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PR PROPOSAL VMC FY 2016/17

See 2016-17 Visit Mendocino_California Collective Proposal.pdf

In addition to what we discussed, we have added the following elements to the program given your target \$7,000 monthly retainer budget:

1. Content creation – 6 hours per month, or a total of 72 hours
2. One additional proactive pitch – total of two
3. 3 additional media visits – total of 8
4. Website Audit. This is not part of our core California Collective program, but happy to add!