



**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**MARKETING COMMITTEE BOARD REPORT & CONTRACTS**

Since the formation of MCTC on January 1, 2016, the Marketing Committee has met monthly to discuss future marketing and public relations efforts, budget, and vendor contracts. Following are the Committee's recommendations for fiscal year 2016/17.

• **Public Relations**

1. Continue to contract with KOLI Communications for public relations services within the State of California and international efforts. Contract attached.
2. Contract with Development Counsellors International for public relations efforts in California and rest of U.S. Contract attached.
3. Continue contract with Burrelle's Luce for print and online article clipping service. Contract attached.

• **Advertising/Marketing**

1. The contract with CC Media, advertising purchaser, automatically renewed as of May 31, 2016. Contract attached.
2. The Committee recommends setting CC Media website visitor goals in alignment with the Marketing Plan goal of raising unique website visitors to 240,000 by the end of the fiscal year. The CC Media goal for the first quarter of the year is 45,000 (vs. 31,837 for March–May 2016), with a budget of \$35,000.
3. The Committee recommends the annual purchase of an ad in the Visit California Visitor Guide; purchase to be made directly with Visit CA versus purchase via CC Media.
4. The Committee has requested a Scope of Work from CC Media in order to achieve the goal outlined above.

- **Online Marketing Services**

The Committee's recommendation is to continue to retain the services of Brendan McGuigan to fulfill MCTC's online marketing plan, which includes Facebook, Instagram, Twitter, FB advertising, blog posts, contests, and other social media outlets as may be required. Contract attached.

- **Website Maintenance**

The recommendation is to retain Lark Media d/b/a Brandhound Inc. for website related services including ongoing hosting of visitor-facing and industry sites, consulting and maintenance, and website refresh of look and feel. Contract attached.

- **July – September**

1. Work with CC Media to develop SOW for the first quarter to include content marketing, plans for festival advertising, reaching unique visitor goals.
2. Online Marketing Services to commence work (July 1) on the Hidden Object "advergame" with the intent to bring into production in the early fall, as part of unique visitor goals.
3. Continue work with KOLI Communications on ongoing media visit plans, press release schedules, etc.
4. Begin work with DCI on program for FY 2016/17 (July 1).