

APPLICATION

Name: Megan Caron

Company: Lost Coast Found

Mailing Address:

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Phone Number:

- 1. Why would you like to be on the Visit Fort Bragg Committee?**

I am concerned about downtown Fort Bragg's struggle to attract a broader demographic and I would like to be involved in addressing the issue.

- 2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.**

Fort Bragg is without a doubt positioned to be a top CA destination, the floodgates are officially open. I believe quality over quantity is a approach that should be applied to our tourism industry. We also need to focus on attracting visitors in Mendocino to drive a few minutes north.

- 3. What are some of your prior board/committee experiences?**

I am currently on The Larry Spring Museum board of directors

- 4. What is your experience and expertise in strategic planning, budgeting and destination marketing.**

I have operated a business in downtown Fort Bragg for almost 5 years and most of what I do consists of engaging the public, mostly tourists in conversation. I understand who is coming here and what they are looking for. For 15 years I was involved in organizing author events for Copperfields books. More recently I have organized events for the Larry Spring Museum and our DTFB street parties.

- 5. What does success for this Committee look like to you.**

I would like to see VFB focus on Historic DTFB because it truly is a treasure that deserves to be seen. We need to focus on curating the story of Fort Bragg's history, we need public art that engages. These are the things that will make people come back for more.

