



Legislation Text

File #: 16-300, **Version:** 1

Approve Scope of Services for a Market Research Study Regarding Marketing and Promotion of Fort Bragg to Out-of-Area Visitors

During the Council's TOT ad-hoc committee's discussions with lodging owners regarding a possible increase in the City's Transient Occupancy Tax (TOT) rate, many lodging owners suggested that the City conduct market research to help inform its marketing and promotion goals and tactics. If Measures AA and AB are approved by the voters in the November 8, 2016 general election, the City will have substantial additional funds to direct to promotional efforts. Accordingly, it is timely to undertake market research and develop a clear data-driven strategy to ensure maximum effectiveness and efficiency of the City's marketing and promotional activities. The City's FY 2016-17 Budget allocates \$18,000 for a market research study to address specific promotional goals and objectives. If approved by the Council, the attached Scope of Services will be included in a Request for Proposal (RFP) which will be issued to a broad list of qualified consultants. City staff and the Visit Fort Bragg committee have reviewed the attached Scope of Services.