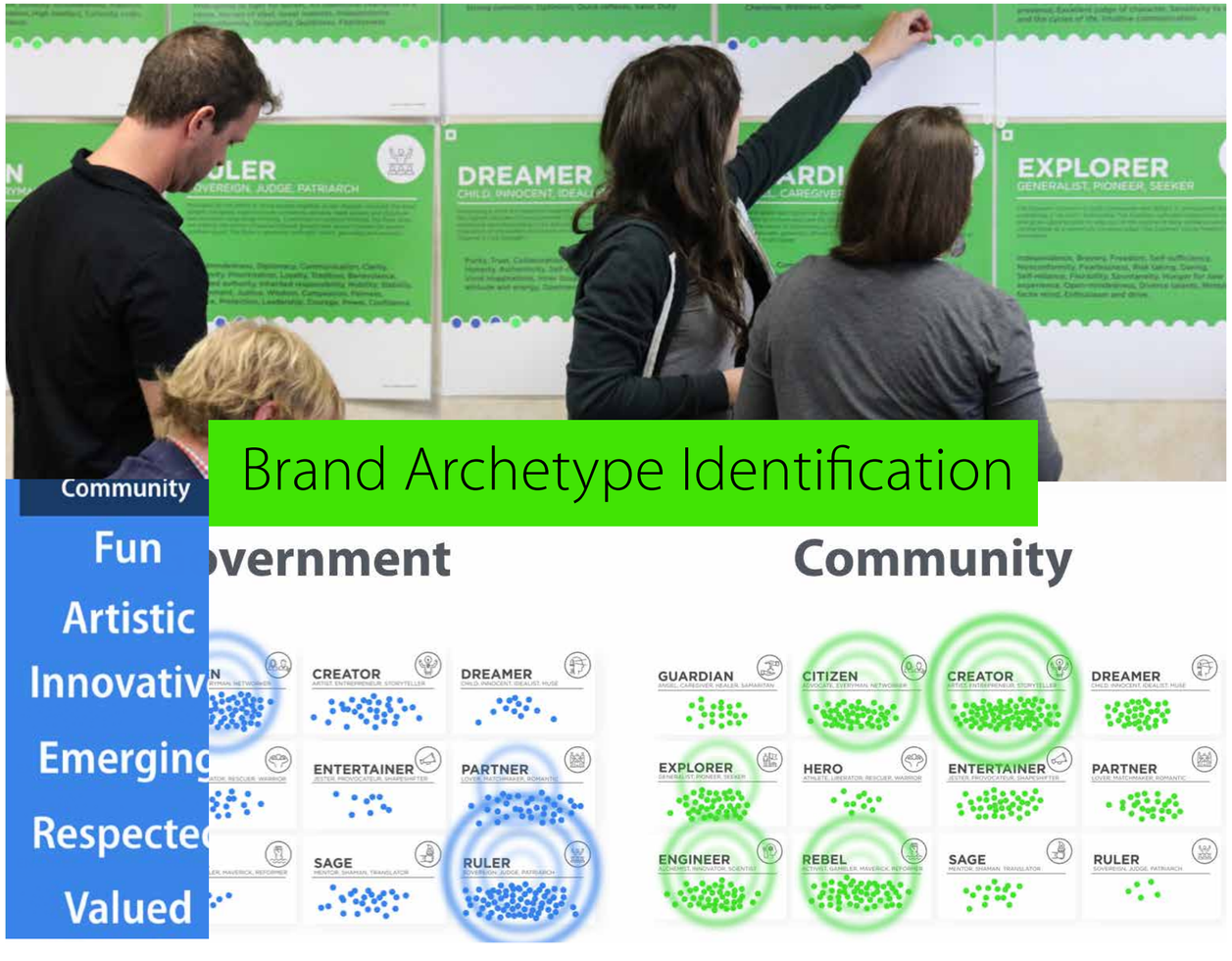
cubic Process

Our process involved over 100 participants from all walks of life in Raleigh including representatives from every government department, community and neighborhood representatives, arts and culture advocates, CVB employees, business owners, city management including the City Mayor, City Manager, and City Council and finally, dozens of man-on-the-street interviews with Raleigh citizens.

Our methodology focused on uncovering the true brand identities of both The City of Raleigh government and The City of Raleigh community through brand attribute association, participant-sourced visual representations, brand archetype identification, city exploration, network understanding, key theme development and secondary research understanding the cultural fuel driving Raleigh.

