



Visit Fort Bragg

PR PROPOSAL

WELCOME MESSAGE



MICHELLE RODRIGUEZ

We are delighted about partnering with Visit Fort Bragg on public relations! As an award winning agency with strong relationships in the region and state, we strongly believe we are the right partner to put Fort Bragg on the map.

360viewPR has the media relationships and creative partnerships necessary to increase visibility and in turn, increase visitation. As the former head of PR for Visit Santa Barbara, I know the destination marketing world at an intimate level and understand the competitive landscape you are currently navigating. Leading your account would be Jennifer Sweeney, who prior to working with us, oversaw Visit California's PR and media relations program. Jennifer is a frequent visitor to Fort Bragg and she knows first hand that Fort Bragg is one of California's hidden gems. As former in-house DMO staff we have years of experience working hand-in-hand with marketing agencies and know how best to build a results oriented PR program that maximizes all partner resources.

With our insider knowledge and passion for the area, we truly believe we are the team that can make Fort Bragg the "must visit" destination on the north coast. We are looking forward to working with you!

Best,

A handwritten signature in black ink, appearing to read 'MR', located below the text 'Best,'.

Michelle Rodriguez, Principal



A B O U T U S

ABOUT 360viewPR

In 2015, after years of being in-house and constantly in search of an agency that truly worked as part of the team, Michelle Rodriguez set out to create the agency she would have wanted to hire. Her vision was an agency that acted as though they were in-house and understood all aspects of the client's business, all 360 degrees. That vision has led to 360viewPR taking the lead for what would normally be in-house projects for clients like Visit California, to building an entire PR strategy from scratch for smaller destinations like Visit Buellton.

THE
VISION



ABOUT 360viewPR

At 360viewPR we step back and look at your business from every angle, developing a fully integrated communications campaign. Taking into account your overall business goals, we assess how PR could best serve to get you to your destination. With a fully integrated campaign you can be assured that all your marketing efforts are maximized for optimal results.

OUR 360
THEORY



OUR ALL-INCLUSIVE MODEL

360viewPR is a full service public relations agency that follows an all-inclusive model. With us you receive the following services included in your monthly retainer without additional chargebacks:



Media Meetings

Regular media meetings in top media markets (LA, SF, NY, CHI)



TravMedia's IMM

The top annual media show in New York



Cision Subscription

Largest media database



SATW Representation

Society of American Travel Writers annual conference



Reporting

Clipping service and reporting



OUR SERVICES

We offer a full array of communication & marketing services



Media Relations
(Print, Online & Broadcast)



Pitching & Press Releases



Strategy & Branding



Media & Influencer Events



Social Media



Celebrity Partnerships



Content



Brand Partnerships



Pop-up Events & Activations

HOW WE ACHIEVE RESULTS



STRATEGIC PLANNING



**CLOSE INTEGRATION
WITH ENTIRE MARKETING PLAN**



**CAREFULLY CRAFTED
MESSAGING**



**STRONG MEDIA
RELATIONSHIPS**



SOLID PARTNERSHIPS



TENACIOUS FOLLOW-UP

OUR STRATEGY

Planning

The first step on every account is a carefully crafted year long PR plan. This plan acts as a road map to your goals.

Outreach

With a database of over 2,000 key media contacts we will target the best media to tell your story. We will regularly distribute information and follow-up with in person meetings to keep you top-of-mind.

