

From: [Nathan Maxwell Cann](#)
To: [Lemos, June](#)
Subject: Fort Bragg Marketing Contract
Date: Monday, April 26, 2021 4:07:05 PM

Hello June, this is on the calendar for tonight, although I cannot tell if there will be a vote on it. I would like this to be read at the meeting if possible. Thank you!

Dear City Council Members and City Manager,

I am writing in regards to the proposed year long contract with Idea Cooperative for \$180,000. I strongly urge the council and manager not to sign onto this contract.

Most disconcerting about this contract is the price for social media. The fee of 8,000 dollars a month to generate a single email and make 7 - 8 Facebook and Instagram posts seems rather absurd. This fee doesn't even include printing costs.

If the city is willing to pay that exorbitant fee, why not pay a local person or persons? Why would a city full of artists and artisans outsource creative work to a company based in another county? Paying local artists and marketing teams would also inject that money back into our economy.

Yes, tourism has been up this past year since working with the Idea Cooperative, but it is rash to confuse correlation with causation, when tourism is up in general for the tri-county area because of pandemic related restrictions. As many of our tourist lodgings are booked through August, it would appear that we have little need to attract more Summer tourists. Also, as there is an extreme drought emergency, won't more summer tourism will only exacerbate our water problems?

Instead of incentivizing tourists to win lodging with a photo contest, could we use these funds to pay local artists to make sculptures or benches and beautify our downtown? Perhaps this money could help renovate the athletic fields that bring in people during the off-season? It could be used to add signs and placards on historic buildings or important sites. Or used to re-imagine glass beach, a over-marketed gimmick that is frankly misleading to tourists...

This is a lot of money to spend out of town when we have so many local artists struggling to live here. There has to be a better use of \$180,000.

Thank You for your Time,
Nathan Maxwell Cann

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From: [kate bean](#)
To: [Lemos, June](#)
Subject: Council meeting public comment: Item 5C ; 04/26/21 meeting & vote
Date: Monday, April 26, 2021 2:52:24 PM
Attachments: [VFB_Analytics04_20.pdf](#)

It has come to my attention that a marketing firm based in Petaluma is asking \$173,000.00 , or \$12,000/ month to represent Fort Bragg in social media.

And that the Visit Fort Bragg committee has recommended a yes vote on the attached media campaign proposal.

Where is the due process on this expenditure of funds? Has anybody made inquiries? Recruited other community stakeholders outside lodging and food?.....what about the arts community?

Why are we farming this out to people who dont even live here? I heard from one shop owner that the review of her shop by a rep of this firm was not even conducted in a professional manner!

My first response to the attached presentation was:
where is the breakdown that indicates how many manhours per month the firm expects to bill for their media , and at what pay scale?
I would expect at least **some** forensic accountability and analysis; if their analytics are so impressive, lets see exactly how they are spending this \$8,000/ month they have so far received, and find a reputable LOCAL accountant to do a cost /benefit analysis for the City before throwing money away irresponsibly.

In my opinion, Infrastructure should be basic and fundamental to tourist industry development. Build it and they will come. Guaranteed!
We have the coastline! Make it accessible!

Where are the adequate number of public facilities such as toilets, park amenities, drinking fountains? What about paying more local artists to do murals? Where is the budget for that? Lets make a pie chart to see how balanced the fund's dispersal can be!

Secondly, of what value /use are the slick analytics presented in the attached presentation to anybody in the City administration? This seems grossly inflated with a lot of golly geewhiz algorithms to impress.

Thirdly, what other bids have been solicited?
Why isnt local creative input being recruited by the Visit Fort Bragg Committee, which i hear is overrepresented by the restaurant and lodging sector?

Fourthly, i hear that lodging is booked up already through August of this year. How is this proposed "media campaign"going to find more housing to accommodate increased interest? This is absurd.

((most importantly, the COVID-19 factor created a huge swell in urban flight last year, and a very good tourist season, **which may or may not have been influenced by the firms social media featuring Fort Bragg**, therefor, a more normal year should be evaluated for their value

as a PR contractor, before allowing them to inflate their fees))

How about investing some of the Room Tax windfall in restoring local soccer fields & sports facilities, so that school year tournaments can bring in money during the off season? Summers are covered, get some perspective on year-round income. Restaurants can be found by anyone with an iPhone. Restaurant month sounds unnecessary.

I think the priorities are being mismanaged here, and i won't hesitate to go on social media and say so, or on the local listserv.

The optics around this allocation of Room Tax funding does not benefit the community at large and **does not look good**.

I think further discovery and recruitment of competitive bids would be the most prudent thing to do here.

If it was YOUR tax money, you might be a bit more suspicious about this offer. Can i interest you in buying a bridge?

Honestly folks, try to think about the needs of the entire community.