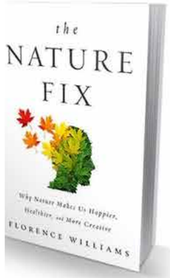


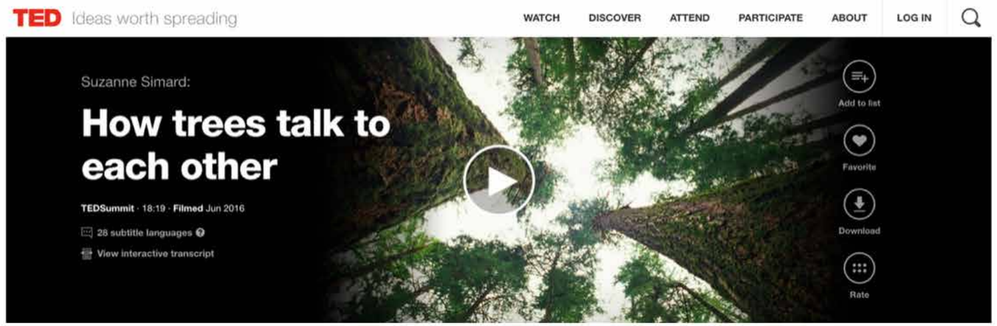
Brand Attribute Association
Intelligent
Practical
Cutting-edge
Inspiring
Experimental
Daring
Sought-after
View All
Who's Hiring?
Who's Raising Money?
Technology (318)
Design-Media (142)
Life Sciences (57)
Neuse


Brand Archetype Identification
Community
Fun
Artistic
Innovativ
Emerging
Respecte
Valued
Community
CREATOR
DREAMER
ENTERTAINER
PARTNER
SAGE
RULER
GUARDIAN
CITIZEN
CREATOR
DREAMER
EXPLORER
HERO
ENTERTAINER
PARTNER
ENGINEER
REBEL
SAGE
RULER