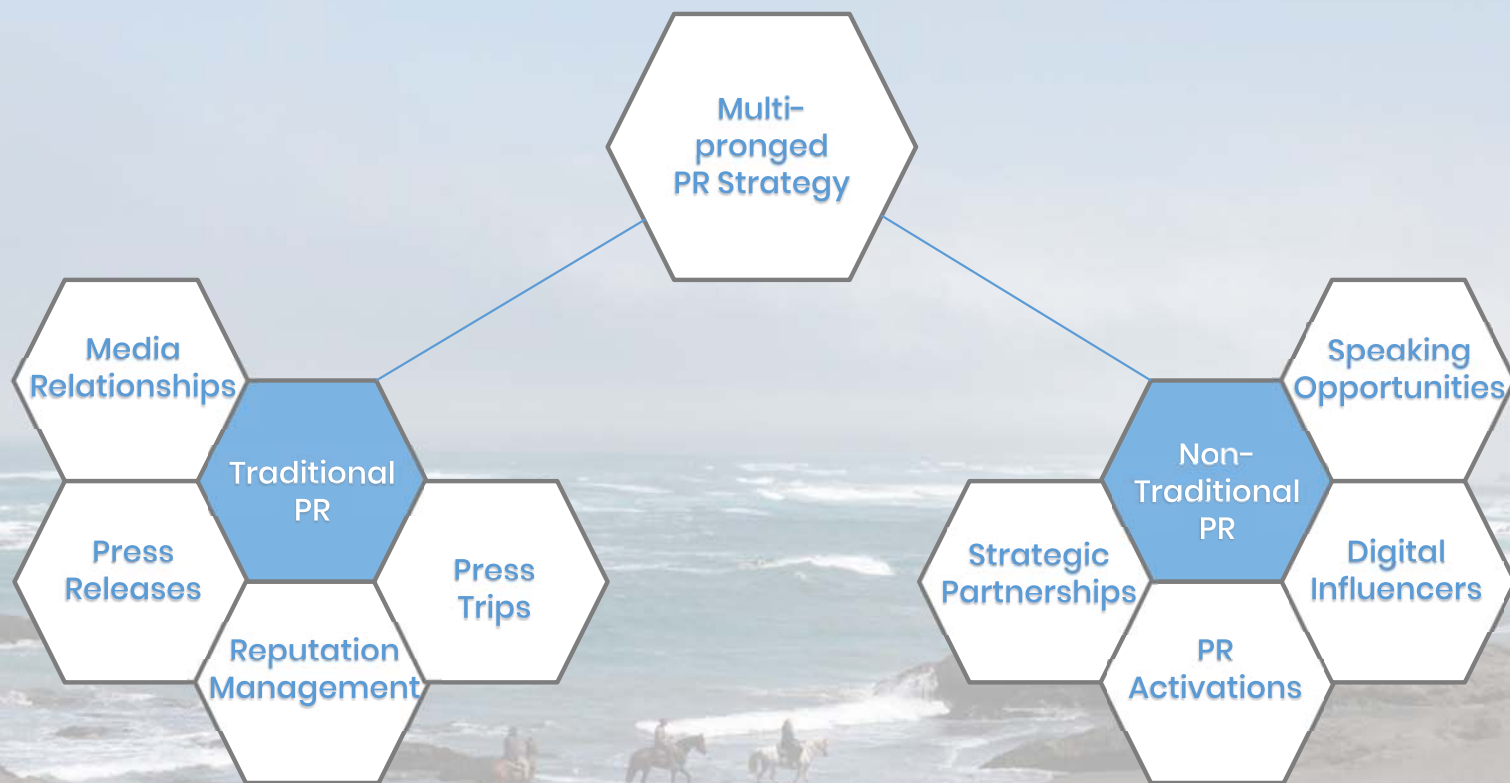
Storytelling

We consider ourselves expert storytellers. We learn everything we can about your business and then find the best and most impactful way to tell your story to the media.

Delivery

ROI is key, with all story placements we provide detailed reporting with value and reach clearly defined. We guarantee a 5:1 ROI on all accounts.

OUR APPROACH



OUR TEAM



MICHELLE RODRIGUEZ

Agency Lead

- Account strategy
- National & regional media relations
- Partnerships
- Crisis media relations



JENNIFER SWEENEY

Destination Specialist

- Account strategy
- National & regional media relations
- Partnerships
- Crisis media relations



EMMA HABER

Hospitality & Lifestyle Specialist

- Account strategy
- National & regional media relations
- Partnerships
- Crisis media relations



JAIME SHAW

Account Manager

- Meetings, trade & business media relations
- Local media relations
- Event coordination



DENA ROCHE

Copywriter

- Press releases
- Creative messaging
- Media kit development



JEN ORTEGA

Account Coordinator

- Media monitoring
- Account reporting
- Media lead generation
- Press trip coordination

YOUR TEAM

How we would work on your account



MICHELLE RODRIGUEZ

Agency Lead

- Account strategy
- National & regional media relations
- Partnerships
- Crisis media relations



JENNIFER SWEENEY

Destination Specialist

- Day-to-day account management
- Account strategy
- National & regional media relations
- Marketing agency integration
- Crisis media relations



DENA ROCHE

Copywriter

- Press releases
- Creative messaging
- Media kit development



JEN ORTEGA

Account Coordinator

- Media monitoring
- Account reporting
- Media lead generation
- Press trip coordination



MICHELLE RODRIGUEZ, Principal

Utilizing 19+ years of experience in publicity, Michelle Rodriguez founded 360viewPR with the vision of offering clients a completely integrated public relations solution.