Thanks
Kate Bean
Cleone

Sent from my iPhone



Marketing Campaigns Status & Analytics

April 20, 2021



Analytics Overview

www.VisitFortBraggCA.com:

Site Traffic: (9/17/20 Launch > 4/19/21)

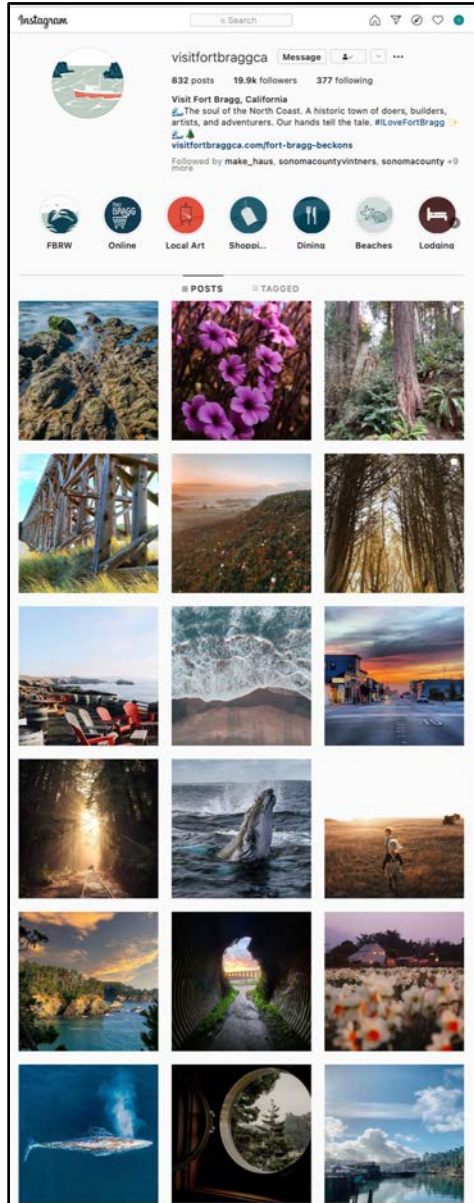
- 33,732 New Users
- 121,303 Page Views

Social Followers:

- IG: 19.9k
- FB: 68,126

Email Subscribers:

- 1,863



★ 5 out of 5 ⓘ

Based on the opinion of 263 people



Email marketing engagement

Your subscribers, broken down by how often they open and click your emails.

17%

Often

Your percentage of subscribers who are highly engaged and often open and click your emails.

Analytics

Users

33,732



New Users

33,737



Sessions

43,271



Number of Sessions per User

1.28



Pageviews

121,303



Pages / Session

2.80



Avg. Session Duration

00:01:41



Bounce Rate

60.95%

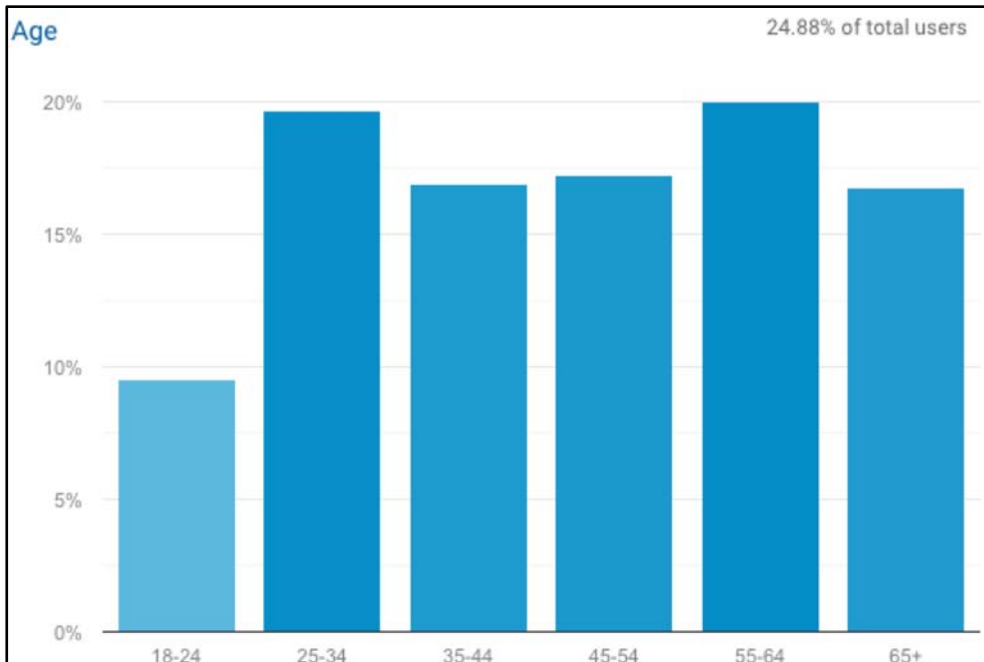


VisitFortBraggCA.com

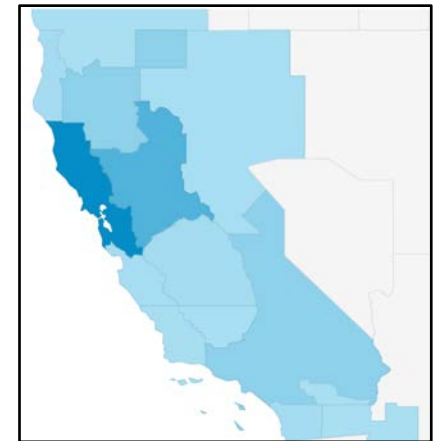
Demographics (9/17/20 > 4/15/21)