City Exploration

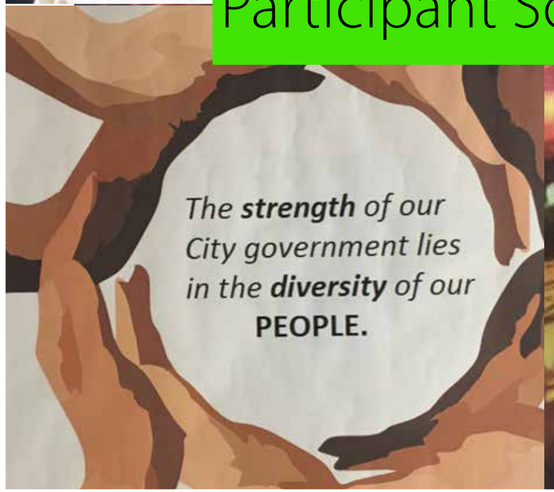
Man-on-the-Street Interviews

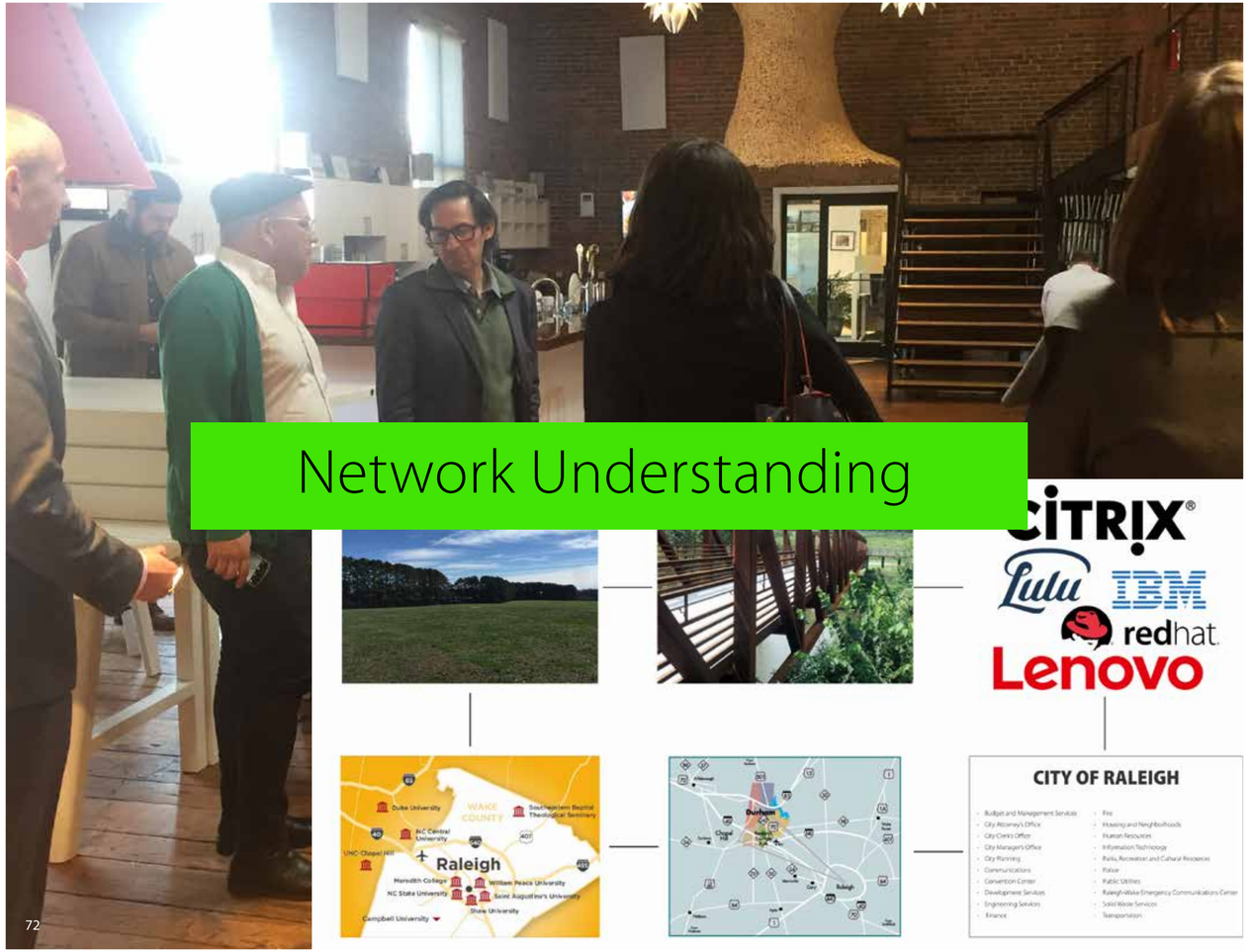


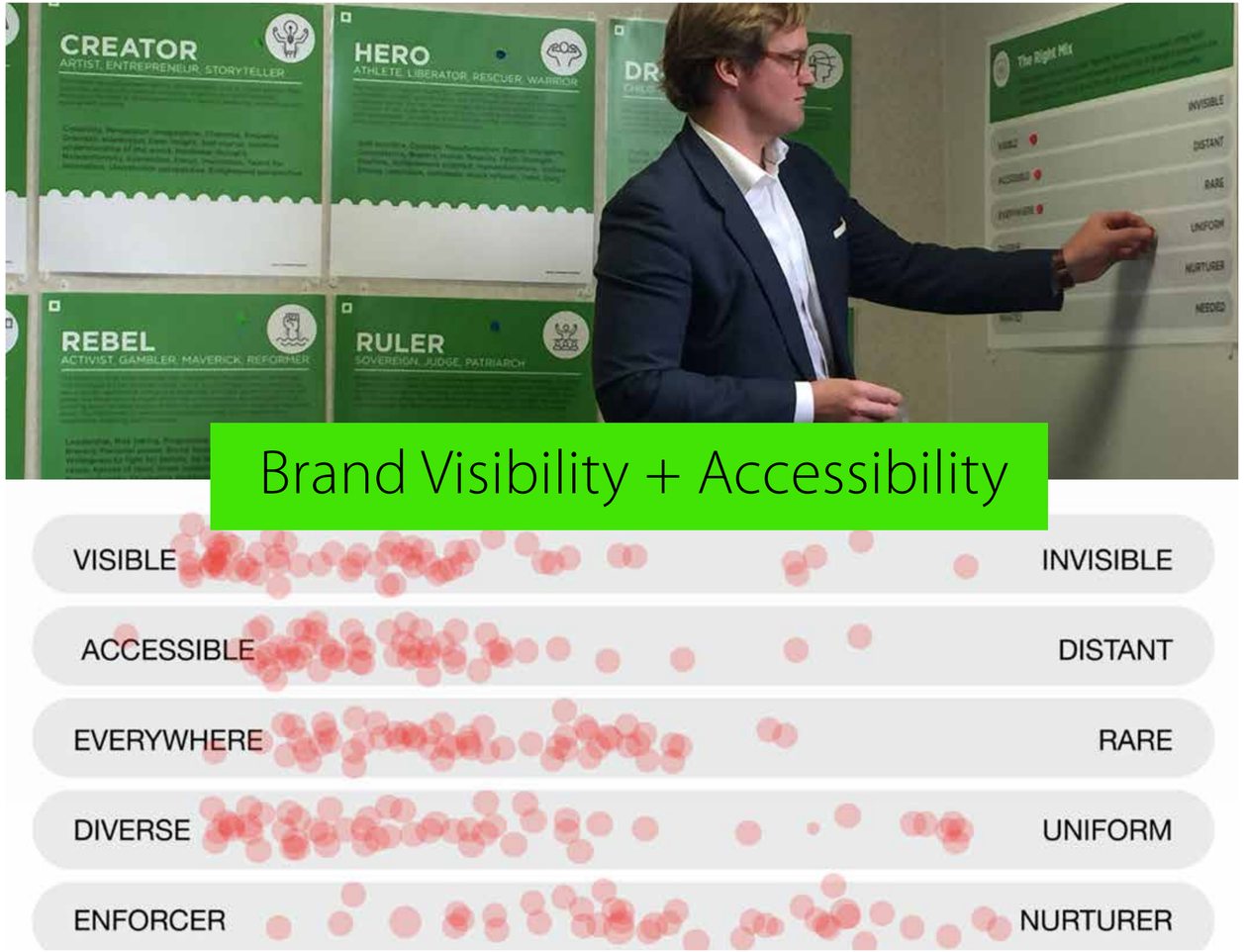


Cultural Trend Applications

Participant Sourced Visualization



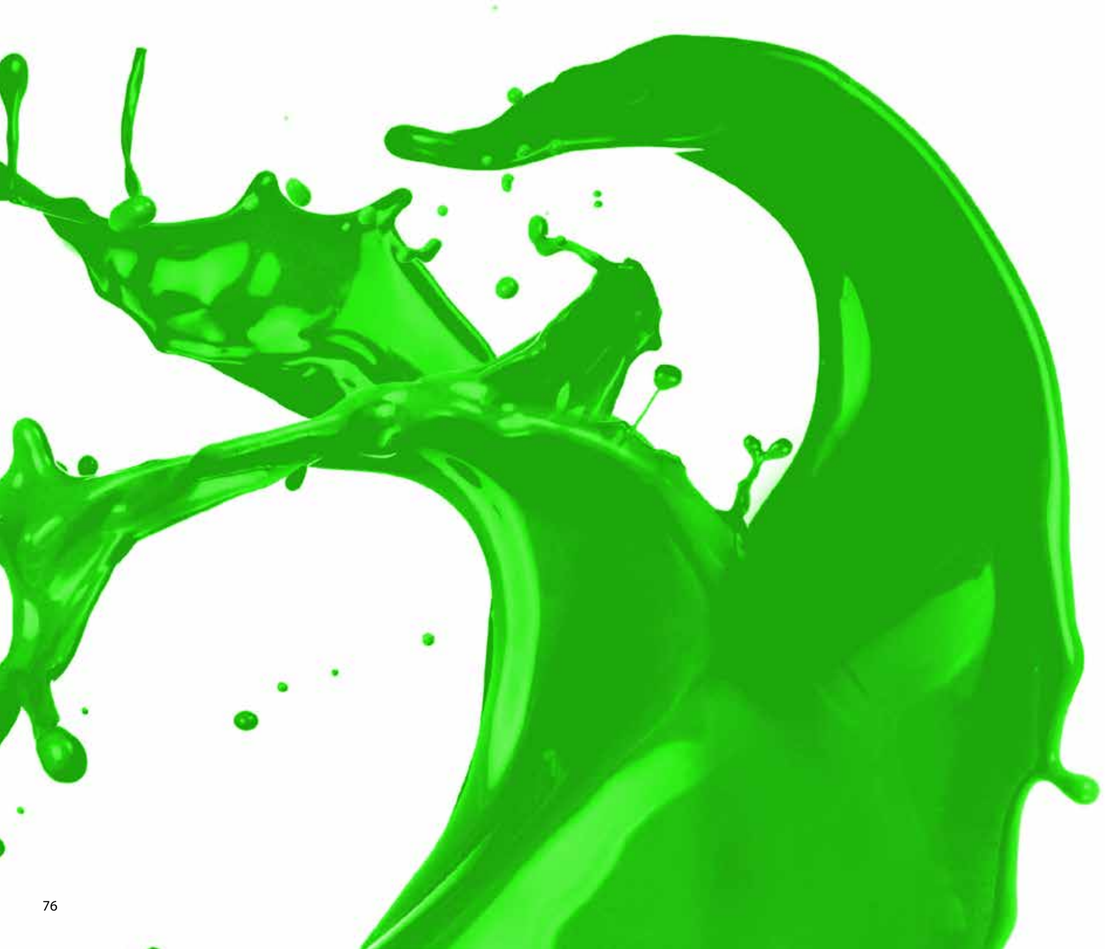

Network Understanding
CITRIX
Lulu
IBM
redhat
Lenovo
Raleigh
CITY OF RALEIGH


CREATOR
ARTIST, ENTREPRENEUR, STORYTELLER
HERO
ATHLETE, LIBERATOR, RESCUER, WARRIOR
REBEL
ACTIVIST, GAMBLER, MAVERICK, REFORMER
RULER
SOVEREIGN, JUDGE, PATRIARCH
Brand Visibility + Accessibility
VISIBLE
INVISIBLE
ACCESSIBLE
DISTANT
EVERYWHERE
RARE
DIVERSE
UNIFORM
ENFORCER
NURTURER

Mission + Vision Statement Brand Pillars

Through our work, we were able to identify that in order for the City of Raleigh government to continue to be successful in leading a modern, tech-driven, green-forward, outdoor enthusiast, entrepreneurial city they would need to become increasingly more reflective in both their actions/communications of the bold, risk-tolerant, art-inspired, optimistic community. They would need to be both stewards of stability and infrastructure, but also champions of the aspirational vision of the community. They would need to be the connective conduit to positive growth by leveraging their expertise for the pioneering ideas of the community.