Prior to launching 360viewPR, Michelle held the position of Director of Media Relations & Publicity at the Los Angeles Tourism & Convention Board, overseeing all media relations outreach on behalf of the Bureau. Prior to joining LATCB she served as head of Communications for Visit Santa Barbara where she oversaw all communications efforts domestically and internationally. Through her efforts at Visit Santa Barbara the destination landed on the cover of Travel + Leisure and she increased media values from \$2.5 million to \$24.8 million through a strategic PR campaign.

Michelle's PR career began in the music industry at Interscope Records, followed by a focus in Film and Television PR where she handled clients such as Miramax Films, Lionsgate Entertainment and CBC Television Canada. Her love of travel led her to leave the entertainment industry and switch gears to travel, first as a journalist and then as a tourism PR professional. Her experience on "the other side" as a journalist gives her a unique insight into how the media thinks, leading to her successes as a tourism publicist.

Through her career she has handled everything from crisis management, large group press trips, international film junkets, last minute film premieres and international media roadshows.

Michelle is a member and was Chair of this year's SATW conference (Society of American Travel Writers), and previously served on the Board for the Travel & Tourism Section of PRSA (Public Relations Society of America). She graduated from UCLA and is very proud to be a native Angeleno.

JENNIFER SWEENEY

Destination Specialist

Jennifer has nearly 20 years of experience in public relations and media and is grateful to have found the perfect niche that combines her professional background with her love of travel.

Previously, Jennifer oversaw global public relations strategy, crisis communications and public affairs outreach for Visit California, a tourism marketing organization with the mission to promote the state as one of the world's premier travel destinations. While being the Director of Public Relations for Visit California, Visit California expanded its international media relations footprint and developed global strategies for working with digital influencers and bloggers and worked to establish the tourism industry as a major driver of the state's economy.

Jennifer recently hung up her own shingle as a public relations consultant serving clients in the travel and tourism industry, including Sonoma County Tourism, San Francisco Travel and Visit Palm Springs.

When she's not promoting travel, she's usually planning her next vacation (occasionally with her favorite traveling companion – her dog Maddie). Jennifer is also involved in the Sacramento non-profit community, donating her time to causes she cares about including animal welfare & food literacy.



DENA ROCHE, Copywriter

Dena Roche brings her expert writing skills to 360viewPR, overseeing all copywriting for clients.

Her greatest strength is storytelling and writing across all platforms from media releases, to marketing collateral to content. Her work has been featured in Modern Luxury, Robb Report, Great Golf, Destination Weddings & Honeymoons, Life Refined, LuxeBeat and more. Dena is often quoted in media like USA Today, The AP, The Street and Triplt on subjects related to the luxury marketplace.

She has run social media campaigns for brands like Swissotels and Waldorf Astoria Hotels. Through her work in the luxury sector, she is well-versed in travel, wellness, wine, food and style.

JEN ORTEGA, PR Assistant

Jen Ortega is the newest member of the 360viewPR team and a recent graduate of Cal State Los Angeles, with a degree in Communications. She was the founding member and President of the on-campus chapter of PRSA and has a deep love for travel.



OUR EXPERIENCE



HIGHLIGHTS OF QUALIFICATIONS

At 360viewPR we are experts at creative storytelling and no challenge holds us back, from industry misconceptions, to non-newsworthy product we always find a creative way to hook the media and get the correct story out there.

