

APPLICATION

**Name:** Debra De Graw

**Company:**

[REDACTED]

**Mailing Address:**

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**Phone Number:**

[REDACTED]

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

I would like to continue the work that we have started, as a past committee member.

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

As we navigate through the pandemic, it is important to promote Fort Bragg during the shoulder seasons. Tourism is a benefit to restaurants, merchants, and the economic health of the City of Fort Bragg.

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

Currently serving on the Mendocino Coast Humane Society, have served on the Visit Fort Bragg Committee, the Mendocino Coast Chamber Board, The Mendocino County Tourism Commission (aka Visit Mendocino County), The Mendocino County Arts Council, and the Film Liaisons of California Statewide Board of Directors.

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

I was the CEO of the Mendocino Coast Chamber of Commerce from 2002 thru 2015. During that time I was charged with managing the Visitor Center, which assisted over 10,000 visitors a year. I was also charged with running the Mendocino County Film Commission, housed at the Mendocino Coast Chamber. Both required careful planning of the budget and marketing in order to maximize effectiveness on a tight budget. I also served on the finance and audit committee of the Mendocino County Tourism Commission to review the finances and lack of oversight of public money 2015-2016.

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

Continued growth of Transient Occupancy Tax, sales tax, a vibrant downtown and continued growth through our social media campaigns that bring visitors and locals downtown to support the business community.