Ultimately, The City of Raleigh's new Mission and Vision statements reflected stability, possibility and connectivity. We further inspired the 20 internal government departments to carry out these statements to the community of Raleigh not as government service employees, but rather as ***Quality of Life Experts****.*



3 Key Personnel Qualifications

Your Project Team

We're a group of 21 resourceful artists, designers, writers, photographers, developers, musicians, and storytellers of all kinds across all mediums who are passionate about community marketing and regional branding. The following Cubicans will serve as your project team.

Billy Kulkin

President

Our fair leader has built several enterprises in his professional career, from an interactive department at multi-media giant Belo in the early 2000s to the multi-talented creative company we now call Cubic.

Billy brings his expertise in business, strategy, and technology to the office every single day. And when he gets fired up, well, stand back because good things are going to happen for our clients, our company and our booming city.

Winston Peraza

VP + Chief Creative Officer

A founding partner, our creative leader is a true visionary with a completely fresh perspective. Winston is a deep thinker and a true artist with a remarkable ability to visualize information and design entire brand ecosystems. He's served in leadership roles on several community boards, including Tulsa Art Directors Club, Living Arts and Tulsa's FabLab. Cubic's entire body of work – and its proven effectiveness – is representative of Winston's gifted creative vision.

Shawn Kruggel

Director of Creative Strategy

Shawn has an infectious enthusiasm for building campaigns that are rooted in human emotion. A native Tulsan, Shawn spent eight years in Chicago working on award-winning brand campaigns for some of the world's largest companies, including Heinz, Corona, Philip Morris and Hallmark. By always striving to better understand people, their interests and behavioral drivers, he's able to create brand strategies that bring a great story to life.

Katy Livingston

Associate Creative Director

Katy is an award-winning graphic designer that brings a thoughtful approach to our work, and it shows. That's what makes her a strong leader on our creative team and in our company. With well over a decade in the design field, Katy believes that great work comes from deep insight, collaborative exploration and strategic execution. She is well-respected by clients and Cubicans alike.

Harry Ashbaugh

Director of Digital Strategies

With more than 14 years of marketing and technology experience, Harry directs the online strategies for our clients and for Cubic, too. He and his teams make sure we reach our audiences in all the digital arenas - web, search, online marketing, social, streaming video and audio services, mobile devices and other digital platforms. He works hard to make sure that we're creating the best online brand experience, and it shows in the effectiveness of our campaigns.

Rachel Mosley

Account Director

With 10 years of experience in helping brands tell their stories, Rachel is skilled at finding creative solutions to unique challenges. She spent the early years of her career editing and producing original programming for ESPN and the Outdoor Channel. This experience allows her to work seamlessly with our creative team and inspire a uniquely creative environment. Her philosophy is simple: Always leave things better than you found them. And she does.

Rachel Miller

Brand Planner

Rachel Miller is a problem solver–a fact that serves her very well as a brand planner. Prior to joining Cubic, she spent five years managing PR and entertainment bookings for Key Marketing Group. From leading agency-wide research efforts to organizing data into clear, digestible forms, Rachel is great at balancing demands, and brings keen observations and global insights to our clients' branding projects.

Victoria Tabio

Digital Strategist

Victoria Tabio joined Cubic in 2016 after diving headfirst into digital marketing as a strategist for Tribu, a San Antonio-based agency. Today, she optimizes our clients' online efforts through SEO, paid search, and digital media planning. Her curious nature, easy-going attitude, and witty charm make her a great fit for the Cubic team.

Josh Kline

Copywriter

Before joining Cubic, Josh spent 15 years honing his chops as a journalist and editor at various local and national publications, producing stories that run the gamut from pop culture to criticism to long-form creative nonfiction and investigative work. A storyteller at heart, Josh's obsession with narrative now serves him well as a copywriter at Cubic, where he's challenged to tell clients' stories, often in 100 characters or less.

Ashton Sheik

Media Buyer

Ashton puts her organization and people skills to work for our clients through media planning and buying. Building on her experience as an account manager, Ashton works with our team to develop and execute smart brand strategies designed to deliver high returns on media investments. She has been with Cubic since 2016, when she joined after five years of managing the Dallas-area promotions of films for major studios like Universal Pictures, Fox Searchlight and several others.

Chris Miller

Senior Art Director

Chris Miller cut his teeth in the Tulsa advertising industry for nine years before finally making his way to our little corner of the creative scene. During his run, he worked as a multimedia designer specializing in motion graphics-based commercials and digital content for clients like Ditch Witch, Bank of Oklahoma, the YMCA, and Apache Casino Hotel. Today, he holds down the fort on Cubic's 'Designer Island' as a Senior Art Director.

Brent Jackson

Web Developer

Brent's vast experience includes handing terminal backups for Hewlett Packard, mastering modern front-end technologies, and UX/UI development in the field of higher education. After developing for a diverse group of clients, Brent showed up at Cubic one day with a magic bag of programming tricks, and we decided his expertise was just what our growing development team needed.