RELATIONSHIPS

Deep-rooted media relationships that span a variety of markets from travel, to lifestyle, to trade



CONNECTIONS

We count Visit California as our client and one of our team members used to run the PR program at VCA, offering access to key partners no other agency can provide



KNOWLEDGE

Our team has worked closely with Visit Mendocino and other regional partners, so we know and understand your destination well

LOCAL INSIGHT

Your account lead has visited the area extensively and has a good working knowledge of Mendocino County



CREATIVITY

Creativity is where we shine, we know where and how to push the limits to create fresh campaigns that grab the media's attention



KEY MEDIA RELATIONSHIPS



Spud Hilton
Travel Editor, San Francisco Chronicle
Results: multiple features



Irene Edwards
Editor-in-Chief, Sunset
Results: upcoming hotel opening featured in Best of the West issue



Kenneth Shapiro
Editor-in-Chief, TravelAge West
Results: regular features on tourism in Thailand

KEY MEDIA RELATIONSHIPS

TRAVEL + RECREATION
WEDNESDAY

A SWELL TIME

True to its motto—"Exactly like nothing else"—Santa Cruz Hotel Paradox introduces an exclusive package featuring lessons with a sought-after surf coach.

By Ash-Mah Li

When "Wings" Weber never envisioned that he could make a living teaching others to surf, he was just a kid with a dream. The surf, he said, is his life. And now he's a professional surf coach and a sought-after surf coach. Weber, 34, is a professional surf coach and a sought-after surf coach. Weber, 34, is a professional surf coach and a sought-after surf coach. Weber, 34, is a professional surf coach and a sought-after surf coach.

REGIONAL

Meg McGuire
Editor-in-Chief,
Angeleno
Results: multiple
features

ON THE MARKETS

Two SoCal food emporiums—one brand-new, the other a revamped institution—beckon with diverse eateries and gourmet finds

By MATT JAMES

REGIONAL

Elizabeth Harryman
Travel Editor,
Westways
Results: multiple
features

FREQUENT FLIERS HOW TO LAND A BETTER SEAT EVERY TIME

TRAVEL + LEISURE

EASY WEEKEND GETAWAYS

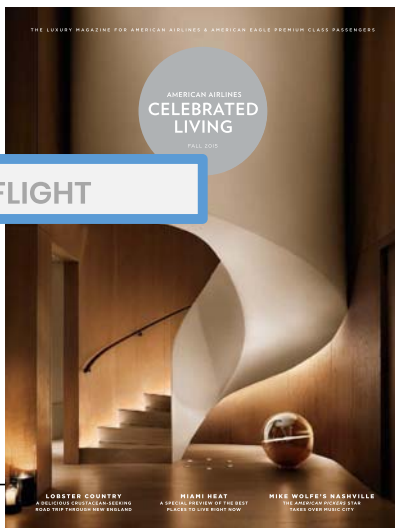
From Malibu to California

NATIONAL

Mark Morrison
Freelance, Travel + Leisure
Results: cover story on
Santa Barbara

KEY MEDIA RELATIONSHIPS

INFLIGHT



Eric Newill
Editor-in-Chief,
American Airline's
Celebrated Living
Results: feature on
Los Angeles

