

# HELLO MENDOCINO COUNTY TOURISM COMMISSION

STRATEGIC PLAN SERVICES

APRIL 3, 2023

**LULISH**  
a creative agency

# DEAR

Mr. Scott and the entire Mendocino County Tourism Commission Board of Directors,

LuLish is delighted to submit a proposal for strategic plan services to the Mendocino County Tourism Commission (MCTC). As you read through this proposal, you will discover our qualifications match what you are looking for from a full-service integrated creative and marketing agency who understands tourism strategy, your stakeholders' expectations, and today's traveler.

LuLish is a big-brained destination marketing agency with the necessary street cred to help DMOs lead and thrive. Empathy, coupled with an aversion for all things status quo, fuels our desire to make a difference for tourism brands, their crowds and their communities. We work with clients who want smart, inspired ideas that grow their bottom line and create brand momentum ... while staying true to their heart, humanity and community.

With over 21 years of hands-on marketing experience within the hospitality and tourism industry – including building many DMOs from the ground up – we have produced record-breaking strategies, campaigns and room tax collections for a variety of Oregon, Washington, and California cities, counties, and regional DMOs. We have a deep understanding of the Oregon, Washington and California state visitor, today's visitor, and the latest marketing trends, tools, and digital technologies.

Understanding the ever-changing marketing trends that create connection and inspire people to go places and buy things, we are able to drive results wherever customers live, work and play. Because going further and stretching wider is how we roll. Our creativity and years of experience are our greatest assets as we help your destination evolve into its true potential.

We look forward to being part of your team on this project!



Lynnette Brailard  
LuLish, a creative agency  
CEO & Founder / Strategist & Creative Director

**we speak tourism**



**PRIMARY CONTACT:**

**Lynnette Brailard**

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**“From REBRANDING and REBUILDING the organization to developing a state-of-the-art WEBSITE that is a POWERFUL TOOL for Bend’s tourism industry, Lynnette’s been a huge asset to VISIT BEND and has been a primary factor in Visit Bend’s success.”**

**– KEVNEY DUGAN, PRESIDENT/CEO  
VISIT BEND**

## **about LULISH**

As a small, full-service destination marketing and consulting agency with an impressive team of talented sidekicks, we get more done with better results compared to larger, not-as-nimble agencies. And trackable initiatives are always part of the plan to guarantee a return-on-investment and value for our clients.

We turn assets into attractions. We turn cities and counties into destinations. We are a powerhouse of experience in every aspect of destination marketing and management.

We have built DMOs from the ground up and have a deep understanding of the entire process as well as the politics.

Beacuse we actively work with clients throughout the West Coast: Oregon, Washington and California. One of our competitive advantages is that we are able to plan for changes in the travel industry that might be impacting other areas, regions and states first.

**we’re here to provide  
NEXT LEVEL  
work that works**

# meet the LULISH TEAM

For this project, we will have two team members working on the MCTC Strategic Plan.

## **LYNNETTE BRAILLARD - PROJECT LEAD & PRIMARY CONTACT**

**Founder & CEO, Creative Director, Chief Strategist.** City, hospitality, tourism and destination marketing has been her jam since 2001 with the numbers to prove it. A self-taught, accomplished and award-winning marketer, web developer/coder, designer, photographer and writer who has a knack for tourism & hospitality. She started coding websites in the 90s and doing SEO in 2001 long before anyone knew what it was. Lynnette has been a professional marketer her entire career working for both advertising agencies and leading client-side, in-house teams.

## **STEPHANIE SPALDING-BILBREY**

**Project Assistant.** Meticulous researcher, content manager & an inventive copywriter. Hospitality runs in her veins.

Skills & Superpowers: 1) Marketing Research 2) Business and creative copywriting, content development and management experience 3) Marketing Strategy & Sales Campaigns 4) Event and Project Management 5) Data Management & Reporting 6) Public Relations 7) Hotel Convention Services Management 8) Customer Engagement

# LYNNETTE BRAILLARD

A design and marketing professional who morphed into a web developer in the late 90s with overachiever tendencies who gets just as excited about marketing travel and tourism as she is about discovering her next favorite vacation spot.

