



## 2016-17 Scope of Work

The fiscal year for Visit Mendocino County ends June 30, 2017. The organization is seeking the following items to be completed in this fiscal year within the budget of \$100,000. Both staff and the Marketing Committee want to determine the feasibility of these items to be completed within the stated budget.

### STRATEGY

Develop a multi-platform domestic consumer strategy in concert with the 3-year strategic plan (being developed currently with the Coraggio Group) and current research and industry trends. This strategy plan will include direction by identifying primary and secondary market demographics, media spends, content and social media strategies to increase overall visitor spending and overnight room consumption in the 2017-18 fiscal year.

This year, the organization dedicated approximately 75% of the marketing budget to focus on increasing visitor spending and overnight room consumption during the shoulder season (December-February). See current plan by [CLICKING HERE](#).

### BRANDING

- Create three (3) distinct concepts to be reviewed and approved by the Marketing Committee and the full Board of Directors. These concepts will include (1) one refresh of the current brand and at least (2) two new concepts (including logo design).
- After approval from the Board, the agency will be tasked to establish brand & messaging guidelines, plus style sheets to be translated within all areas of the organization and consumer outreach (advertising, collateral, website, social media, email, etc).

### REPORTING

Provide regular written and verbal reporting (at least monthly) of the progress to Visit Mendocino County staff, Marketing Committee and Board of Directors.

### MEETINGS

Within the scope of work for this fiscal year, Visit Mendocino County would require up to (2) two in-person meetings. One with the Marketing Committee and the other in presenting the final concepts to the full board.

### NEXT STEPS

Visit Mendocino County would like a memorandum of understanding (MOU) for the scope of work for the 2016-17 fiscal year. Please note: we would require that the MOU is not combined with the next fiscal year, due to the annual renewal of our organization with the county. Due on or before Wednesday, February 8, 2017.



## 2017-18 Scope of Work

The 2017-18 fiscal year for Visit Mendocino County begins July 1, 2017 and ends June 30, 2018. The organization is seeking the agency to evaluate the items below and create an outlined budget of \$350,000. This budget must include administrative costs, commissions and fees.

The purpose is for both staff and the Marketing Committee to determine the feasibility of these items to be completed within the stated budget.

### STRATEGY

Implementation of the domestic consumer strategy created in the 2016-17 fiscal year. Ongoing development of strategy and recommendations for the next fiscal year while maintaining current with industry trends and research.

### BRANDING

- Brand & message implementation for Visit Mendocino County.
- Periodic oversight of Visit Mendocino County staff and contractors to assure brand guidelines are being properly implemented.

### MEDIA BUYING

- Media buying will be shared responsibility among the organization and agency. The agency may need to provide up to 80% of media buying services for Visit Mendocino County, depending on the final approved plan.

### CREATIVE

- Provide approximately 60% design services for advertising design and creation.

### REPORTING

Visit Mendocino County requires quarterly conference calls with the Marketing Committee, plus provide regular tracking and reporting (at least monthly) to Visit Mendocino County staff, Marketing Committee and Board of Directors.

### MEETINGS

Within the scope of work for this fiscal year, Visit Mendocino County would require up to (3) three in-person meetings. These include but are not limited to the Marketing Committee, Board of Directors and stakeholders.

### NEXT STEPS

Visit Mendocino County would like a memorandum of understanding (MOU) including a proposed budget for the scope of work for the 2017-18 fiscal year. Please note: we would require that the MOU is not combined with the previous fiscal year, due to the annual renewal of our organization with the county. Due on or before Wednesday, February 8, 2017.