MEETINGS

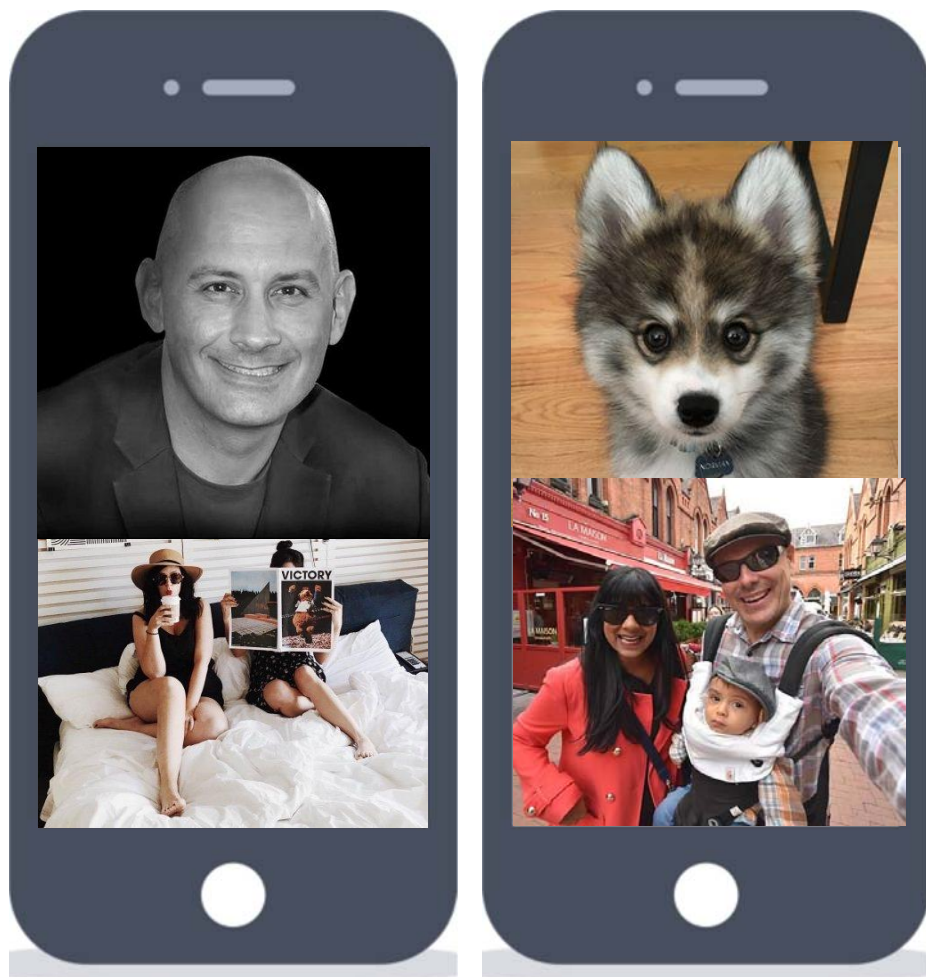


Marin Bright
Editorial Director,
Smart Meetings
Results: multiple
features on clients

REGIONAL



Catharine Hamm
Travel Editor, LA Times
Results: two covers
of the travel section
devoted to Thailand
in 6 months



INFLUENCER RELATIONSHIPS

Influencers are not one-size-fits-all, it's about finding a perfect match with the right engagement. Here is a sampling of influencers that have successfully engaged our clients target markets:



LUXURY

Scott Eddy
Twitter: 742,000
Instagram: 268,000



PET FRIENDLY

Norman the Pomsy
Instagram: 100,000



MILLENNIAL

Elaine Rystead & Taylor Loren
Local Wanderer
Instagram: 66,000



FAMILY

Johnny Jet
Twitter: 118,700
Instagram, 28,500



CASE STUDIES

DISCOVER BUELLTON

OVERVIEW

Located just north of Santa Barbara in the heart of Santa Barbara Wine Country, Buellton is a small-town with only 5000 residents. With only local media coverage in the past, and little brand awareness outside of the local County, the Buellton Visitors Bureau hired 360viewPR in 2017 to drive national brand awareness and generate buzz for Buellton in the form of high-value, brand-elevating stories.

THE GOAL

Increase visitation and in turn increase the tourism tax revenue for the city with an earned media relations campaign.



DISCOVER BUELLTON



TACTICS

Our first step was to find the differentiating factors of the city compared to its comp set. We researched coverage garnered by more notable but similar in size destinations in the area like Solvang, Cambria and Pismo. We then conducted an in-depth visit of Buellton to meet with all the tourism partners and to learn about what sets the destination apart.

From there we researched media outlets that hit our target demographic and developed angles that would fit within their editorial plan. We then researched further to find the journalists at these outlets that could come discover the destination and write the types of stories we were looking for. As the destination had a small budget for hosting media we were limited to finding journalists that wrote for national outlets that were either in the area on other business already or were based within driving distance.

DISCOVER BUELLTON

RESULTS

174

PIECES OF COVERAGE

1.86billion

ONLINE READERSHIP

12.3million

PRINT CIRCULATION

46.1%

INCREASE IN YEAR-OVER-YEAR TOT



DISCOVER BUELLTON

HEADLINES

HUFFPOST

"Blink and You'll Miss Buellton, But Here's Why You Don't Want To"

U.S. News & WORLD REPORT

"50 Top Small Towns to Visit in 2018"

"Couples Getaways That Actually Rock"

Budget Travel

"12 Best New Places to Vacation in 2018"

msn

THRILLIST

"8 American Cities Making Big Improvements in 2018"



CREATIVE PITCHES & RESULTS



CHALLENGE

Just before we began on the account, there was a bombing that took place in Bangkok at a temple shrine, causing cancellations of travel plans to Thailand due to safety concerns

PITCH

We developed a "Thailand is open for business" PR campaign that involved direct pitches to large outlets making the case of why the event was an isolated incident and that Thailand is still safe to visit

