



Legislation Details (With Text)

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Title: Adopt City Council Resolution Approving a Professional Services Agreement with 360viewPR to Provide Visit Fort Bragg Public Relations Services and Authorizing City Manager to Execute Same (Amount Not To Exceed \$45,000; Account No. 110-4321-0319)

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Code sections:

Attachments: 1. RESO VFB PR Services, 2. 360View PR Contract, 3. 360 View PR Proposal

Date	Ver.	Action By	Action	Result
11/13/2018	1	City Council	adopted	Pass

Adopt City Council Resolution Approving a Professional Services Agreement with 360viewPR to Provide Visit Fort Bragg Public Relations Services and Authorizing City Manager to Execute Same (Amount Not To Exceed \$45,000; Account No. 110-4321-0319)

On June 12, 2017, City Council approved the Visit Fort Bragg Marketing & Promotions Action Plan (“VFB Action Plan”) which was prepared by City staff with extensive input from hotel operators, community and business groups and Visit Fort Bragg Committee. The first task in the VFB Action Plan was to develop a brand for Visit Fort Bragg. Additional tasks included in the plan were put on hold due a reorganization of the Visit Fort Bragg promotional program.

A Request for Proposals (“RFP”) with five major scopes of work was released on July 17, 2018. The scopes of work in the RFP included: (1) marketing/advertising services; (2) design/creative services; (3) social media content creation; (4) public relations services; and (5) Website Design, Development and Deployment. At the October 9, 2018, City Council adopted Resolution #4126-2018 approving a Professional Services Agreement with Cubic Inc for all of the above promotional activities except public relations services.

At its September 4, 2018 meeting, the Visit Fort Bragg Committee (VFBC) along with the Community Development Committee directed staff to distribute another Request for Proposals for Public Relations Services and include Cubic, Inc. in the selection process to help ensure a cohesive promotional program for Fort Bragg. Responses for this RFP, which was released on September 12, 2018, were due on October 1, 2018 with interviews held on October 10, 2018. The VFBC directed staff to use the same review ad hoc committee (with the addition of Cubic, Inc.) which reviewed the first group of RFPs to also review and interview the responses to the Public Relations RFP.

Four responses (none were local) were received. The review committee interviewed three of the four agencies which include the following (in alphabetical order including their location):

- 360viewPR - Sacramento, CA and Los Angeles, CA
- The Abbi Agency - Reno, NV
- Venone PR - Santa Rosa, CA

All interviews were conducted via video conference. Respondents were each asked a series of probing

questions designed to generate additional information about the consultants' capabilities, qualifications, and experience, with a focus on Destination Marketing Organization (DMO) experience; specifics about their process; and proposed outreach methods.

After extensive discussion and debate, the committee was asked to rank their top three choices in order to evaluate whether a clear "winner" was apparent. The results of the ranking was 360viewPR as the number one choice.

360viewPR's proposal as well as the proposed contract are attached.

Aspen Logan, Visit Fort Bragg's Project Manager is present tonight to answer any questions and provide additional information as requested.