City of Fort Bragg

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Legislation Details (With Text)

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On agenda:	6/26/2017			**Final action:**	6/26/2017
Title:	Adopt City Council Resolution Approving Contract with Mendocino Coast Chamber of Commerce for Specified Administrative, Marketing and Promotion Tasks (Amount Not to Exceed $36,225; Account No. 110-4321-0319)				
Sponsors:					
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Attachments:	1. RESO Chamber Interim Promotions Admin, 2. Chamber of Commerce VFB Contract				

Date	Ver.	Action By	Action	Result
6/26/2017	1	City Council	adopted	Pass

Adopt City Council Resolution Approving Contract with Mendocino Coast Chamber of Commerce for Specified Administrative, Marketing and Promotion Tasks (Amount Not to Exceed $36,225; Account No. 110-4321-0319)

Since November 2010, the City of Fort Bragg has contracted with the Mendocino Coast Chamber of Commerce (Chamber) to carry out Fort Bragg promotional activities with assistance from the volunteer Visit Fort Bragg committee. The City's current contract with the Chamber for management of the Visit Fort Bragg committee and oversight of marketing and promotion activities expires on June 30, 2017. Since the passage of Measure AA in November 2016, City Council has adopted a Marketing Study and provided direction to staff about future promotional strategies, tasks, and structures to maximize the impacts of the increased promotions funding. On June 12, 2017, City Council provided direction that staff should prepare a Request for Proposals to solicit proposals from local tourism marketing management individuals and entities who are interested in managing implementation of the City's promotional activities. Because the hiring of a promotions management consultant will take a few months, and in order to maintain promotional continuity and momentum, City Council also recommended that the Chamber should continue specified promotion-related tasks for at least six months, until December 31, 2017. Specified tasks as listed in the Chamber's proposal include administration of the Visit Fort Bragg committee and website, development and implementation of Social Media campaigns, development of website and blog content, and public relations oversight. In order to contract with the Chamber, a City Council resolution authorizing the agreement must be adopted.

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