RESULT

Sunday travel section of the LA Times dedicated to Thailand

CREATIVE PITCHES & RESULTS



CHALLENGE

Overcome the consumer's perception that Santa Barbara is just a sleepy senior destination

PITCH

Santa Barbara was home to several late-night happy hour dinning menus before the trend had taken hold nationally

RESULT

Santa Barbara featured in a Best Late-Night Dinner Menu story in Details Magazine

CREATIVE PITCHES & RESULTS



CHALLENGE

Los Angeles is home to more museums than any other city in the US but its cultural side is constantly overshadowed by celebrity/movie culture

PITCH

Use the opening of the new Broad museum to bring top editors into town and create itineraries focused on the cultural gems that LA has to offer

RESULT

Feature on Los Angeles in the culture section of Celebrated Living

BACARA FOOD & WINE EVENT

OVERVIEW

Together with The Julia Child Foundation for Gastronomy and the Culinary Arts, Bacara Resort & Spa held the 4th Annual Santa Barbara Food & Wine Weekend on April 7-9, 2017. The three-day event showcased the distinct tastes of Santa Barbara County. Headlining this year's festivities was celebrated Los Angeles chef and multiple James Beard Award-winner, Nancy Silverton

THE CHALLENGE

With only 6 weeks left before the event, the resort was looking for a boost in ticket sales, as the sales were much slower than in years past. The resort hired 360viewPR in hopes that drive market media coverage would help increase sales.



BACARA FOOD & WINE EVENT

RESULTS ACHIEVED IN SIX WEEKS

29

PIECES OF COVERAGE

333million

ONLINE READERSHIP

993K

PRINT CIRCULATION

159%

INCREASE IN SALES

7

EVENTS SOLD OUT





SCOPE OF WORK

PR PLAN

Based on your goals and objectives, below is the suggested scope of work. All items listed below are included in the flat monthly retainer quoted in the Fee Proposal section and would be executed by your account team detailed on page 12.

PHASE 1 – FOUNDATIONAL PR *(timeline: first 3 months of account)*

- Agency familiarization trip to Fort Bragg
- Introduce 360viewPR team to key industry partners and Visit Mendocino County
- Development of media kit
- Development of editorial calendar
- Development of media target list
- Development of key messages
- Develop information flow cycle with Fort Bragg marketing agency and key partners

PR PLAN

PHASE 2 – TACTICAL PR (ongoing through life of account)

- Proactive pitching of Fort Bragg to target media list developed in Phase 1
- Pitching of Fort Bragg through 360viewPR deskside trips in NY, SF, Chicago & LA
- Plan and execute individual media press trips, using target media list
- Plan and execute one group press trip per year
- Include Fort Bragg content in 360viewPR's monthly media newsletter (sent to over 2,000 key media)
- Write and distribute one press release per quarter
- Build in-market relationships with partners and Visit Mendocino:
 - Keep Visit Mendocino County and local partners up-to-date on what's new in Fort Bragg via monthly PR email
 - Coordinate joint familiarization trips with Visit Mendocino County
 - Build Fort Bragg CVB's asset library with images and b-roll collected from partners
- Build relationship with Visit California:
 - Leverage Visit California's What's New in California quarterly media newsletter
 - Participate in Visit California's Gold Pass program to bring target media to the destination
 - Participate in Visit California's California Restaurant Month program in January to showcase Fort Bragg's culinary bounty; leverage existing Crab, Wine & Beer Festival
 - Submit content for Visit California's monthly editorial review (PR, social & website)
 - Participation in VCA's New York Media Mission which is part of Travmedia's IMM (this cost is included in the retainer, including registration and travel)
 - *OPTIONAL: Participation in VCA's SF & LA Media Missions (registration cost would be extra but travel cost is not necessary as we are local to both cities)*

PR PLAN

PHASE 2 continued – TACTICAL PR *(ongoing through life of account)*

- Build relationships with other destinations for cooperative opportunities (i.e. Visit Ukiah, Visit Lake County, Visit Humboldt County, Sonoma County Tourism)
- Represent Fort Bragg at International Media Marketplace (IMM) in NYC in January
- Represent Fort Bragg at deskside appointments in key media markets
- Represent Fort Bragg at SATW events
- Respond to reactive media leads
- Share media coverage of destination with social media team
- Meet Visit Fort Bragg staff for quarterly meetings