Insight:

- Age: Good Cross-Section – Deeper Dive Shows Older Skew
- Location: #1 Skewed By Population – Central Valley & Foothills “Heat Flight”



Metro	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	15,159 % of Total: 59.57% (25,447)	14,977 % of Total: 59.43% (25,201)	18,703 % of Total: 56.33% (33,205)
1. San Francisco-Oakland-San Jose CA	7,282 (47.73%)	7,145 (47.71%)	9,467 (50.62%)
2. Sacramento-Stockton-Modesto CA	3,928 (25.74%)	3,857 (25.75%)	4,767 (25.49%)
3. Chico-Redding CA	1,243 (8.15%)	1,222 (8.16%)	1,345 (7.19%)
4. Los Angeles CA	1,240 (8.13%)	1,216 (8.12%)	1,359 (7.27%)
5. (not set)	396 (2.60%)	384 (2.56%)	440 (2.35%)
6. Fresno-Visalia CA	281 (1.84%)	275 (1.84%)	314 (1.68%)
7. Eureka CA	226 (1.48%)	225 (1.50%)	238 (1.27%)
8. San Diego CA	224 (1.47%)	221 (1.48%)	241 (1.29%)
9. Monterey-Salinas CA	161 (1.06%)	161 (1.07%)	187 (1.00%)
10. Santa Barbara-Santa Maria-San Luis Obispo CA	102 (0.67%)	100 (0.67%)	138 (0.74%)



VisitFortBraggCA.com

Behavior (9/17/20 > 4/15/21)

Insights:

- People Using Site To Trip Plan

Page ?	Pageviews ?
	121,303 % of Total: 100.00% (121,303)
1. /	29,369 (24.21%)
2. <u>/plan-your-trip/</u>	8,293 (6.84%)
3. /bottraffic.live	5,037 (4.15%)
4. /events/	5,011 (4.13%)
5. /a-message-from-the-city-manager/	4,327 (3.57%)
6. /about-fort-bragg/	3,856 (3.18%)
7. <u>/plan-your-trip/stay/hotels/</u>	3,841 (3.17%)
8. <u>/plan-your-trip/eat-drink/eat/</u>	3,044 (2.51%)
9. /2020-gift-guide/	2,208 (1.82%)
10. <u>/plan-your-trip/play/coastal-activities/</u>	1,991 (1.64%)
11. /our-stories/	1,986 (1.64%)
12. <u>/plan-your-trip/play/beaches/</u>	1,757 (1.45%)
13. <u>/plan-your-trip/experiences/</u>	1,486 (1.23%)
14. <u>/plan-your-trip/play/hike-bike/</u>	1,286 (1.06%)
15. <u>/plan-your-trip/on-the-way/</u>	1,243 (1.02%)

16. /thank-you/	1,214 (1.00%)
17. /the-family/	1,148 (0.95%)
18. /adventurist/	1,071 (0.88%)
19. /whale-days/	1,051 (0.87%)
20. /the-naturalist/	1,004 (0.83%)
21. /glass-beach/	910 (0.75%)
22. <u>/plan-your-trip/play/shopping/</u>	892 (0.74%)
23. /youre-welcome/	860 (0.71%)
24. /fort-bragg-beckons/	801 (0.66%)
25. /skunk-train/	794 (0.65%)
26. /plan-your-trip/stay/camping/	751 (0.62%)
27. /paul-bunyan-days/	698 (0.58%)
28. /the-local/	653 (0.54%)
29. /glass-beach-inn/	571 (0.47%)
30. /annual-rhododendron-show/	534 (0.44%)
31. /fort-bragg-coastal-trail/	519 (0.43%)
32. /the-culturist/	505 (0.42%)
33. /north-cliff-hotel/	456 (0.38%)
34. /the-worlds-largest-salmon-bbq/	436 (0.36%)
35. /the-mariner/	434 (0.36%)

VisitFortBraggCA.com

Behavior (9/17/20 > 4/15/21)

Insights:

- Segmented Experiences Are A Draw

Page ?	Pageviews ?
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VisitFortBraggCA.com

Behavior (9/17/20 > 4/15/21)

Insights:

- Promotional Landing Pages Are A Draw

Page ?	Pageviews ?
	121,303 % of Total: 100.00% (121,303)
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2. /plan-your-trip/	8,293 (6.84%)
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FORT BRAGG

NORTH COAST CALIFORNIA

Campaigns

Holiday Gift Guide (November > December 2020)

Objective: Support Local Merchants > Web Content Views > Link Clicks

Tactics: Email, Organic & Paid Social

Results:

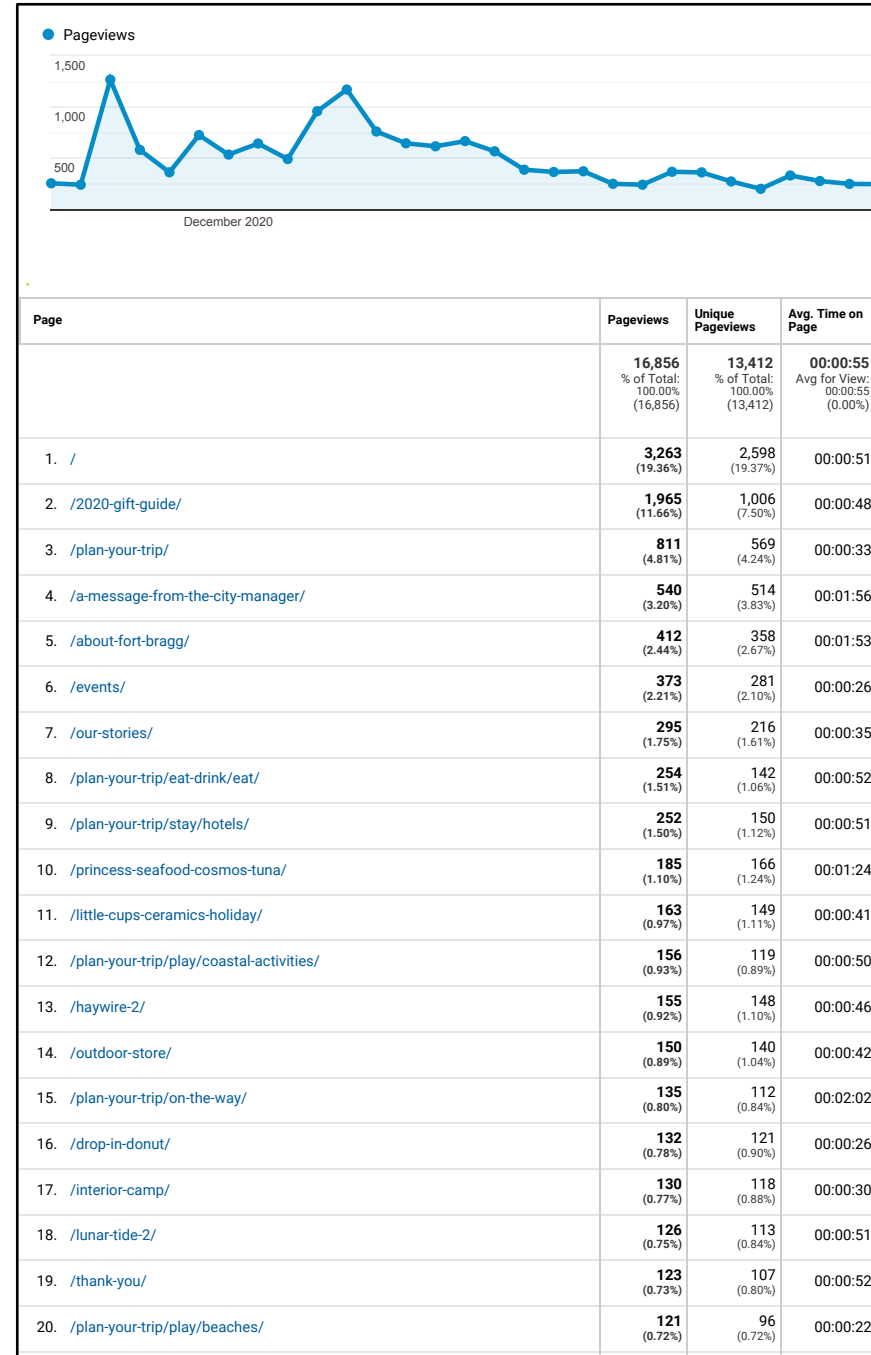
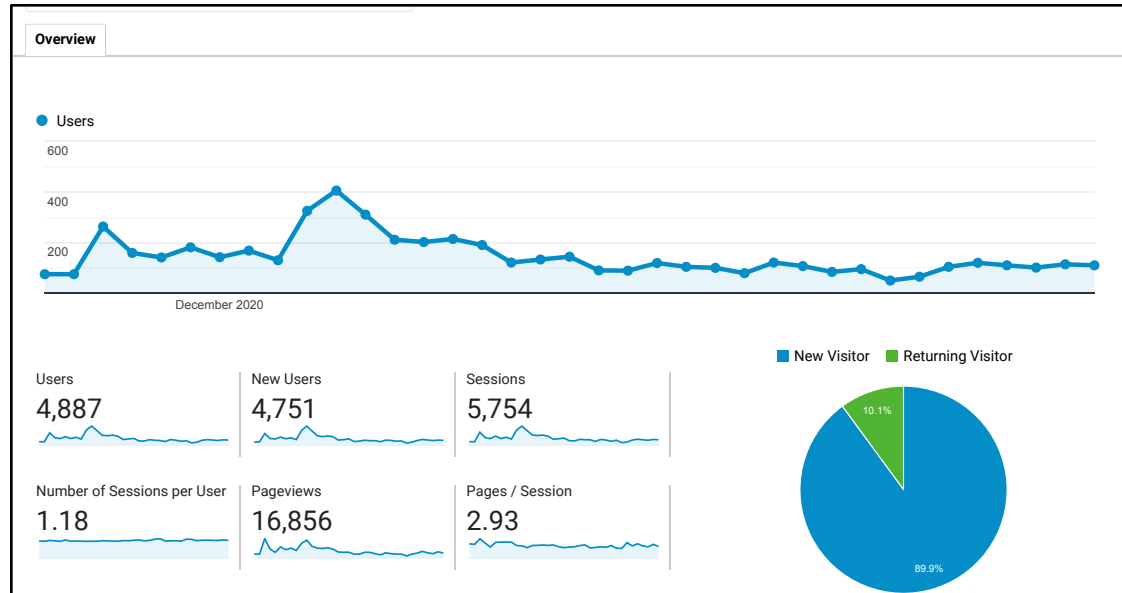
Paid Social:

- 23.6k reached
- 700 + clicks

Users: 3,526

Page Views: 16,856

Campaign Name	Campaign Name	Results	Reach	Impressions	Cost per Result
Bay Area Tourism (PAID)	Link Clicks	302	12572	14198	0.24
Fort Bragg Holiday Gift Guide (PAID)	Link Clicks	292	6676	16649	0.39
Holiday Gift Guide (PAID)	Website Content Views	n/a	3773	12503	
Instagram Post: Holiday Shopping (boosted)	Link Clicks	25	3496	4438	1.20
Instagram Post: Holiday Giveaway (boosted)	Link Clicks	62	1589	1701	0.48
Facebook: Giveaway (boosted)	Link Clicks	64	1296	3623	0.63



FORT BRAGG

NORTH COAST CALIFORNIA

Campaigns

Winter Visit (1/28/20 > 2/17/21)

Objective: Site and Social Engagement > Drive Limited Range Visits

Tactics: Email, Organic & Paid Social

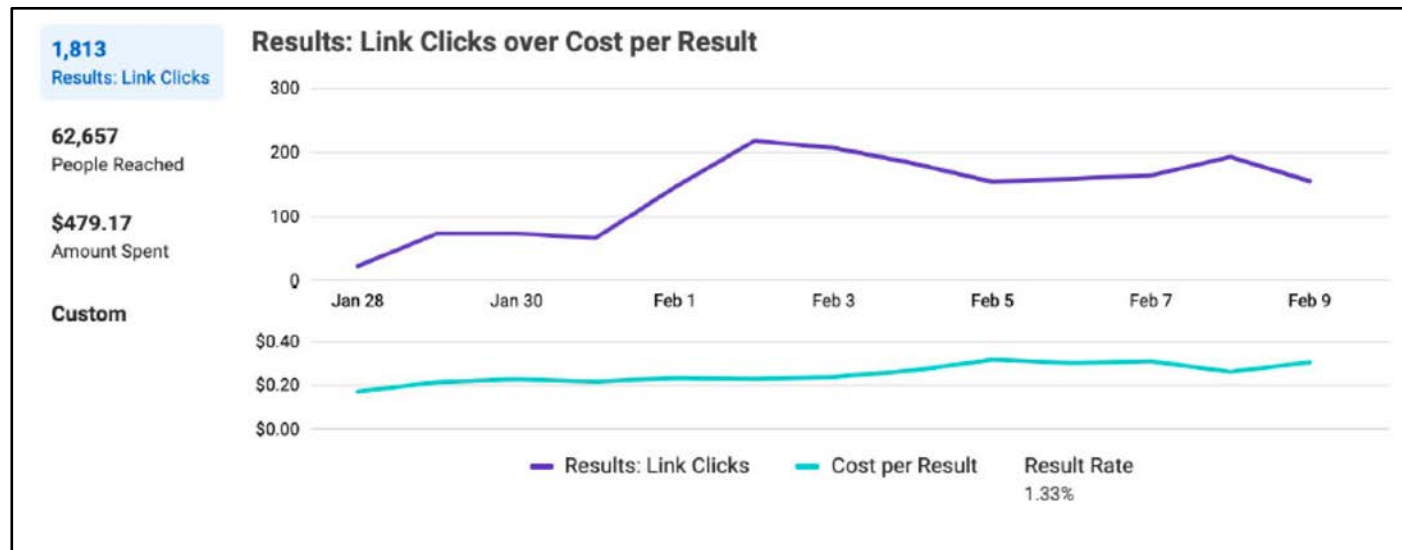
Results:

Paid Social AB Test:

- V1 - 7K users, 171 clicks
- V2 - 9.5k users, 234 clicks
- V3 (optimized): 62.5K accounts reached, 1,813 clicks
- Total Spend: \$473

Site Traffic:

- 5,406 Users



[PLAN YOUR TRIP](#)
[EVENTS](#)
[OUR STORIES](#)
[ABOUT FORT BRAGG](#)

Bundle up. Hunker down.

There's a chill vibe in Fort Bragg in the winter.

Maybe you thought that when the first storm blows in the North Coast closes its shoulders and settles in for the winter. Well, we're here to show you just how much you would miss by not planning an off-season trip to Fort Bragg. What if we said you could have a beach by your front door? Maybe a hike in the misty magic of a redwood grove in the rain. Whale watch. Deal shop. Or cozy up in your room with a fireplace and a view of the ocean. At Fort Bragg in the winter, without a lot of visitors, you'll feel more like one of the locals. So, pack a few layers, your rain boots and knit cap and join us on a journey to enjoy Fort Bragg before the summer fog blows in and the crowds come back. Be sure to check in beforehand, however. Hours and policies can change because of Covid-19 restrictions.