The most beautiful experience we can have is the mysterious...

- Albert Einstein

4 Approach and Scope of Work

Approach

There are no second chances.

We may shoot ourselves in the foot by saying this, but we are not interested in one-off projects. We say this because we know the only way to achieve the results we both expect requires an agency to be able to control all aspects of the tourism marketing plan. You want and need to hold an agency accountable and if you break up these projects and allow multiple groups to work on them, you take away your ability to hold any one firm accountable.

The cornerstone of what we do is hinged on collaboration. We don't work in a vacuum. A fluid working relationship with you and the selected PR partner will be key to our long term relationship. Together, we will discover hidden gems, come up with game-changing ideas and uncover strengths throughout this process. It is critical for us to share ideas along the way, to discuss what each may mean and how they might influence the brand experience. Regularly scheduled status calls and meetings will be planned to ensure collaboration among both teams.

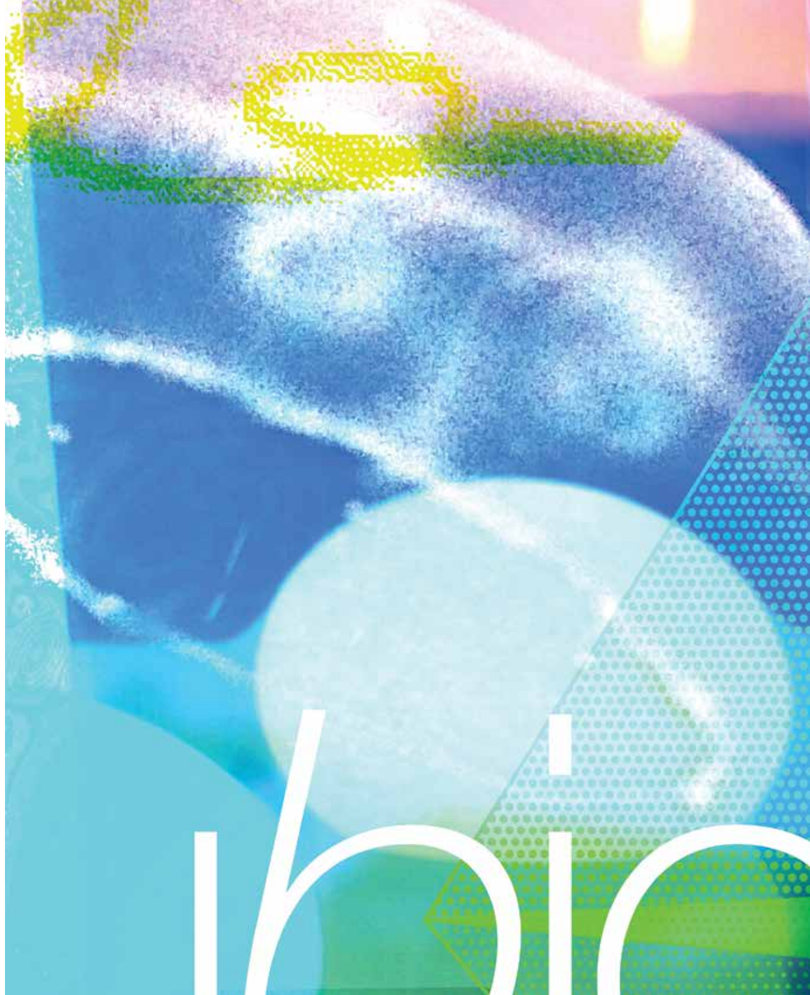
We have made several assumptions based on the information you provided and the information we have found during our preliminary research. While we appreciate the RFP process, it is critical we sit down with your team to finalize a scope of work and methodology together.

Innovative thinking and design doing.

The primary objective is to work closely with the City and the VFBC to develop a strategic marketing program to position Fort Bragg as a premier destination on California's North Coast. Specifically, our task is drive tourism during the shoulder season (Winter and Spring). In order to do this, we will develop a targeted strategy that amplifies the new branding efforts and inject new ideas to strengthen the Fort Bragg's brand that increases the length of each visitor stay and increase visitor spending.

While we know that beachcombing, shopping and your attractions will play an important role, we know visitors can get these "things" at many destinations - in of themselves, these are not differentiators. Our strategic marketing program will focus less on the "attractions" and more on the emotional aspect of what you sense/feel when visiting Fort Bragg - this is your differentiator. We'll use industry best practices combined with our specific drive-market, non-traditional expertise to develop a measurable plan that maximizes every penny we spend.

If you are looking for traditional ideas that every other community is already doing, we are probably not the right group for you. But if you are interested in non-traditional thinking, Cubic will bring a fresh approach to how we (collectively) think about tourism for Fort Bragg. We are going to push you strategically and creatively to drive the types of results we all want and maximize every penny you spend.



