



CITY OF FORT BRAGG

416 N. FRANKLIN, FORT BRAGG, CA 95437
PHONE 707/961-2823 FAX 707/961-2802

COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: APRIL 16, 2019
TO: VISIT FORT BRAGG COMMITTEE
FROM: ASPEN LOGAN, PROJECT MANAGER
AGENDA ITEM TITLE: Visit Mendocino County Grant Funds

ISSUE:

Visit Fort Bragg strives to partner with other area tourist entities such as the Mendocino Coast Chamber of Commerce and Visit Mendocino County (VMC) and has been successful in establishing dialogue with both. VMC commits to supporting its partners any way it can.

This year, VMC offered \$7480.00 to each of its visitor service partners to support their tourism efforts. There are stipulations around how this money can be spent: the funds must be designated for the purposes of attracting and/or serving visitors to the county at a more local level.

Funds must be used and measured before July 2019.

Funds must be reported on to the VMC board in July 2019.

Funds cannot be used in the following manner:

- Past Events or programs already in progress
- Political or religious programs
- Programs that may be contrary to mission of the Mendocino County Tourism Board
- Concerts within an individual business
- General Administrative or Operational expenses
- Commercial or for-profit organizations
- Events or programs directed mostly to Mendocino residents
- Any employee bonus structure or sponsorship

RECOMMENDATION:

Receive recommendations from the VFB Project Manager and VFB committee members regarding how to spend the VMC funds.

Recommend designating all funds toward one effort to best measure the chosen campaign's effectiveness. Recommendations for usage based on conversations with VFB Marketing (Cubic) and PR (360 View PR) teams:

- 360 degree view videos
- Social Media Influencer Marketing
- Public Relations Group Press Trip

ATTACHMENTS:

1. Award Letter from Visit Mendocino County