HUDDLE AROUND A FIRE

WATCH A STORM BLOW IN

SHOP THE SHOPS

GET IMMERSED IN MARINE BIOLOGY

WAIT FOR NIGHT - LOOK UP

HIKE THE REDWOODS IN THE RAIN

EXTREME BEAUTY. MODERATE TEMPERATURES.

WATCH FOR WHALES

EAT FRESH CHOWDER

Finally, Please Visit Responsibly

Here in Fort Bragg, we appreciate the visitors who share a love for our beautiful area and community. During the Covid-19 pandemic, travel restrictions are possible and may change suddenly. So, we ask that you always call ahead before visiting, wear a mask when inside or out in public and, most importantly, do not travel if you are sick. Thank you in advance, and we're excited to see you this winter in Fort Bragg.

- Plan Your Trip
- Events
- Our Stories
- About Fort Bragg

FORT BRAGG

WINTER VISIT: JANUARY - FEBRUARY

STAY CONNECTED

Email

Submit

FORT BRAGG

NORTH COAST CALIFORNIA

Campaigns

Restaurant Week/Month (12/26/20 > 3/26/21)

Objective: Site and Social Engagement > Drive Limited Range Visits > Support Restaurants

Tactics: Email (2), Organic & Paid Social

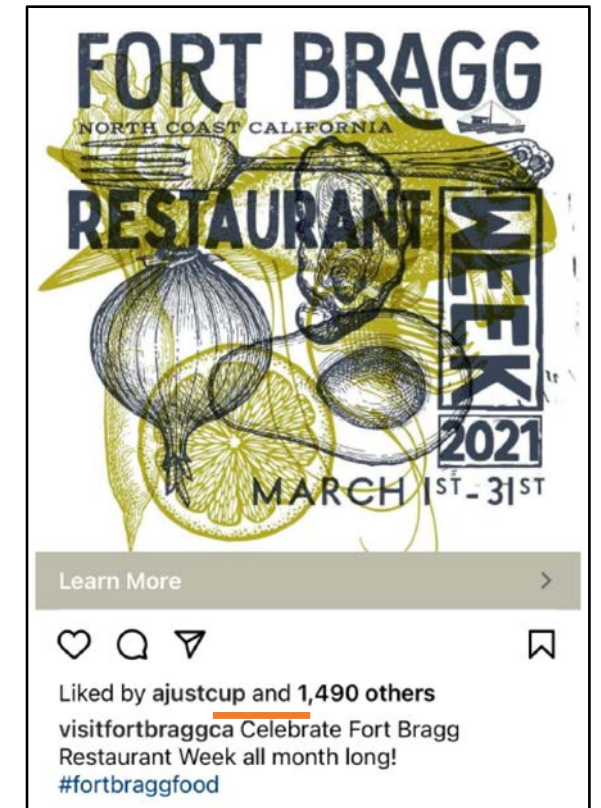
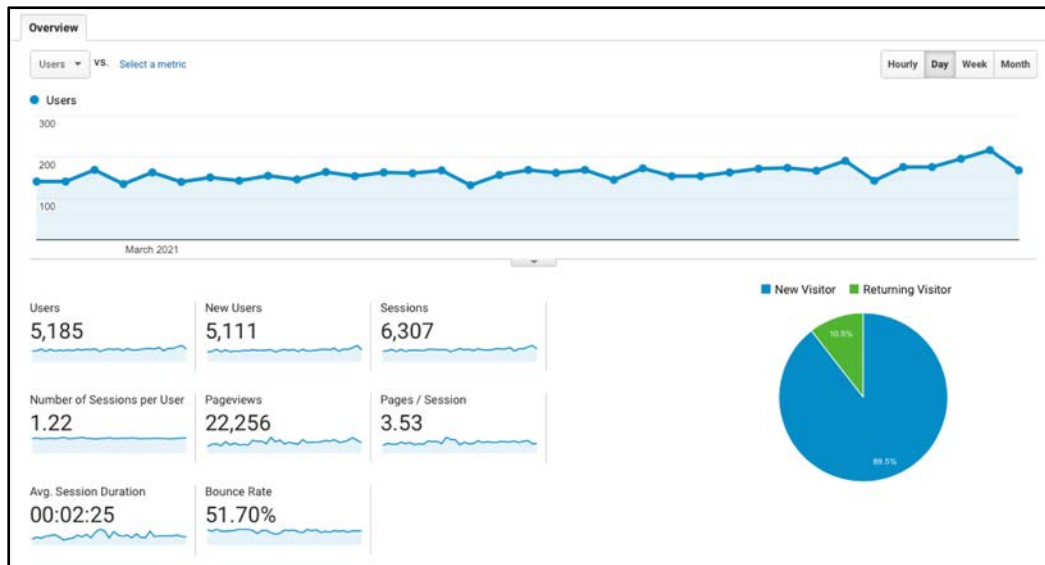
Results:

Paid Social:

- 26,808 People Reached
- 3,484 Post Engagements (5.82%)
- Total Spend: \$275

Site Traffic:

- 5,406 Users



Campaigns

Book Early (4/8/21 > 4/30)

Objectives: Newsletter Sign-Ups, Site and Social Engagement > Drive Limited Range Visits

Tactics: Email (2), Organic & Paid Social

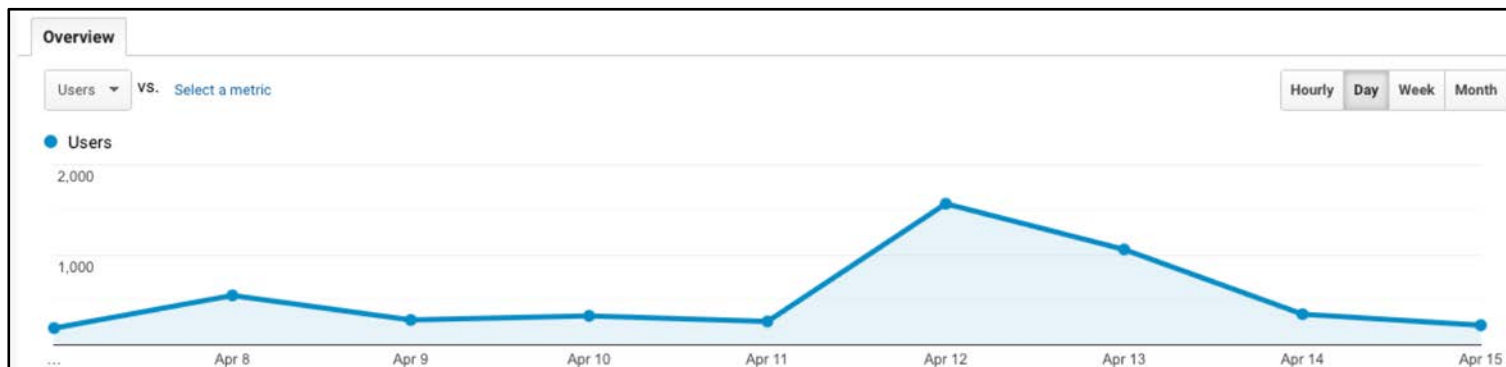
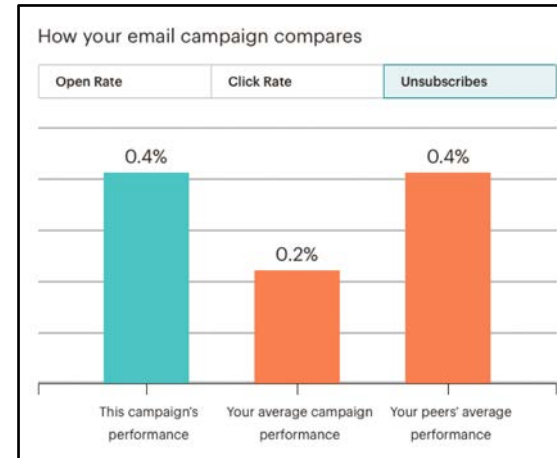
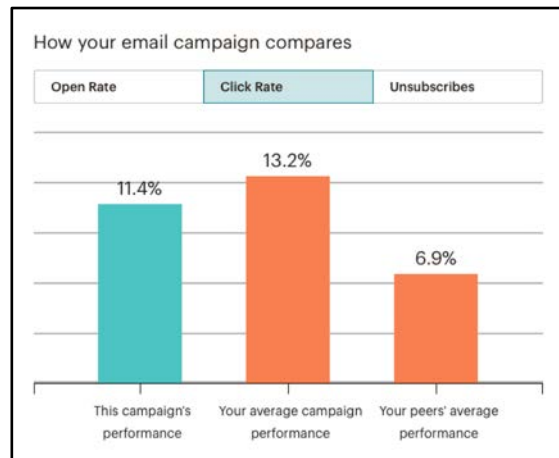
Results (to date):

Newsletter Sign-Ups:

- 560

Site Traffic:

- 5,055 Users
- 12,347 Page Views



FORT BRAGG
NORTH COAST CALIFORNIA

PLAN YOUR TRIP EVENTS OUR STORIES ABOUT FORT BRAGG

FORT BRAGG BECKONS

FREE WEEKEND SWEEPSTAKES

California's favorite coastal town is calling you back. With warm weather and endless outdoor activities, now is a great time to plan the visit to Fort Bragg you've spent the last year longing for.

WIN A FREE WEEKEND

While nothing quite matches the excitement of knowing you have a trip to Fort Bragg on the books, here's the next best thing. Click below to enter The Fort Bragg Beckons Free Weekend Sweepstakes by subscribing to our newsletter. If you already get the emails, you're already entered, so tell a friend and maybe they'll bring you along to Fort Bragg if they win. Entry deadline and winner announced 12:00 PM Friday, April 30, 2021.