Immersion

Immersion is the first step in our tourism marketing program process. Cubic will use your new branding study/results as the cornerstone for what we do. But we will also do our own immersion to help us experience all the things Fort Bragg has to offer. Immersion is our information gathering phase that consists of strategic and intentional techniques designed to help us gain insight into the heart of the city through the eyes of your visitors.

Depending on your branding study findings/results, we reserve the right to modify the following as needed.

Research Review and Analysis

Review all existing research to include current marketing reports, citizen surveys and tourism spending/travel reports provided from the VFBC and the city. This would include the VFCB's current marketing program and the new brand study, results and recommendations. Secondary research will be used as support data that may include trend-casting, online analytics, Tapestry data as well as other secondary market research related to Fort Bragg tourism. We may ask to install heat-mapping tools onto your website that allow us to better understand how businesses, visitors and the community interact with your brand online to look deeper into behaviors and habits.

Communications Review

We don't wait until we are hired to start doing our research. The fact of the matter is we have already begun working on this project. With your help will we review current communications used by the your team to market Fort Bragg. We will create a war room environment that allows our team to understand and identify how Fort Bragg is currently being positioned to tourists in and outside of the city. It will provide a platform to identify efficiencies and partnership opportunities while in-market.

Competitive (peer city) Review

Tier 1 competitive peer city (Monterey, Santa Cruz, etc.) tourism review and analysis online and offline. Together we will select competitive cities' tourism initiatives to understand and analyze to gain perspective on how these cities are positioning themselves in competition to you. It will be important to continue to understand who Fort Bragg is in relation to these competitors to ensure differentiation of personality, product offerings, etc.

Boots on the Ground

Without question, one of the most authentic parts of the immersion process is putting our team on the ground in Fort Bragg. In market, we will partner with you to identify brand enthusiasts/ambassadors to give us a behind-the-scenes look at Fort Bragg through the eyes of leisure travelers, residents and business owners. The objective is to balance the city pitch of how great Fort Bragg is with the thoughts, opinions and feelings of the more street-level conversation happening in businesses and coffee shops around the city. The information we gather from these (corner-to-corner) traveling ambassadors may not be different from what we hear from you or what is in the brand study, rather, it is the way they tell their stories that give us greater insight into the tourism landscape specifically for Fort Bragg.

Ideation / Creative Development

Ideation and creative development bridges the gap from "what-if" scenarios to a measurable marketing plan and creative concepts that deliver on the Fort Bragg brand and strategy. Our team will develop measurable creative campaigns based on the findings and your approval of the marketing plan. Creative concepts may include (depending on findings), print, digital, environmental and other ideas that will be developed. Note, it is important that creative concepts work hand in hand with media recommendations.

We don't want to simply fill in slots in a media plan. We want to create ideas that are unique to each media vehicle. You should expect a highly targeted plan that continuously moves the brand forward and tax revenues higher.

Execution / Marketing

Measurement is very important to us and the long-term success of your marketing program. The marketing plan we develop will focus on short and long term specific goals. Those goals will be built into a dashboard that both of our teams will utilize on demand. Depending on the level of financial engagement you are comfortable with, we can prepare customized reports on a monthly, bi-monthly or quarterly basis for your review along with specific recommendations. The plan we build will be flexible in nature. Meaning, if the needle is not moving fast enough in the right direction, you should expect us, as your agency, to pivot to ensure we maximize your ROI.

Measurement

As you know, we crave measurement. It's the only way to determine if what we are doing is actually working. We have been using industry best practices and analytics tools to ensure we measure every penny you spend.

GROW

Grow allows us to compile all of your data in one place — from all paid media, social media and Google Analytics. It's a powerful dashboard that our teams interact with on a daily basis.

Adaptation

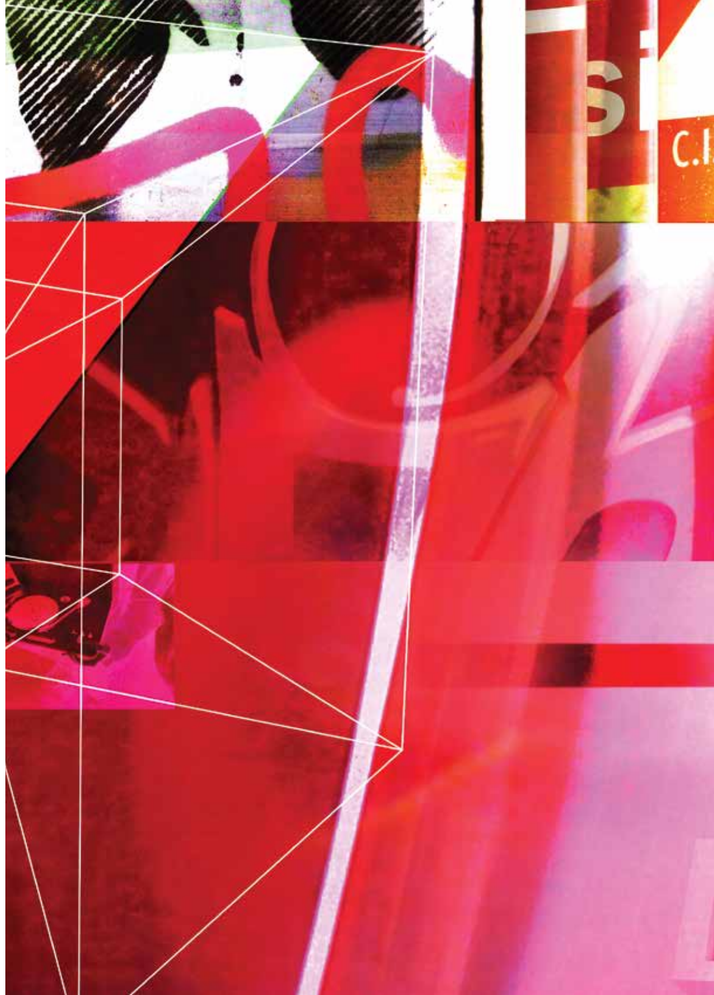
We're are not interested in defending ideas that don't work. We're interested in adapting as we learn to ensure we are always moving forward. And when the needle is not moving fast enough in the right direction, we're not afraid to pivot. Adaptation will be an important part of our success.