With over 25 years of being a hands-on web developer and marketing professional, she's not only passionate about the leisure, travel, tourism and hospitality industries, but has the numbers to prove her success. Lynnette founded and operated two full-service marketing agencies: LuLish and Vertigo Marketing. Both agencies focused on working with city and destination marketing organizations (DMOs) throughout the West Coast.

Clients include: Visit Central Oregon, Visit Del Norte County, Visit Port Angeles, Visit Redmond, North Coast Tourism Council, Old Mill District, Bend Brewfest, Hayden Homes Amphitheater/Live Nation, Visit Bend, Wilsonville Oregon, Visit McMinnville Oregon, Oregon Destination Association, City of Bend as well as a handful of businesses ranging from hotels, associations and retail to medical, health and wellness, the arts, restaurants and e-commerce. See more on LINKEDIN.COM >> [www.linkedin.com/in/lynnettebraillard](http://www.linkedin.com/in/lynnettebraillard)

## EXPERIENCE / CURRENT LuLish

CEO/Creative Director & Chief Strategist, May 2013 - present

- Backend & Frontend Search Engine Optimization (SEO) & Search Engine Marketing (SEM) & Content Marketing
- Website Design and Development, eCommerce, Landing Page Conversion, A/B Testing, App Design & Development
- Destination Marketing Organization (DMO) Business and Strategic Marketing Plans to Development, Revenue Strategies, Multi-million Dollar Budget Management, Destination Research, City-wide Event & Group Sales, Marketing, PR, and Everything in Between
- Public Relations - FAM, FIT, Influencer & Media Relations (traditional and non-traditional)
- Digital Marketing Strategy & Implementation
- Creative Ad Campaigns (video, broadcast, print, social media)
- Content Creator (visual & writing): From Blogs to Social Media and Email Marketing to Press Releases
- Graphic Design, Logo Design, Branding and Creative Communications
- Destination Video and Photography, including Editing and Production
- Branded Commercial Spaces Including State-of-the-Art Visitor Centers (Visit Bend)
- Presentations, Conference Speaker & Workshops: Frequent reports and funding presentations for DMOs to City Councils and County Commissioners/Supervisors, Tourism Boards, Digital Marketing (Google, SEO & Social Media) Workshops

**PAST Vertigo Marketing, LLC** - Co-CEO/Creative Director/Chief Strategist \*I dissolved this agency in July 2019 / **Visit Bend** - VP of Marketing 2008-2013 / **Point B Destination Advisors, LLC** - Director of Creative, Branding & Web Developer / SEO 2014-2017 / **Swivel Creative & Digital Marketing Conference** - Founder & Co-Chair / **Sunset Lodging** - Director of Marketing & Eventually Made Partner 2001-2008

**Education** / University of Washington, BA English major with emphasis in writing / Minor: Psychology



# our EXPERIENCE RATINGS

## 5 STRATEGIC PARTNERSHIPS

USA Cycling, Merrell (official outfitter for Bend adventures), Subaru, Oregon Scenic Bikeway, Dirtbag Diaries, Bend TAPs, Oregon Tourism Commission, Oregon Lodging & Restaurant Association, Bend for Business (partnership with City of Bend), Oregon Senior Games, Oregon Destination Association, Downtown Bend Business Association.

## 5 DESTINATION MARKETING PARTNERSHIPS

Bend Ale Trail (created the first beer trail in the West in 2010 to promote local craft breweries and create the then obscure concept of “beer tourism”), Pillars of Art Program at the Bend Visitor Center, Roundabout Art Route (promote artists, galleries and outdoor art installations), Tenth Month (promoted three events under one brand to increase room tax collections and visitation during the shoulder season month of October), Tin Pan Alley Art project, Bend Cultural Tourism Fund, Visit McMinnville Wine Walk, Regional destination research studies for Bend, Wilsonville, Port Angeles, USA Cycling, BendFilm, and Bend Brewfest.

## 5 CONTRACTED DESTINATION ORGANIZATIONS

Visit McMinnville, Explore Wilsonville/City of Wilsonville, Visit Bend, City of Bend, Oregon Destination Association, Redmond Chamber of Commerce & CVB, Crescent City-Del Norte County Visitor Bureau, City of Crescent City, City of Port Angeles/Visit Port Angeles, Visit Central Oregon.