ENTER TO WIN

Name *

First Last

Email *

Submit

WHAT DO YOU WIN

PRIZES FROM:

- Noyo Harbor Inn
- Cafe One
- Liquid Fusion Kayaking
- Skunk Train
- North Coast Brewing
- Cucina Verona
- Cowlick's Ice Cream
- Overtime Brewing
- Drop In Donut

BOOK YOUR STAY

Until you can be here, let these videos take you to your happy place on the North Coast.

FORT BRAGG BECKONS

FORT BRAGG BECKONS

Campaigns

Photo Collection (5/1/21 > 5/31/21)

Objectives: Social Engagement & Follower Growth > Grow Photo Library

Tactics: Email, Organic & Paid Social

Concept:

- #PhotoBragg
- Finalists Selected By VFB Committee
- Social Poll Determines Winner
- Prizes: Showing in Downtown Gallery, Posters & Postcards

Forward

Strategic Imperatives (2021 > 2022)

Near & Long Term Destination Affinity

Capitalize On *Revenge Travel* Trends In A Noisy, Competitive Marketplace

Goals:

- Expand Reach To Find New Fort Bragg Fans
- Incent Visitors To Visit and Patronize
- Highlight Proximity and Diversity of Activities
- Catalyze Enthusiasm Among Current Followers

Ideas:

- Segment & Promote To Visitor Types
- Editorial Content For Earned Media Opportunities

Engagement = Affinity = Visits

Goals:

- Maintain VisitFortBraggCA.com As A Dynamic, Useful and Enjoyable Online Destination
- Grow Social and Email Following
- Incent Current Followers To Share

Ideas:

- Personalize With Ongoing Stories
- Revisit SEO Optimization

Local Economic Vitality

Promote Central Business District Improvements

Goals:

- Strategically Position For Consistent, Compelling Messaging
- Engage Locals To Support and Contribute
- Promote Visitor-Friendly Improvements To Followers

Ideas:

- Local Pride Campaign - Landing Page and Social Channel To Rally Support and Promote Transparency
- Civic Improvement Projects: ex: High School Art Department Gets A Store Window, etc.

Support Local Merchants

Goals:

- Continue To Optimize Site To Drive Traffic To Shops, Hotels and Activities

Ideas:

- Segmented Campaigns With Direct-Link Itineraries
- Revisit SEO Optimization

Contract Options

Current Scope

Since March, 2021, The Idea Cooperative has been working under a temporary, three-month contract extension, covering:

- Ongoing Social Media Posting & Monitoring
- Monthly E-marketing Analytics Report Summary
- One Monthly Promotion To Drive Engagement and Visits
 - Creative Theme/Concept
 - One Email
 - Social Media Materials
 - Collateral/Signage If Needed (note: does not include printing costs)
 - Web Development of Custom Landing Page If Needed

NOTE: Paid social media billed separately.

Cost: \$8,000/mo.

Revised Proposal Overview

To achieve the Strategic Imperatives outlined previously, The Idea Cooperative proposes a 12-month contract covering:

- Current Scope
- +
- Regular Local Content Development (Photography, Video, Audio/Podcasts) To Increase Engagement
- Monthly Content (vs. Promotional) E-newsletter – To Increase Engagement and Support Local Merchants
- Monthly Editorial Content Development and Earned Media Initiatives – To Expand Reach and Awareness
- Social Media Expansion and Campaigns To Increase Followers
- Monthly Paid Media Allocation To Increase Impressions/Awareness and Support Local Business Initiatives
- Strategic Messaging and Campaign Development To Support Central Business District Improvements

Cost: \$12,000/mo.

+ \$3,000/Mo. Paid Media*

\$180,000

* Paid media budget may not be allocated monthly

From: [Jenny Shattuck](#)
To: [Lemos, June](#)
Subject: consent calendar comment
Date: Monday, April 26, 2021 6:02:37 PM

I am concerned about the additional funding for promoting more tourism and hotels stays. I spoke with members of Visit Mendocino and the Hotel industry weeks ago and they said not only are they booked up for the summer, they are not sure what will happen when we run out of water to accommodate them. Visit Mendocino has not promoted people coming here because as one member said "They already are", so they have just stuck to branding and promoting masking safety.

It was credited in the Visit Fort Bragg committee meeting that the reason for the large TOT was because of the promotion done on social media and the website.

However, our social media and website were telling people not to come and to come back later when restrictions were lifted. People still came, and are coming here because they are limited to domestic travel, we have had low numbers of covid comparatively and people were escaping being stuck inside in highly populated areas. Anyone who works in the restaurant or hotel industry will confirm this. If we are going to have all these visitors, instead of promoting us, when they are already booked full, perhaps supplying extra portable bathrooms, trash cans and hand washing areas.

Everyone uses the restroom and there is not the infrastructure to accommodate people when our benches, trashcans and bathrooms are lacking. I like our new website and social media, however more money to try to get people to book now, stay later is pointless, as

that is what has been happening since last year. I encourage more communication with Visit Mendocino, which says they have reached out to collaborate and be on the same page when it comes to promoting. Perhaps funds could be spent to get water tanks full at the hotels and fill them now to ensure they have supply and continue to contribute to the much coveted TOT.

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