REPORTING

- Monthly reports will be provided to Visit Fort Bragg, detailing all agency activity
- Monthly reports will include coverage secured including metrics of reach



F E E P R O P O S A L



FEE PROPOSAL

\$3,000 monthly retainer

PR consultancy and creative brainstorming meetings	Monthly
Drafting and execution of year long PR plan	✓
Quarterly press release drafting and distribution	✓
Response and handling of proactive and reactive media requests	✓
Organization and execution of press trips, including one group press trip per year	✓
Regular media meetings in the Los Angeles and San Francisco areas	✓
Yearly media meetings in other major media markets (New York, Chicago), representation at SATW conference (Society of American Travel Writers) and TravMedia's IMM media showcase in New York (now part of VCA's NY media mission)	✓



FEE PROPOSAL

\$3,000 monthly retainer

Communication charges (media database subscription, telephone, postage, copies)	✓
Reporting on results, intelligence and trends	✓
Development of creative promotions to drive media coverage	✓
Crisis Communications	✓
Monthly agency "What's New" newsletter sent to media	✓
Creation of Media Press Kit	✓

360viewPR's retainer fee will be billed monthly at the beginning of the month and Client payment is requested within 30 days of billing.

Yearly media meeting trips are at the discretion of 360viewPR as deemed necessary for media outreach. 360viewPR on average visits New York three times per year and Chicago once every 18 months. If the retainer is less than one year, there is no guarantee which visits will fall within the timeframe of the retainer.

Additional projects that are not included in this proposal will be billed at \$125 per hour. Any additional hours or expenses will first be approved by client and will be billed as they occur with documentation. Client payment is requested within 30 days of billing.



FEE PROPOSAL

ADDITIONAL COSTS NOT INCLUDED IN RETAINER

Initial agency immersion trip travel (entire team) <i>(assuming in-destination costs of accommodations, meals & experiences are covered by partners)</i>	\$2,000
Agency travel for quarterly meetings <i>(assuming in-destination costs of accommodations, meals & experiences are covered by partners)</i>	\$500 Per quarterly meeting
OPTIONAL: Visit California San Francisco Media Reception <i>(cost is for registration only as travel is not required)</i>	\$1,200
OPTIONAL: Visit California Los Angeles Media Reception <i>(cost is for registration only as travel is not required)</i>	\$1,200

Additional expenses are billed using standard expense reports, including receipts as documentation. All expenses are first approved by client prior to spending.



EXAMPLE OF INVOICE



Invoice #206

Oct 01, 2018

BILL TO

Example Client

example@example.com

FROM

360viewPR

530 S. Hewitt St., #322

Los Angeles, CA 90013

michelle@360viewpr.com | +1 2139732284

INVOICE ITEMS	AMOUNT
October 2018 PR Retainer	\$3,000.00

\$3,000.00

PAYMENT DUE OCT 31, 2018

MESSAGE

Thanks for your business!

Page 1 of 1



INSURANCE & CONSULTANT AGREEMENT

360viewPR carries the professional liability and workers' compensation insurance required by the City of Fort Bragg.

We have reviewed the consultant agreement example provided in the RFP and only have one change. Section 13h under the insurance section states, "Consultant, at its own cost and expense, must maintain for the period covered by this Agreement professional liability insurance in an amount not less than TWO MILLION DOLLARS (\$2,000,000) covering errors and omissions."

We do carry professional liability insurance, but it does not include errors and omissions, as that is a stand alone separate policy and is not typically required of a public relations agency. To date we have never been required to carry E&O, even by large clients like Visit California. If possible, we would like this line edited to remove the E&O requirement. If E&O coverage is necessary we would require some offset as this policy would be specific to your account only. Our insurance agent has quoted us approximately \$1,000 annually for this additional coverage.

REFERENCES



GREATER PALM SPRINGS CVB

Joyce Kiehl, jkiehl@gpscwb.com (760) 969-1338



DISCOVER BUELLTON

Kathy Vreeland, Kathy@Buellton.org (805) 688-7829



VISIT CALIFORNIA

Leona Reed, lreed@visitcalifornia.com (916) 319-5434



MEDIA

Beth Weitzman, beth@bethwietzman.com
(former Executive Editor of Modern Luxury Group)





THANK YOU

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