



Legislation Text

File #: 18-132, **Version:** 1

Approve Scope of Work for Website Design and Development for Visit Fort Bragg (Fortbragg.com)

The Visit Fort Bragg Marketing and Promotions Action Plan, approved by the City Council on June 12, 2017, includes the development of a new website with approximately \$65,000 in funding. The Project Manager of Visit Fort Bragg has developed a Scope of Work in advance of releasing an RFP for this project. The RFP will seek a qualified firm or individual to provide a website with the following objectives:

1. Inspire people to visit and spend their precious time in Fort Bragg;
2. Help people plan their trip to Fort Bragg including identifying activities, events, and businesses they will want to experience while in Fort Bragg and on the Fort Bragg coast;
3. Inspire and assist people to extend their length of stay in Fort Bragg;
4. Inspire and assist people to increase their spend while in Fort Bragg;
5. Help people find fun things to do once they are in in Fort Bragg;
6. Increase the number or repeat visits to Fort Bragg; and
7. Help visitors use Facebook, Instagram and other social media tools to reach out to friends to share their Fort Bragg experience.