VISIT



BEND



## **5 INDUSTRY PARTNERS**

Visit California, Oregon Tourism Commission (Travel Oregon), Oregon Destination Association, State of Washington Tourism, Port of Seattle, and Olympic Peninsula Tourism Commission

## **strategic plan EXAMPLES**

You'll find examples of some of our recent strategic plans here:

<https://bit.ly/LuLishStrategicPlans>

# our **PROCESS**

The MCTC Strategic Plan will provide a trail map for the marketing and management of tourism in Mendocino County based on an analysis of current tourism assets and experiences, travel trends, target visitors and destination research as well as future planning: Pairing shared community aspirations and visitor experiences by developing tourism assets and infrastructure that will enhance the community for all.

Because deeper community alignment begins with shared goals. And, goals are nothing without a definitive list of action items. Our strategic plans are different. We use less words and utilize good design with plenty of visuals to engage your stakeholders so everyone “gets it” at a quick glance. We include specific action items – with benchmarks – to easily track MCTC’s progress throughout the next three years.

## **✘ CONTRACT SIGNING & KICK OFF MEETING**

**TIMELINE: APRIL**

Establish all needs and confirm timelines. This can be done virtually with the board, or the designated board contact.

We think strategic planning meetings are more effective when done in real life, so we've planned for a minimum of two (2) in-person meetings (at the discretion of the MCTC BOARD, of course). If you would prefer more or less meetings, we can accommodate your needs.

### **What we need from you to get started:**

- Any existing destination research studies, market analysis, and current marketing data and statistics
- Key industry contacts
- Meeting and deliverable timelines confirmed

## **✘ LISTEN UP**

**TIMELINE: APRIL/MAY**

We'll bend an ear to deeply understand your destination's closest competitors, aspirations, current goals, and non-negotiables.

Gleaning information from your board planning retreat(s), your destination marketing organization, county supervisor requests/ feedback, local tourism-based businesses, and any primary event producers, we'll compile and analyze the tourism community's needs as a whole.



## ✘ QUESTION EVERYTHING

**TIMELINE: APRIL/MAY**

At the discretion of MCTC BOARD, we will interview key stakeholders, organizations, and community members to craft a robust strategy that aligns with the heart of your tourism community and leaders. Interview methods can include a face-to-face gathering, email surveys, and phone calls.

## ✘ DIG IN & EVALUATE

**TIMELINE: MAY/JUNE**

We have a good gut and current trending data at our fingertips from the destinations we work with across the West Coast. But, we prefer to utilize all available research (both domestic and international) when it comes to destination marketing and management, outdoor recreation, parks, events, art and culture, culinary, sustainability, wine, cannabis, wellness, bleisure, and group meetings and conferences.

Understanding your successes, failures and destination assets will be our guide.

Once we have all the research in front of us, we formulate the strategy based on peer, local business and tourism thought leader input as well as our own suggestions, findings, and unique tourism lens on your destination.

## ✘ INNOVATE, IDEATE, SOLVE PROBLEMS & PRODUCE A WELL CURATED PLAN

**TIMELINE: JULY**

We look at visitors and your place as an evolving and fluid experience. We want to tackle problems not by simply pointing them out, but addressing them with tangible action items to turn challenges into positive experiences that will in turn align the community, and let MCTC lead "A Force of Community".

The new strategic plan will include our own twist on a positioning statement called a "Destination Manifesto". We'll also craft an updated mission, vision, and even a DEI (Diverse, Equity and Inclusion) statement.

Clearly defined goals and action items – along with recommended key performance indicators (KPIs) and performance metric tools and tracking – will create an easy to follow destination trail map that encompasses the entire community.

In addition, an easy to interpret infographic will be thoughtfully designed to inform, inspire and lead the local tourism community. At a quick glance, anyone with little to no tourism experience will be able to follow the strategic plan set forth by the MCTC.

The final strategic plan will be presented to the MCTC BOARD by the designated date on the timelines noted above and adjusted as needed. Our goal is to see the finalized strategic plan be implemented no later than August 1, 2023. The final strategic plan will also be delivered with a presentation-friendly format so you can unveil the plan at a tourism event and stakeholder meetings.

## ✘ PROPOSED BUDGET

**NOT TO EXCEED \$35,000**