



MARKETING AGENCY PRESENTATION CRITERIA

Congratulations on being selected as one of the **FINAL FOUR**. No, we won't have your team dress up in basketball jerseys, but do want you to have your *game on* to present to both the Marketing Committee, members of the Board and staff in January.

You will have **1.5 hours** presentation time including Q&A. Your presentation must include the following components:

- Brief Introduction of your company & team
- Clearly communicate your rates and commission structure
- Explanation of the ratings from the proposal you provided in response to the RFP
- Evaluation & problem solving – see below
- Creative, planning & budgeting – see below
- Q&A

EVALUATION & PROBLEM SOLVING

The current **VisitMendocino.com** site was launched in October 2015 after an unfortunate website crash. It is a custom WordPress site that holds great information, but it is struggling with traffic. The team directs all links from the monthly e-newsletter to the site, blogs & content are created for the site regularly, social media campaigns direct to the site and SEO is maximized by the internal team when entering information on the backend for listings and events.

The organization has also dedicated a digital budget to help increase traffic over the past 1.5 years (exceeding \$100k). We are also working on creating community pages for each of the communities we serve to help with visibility and search.

As a result, the site averages about 13,000-15,000 unique visitors per month annually after the initial ramp up period (approximately 2 months) in 2015. The organization would like to see that number tripled in the near future.

Your goals and objectives:

- Analyze the site – www.visitmendocino.com
- Identify the potential traffic and SEO issues
- Give recommendations (and reasons) whether or not the site should be refreshed or completely redone
- Provide an estimated budget and timeline to complete the project
- Provide who from your team and/or sub-contractors who would be working on this project



CREATIVE, PLANNING & BUDGETING

Visit Mendocino County is looking to rebrand or refresh the Mushroom, Wine & Beer Festival. This 10-day countywide event has been in existence for 17+ years, celebrating the 500 different varieties of mushrooms that grow in the county, plus the wine & craft beer known in our county. The purpose of this event was to gain additional exposure on this unique attribute of Mendocino county and increase room nights during what is the beginning of the low season for lodging.

To gain a better perspective on the past events and activities, please download the 2016 brochure at <https://www.visitmendocino.com/mdocs-posts/mushroom-wine-beer-festival-brochure-2016/>

Additional Information:

- This is the largest and longest running mushroom festival in the United States
- A printed and downloadable brochure is printed and distributed via Certified Folder and through local channels (15k)

Issues:

- Decline in attendees
- More competitive events in the marketplace
- Declining interest in local business participation
- Beginning of the rainy season in Northern California
- Physical signage at event locations with the Mushroom, Wine & Beer Festival logo difficult to read when driving by

Dates for 2017:

November 3-12, 2017

Budget:

\$10,000

Please detail out how you would conduct a rebrand/refresh and promotion of this event with the proposed budget. Be innovative and creative on how you would give new life to the event, plus the use and breakdown of the budget. Additional information can be found at www.visitmendocino.com.

AUDIO/VISUAL & HANDOUTS

There will be a laptop, projector and screen available for your presentation. You may also use the internet, but be aware the service in building can be spotty.

If you are planning to provide handouts, please plan on (20) twenty copies per handout.

SET-UP/TAKE-DOWN & LOCATION

Each agency will have 10 minutes prior to their start time to set up their presentation and provide handouts to the group. There will be 5 minutes to take-down and vacate the conference room. Please note: the presentation will be timed. You will receive a 5-minute warning to end the presentation. No agency will be allowed to go over their allotted time.

Presenting Location: 390 West Standley Street, Ukiah, CA 95482 (large conference room)
Brent Haugen work cell (day of contact number): 707-513-9066