Google Drive
For sharing files and assets

Dropbox
For sharing photography assets

MailChimp
Email database communications

GoToMeeting
For meetings and collaboration



The future is no less than we imagine

5 Budget and Work Schedule

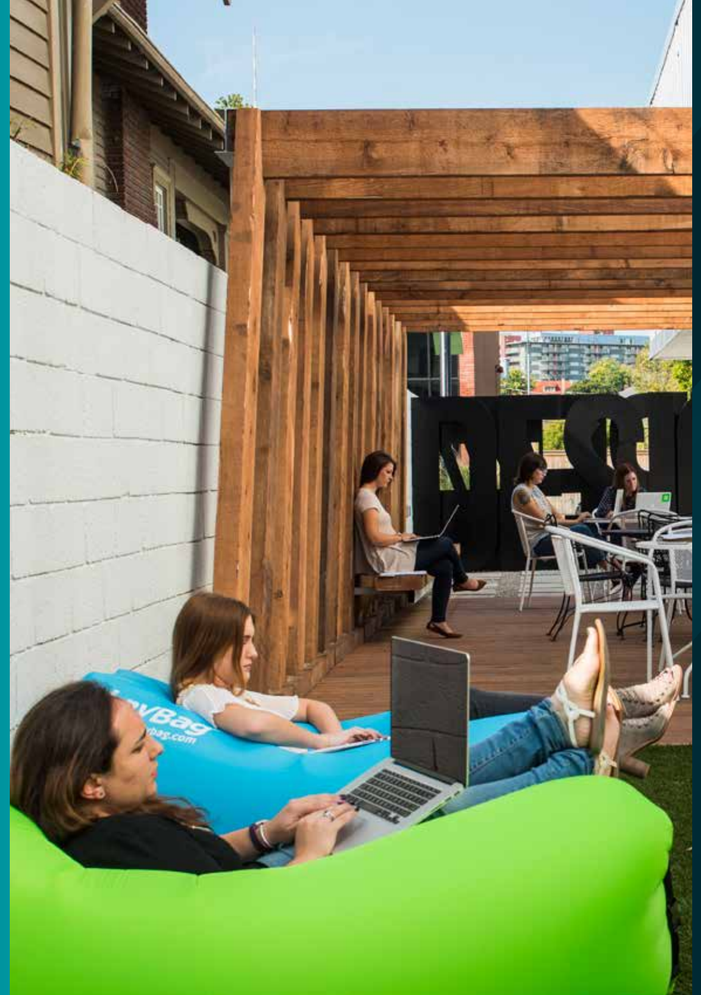
Agency Partnership

We're up-front about everything – even trying to answer the question of "what do you charge?" The fact of the matter is both of us are after the same thing — to produce the highest quality product that has the greatest positive impact on Fort Bragg. We will always be open and fair with our project pricing and are willing to work with you and your team in order to meet your budget requirements. We have allocated a blended hourly rate to determine our annual fees. We are open to ideas on ways to save money by working together. We want to spend your investment wisely. We will work hard to put of your dollars into deliverables.

You have provided a budget and we are prepared to work within those numbers. A detailed schedule is something we build out together to ensure we meet expectations. We are prepared to begin work in September to meet your timeline requirements.

Marketing and Advertising	**$65,000**
Design and Creative Services	**$20,000**
Social Media Content Creation	**$32,000**
Website Design and Development	**$65,000**
TOTAL	**$182,000**

In an effort to maximize your investment, we recommend we take a step back and use a total not to exceed budget number of $182,000. This approach will allow us to step away from "buckets" of money and challenge us to think about this project differently to get us to the desired results much faster.



At Cubic, we truly believe in the power of communities to inspire creativity. Let's put our like minds together.

Thank you.

cubic