

# FORT BRAGG

NORTH COAST CALIFORNIA 

## Marketing Campaign Monthly Update

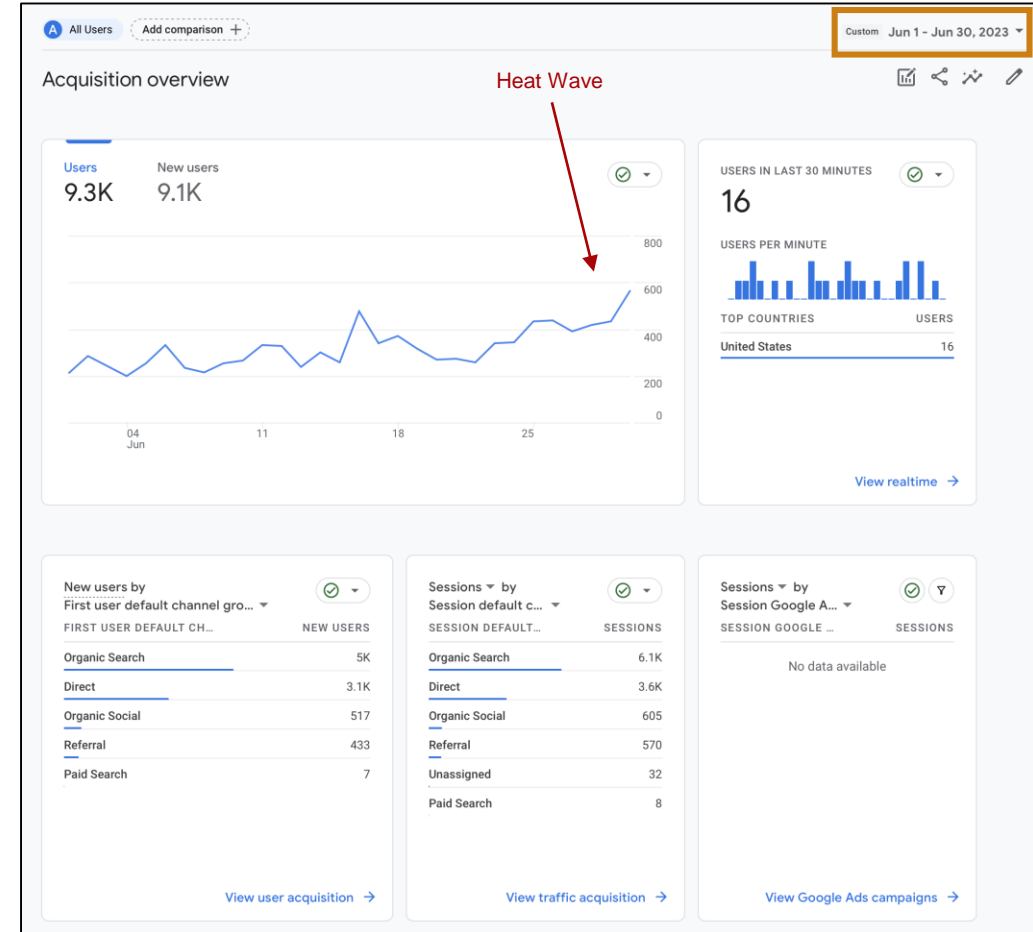
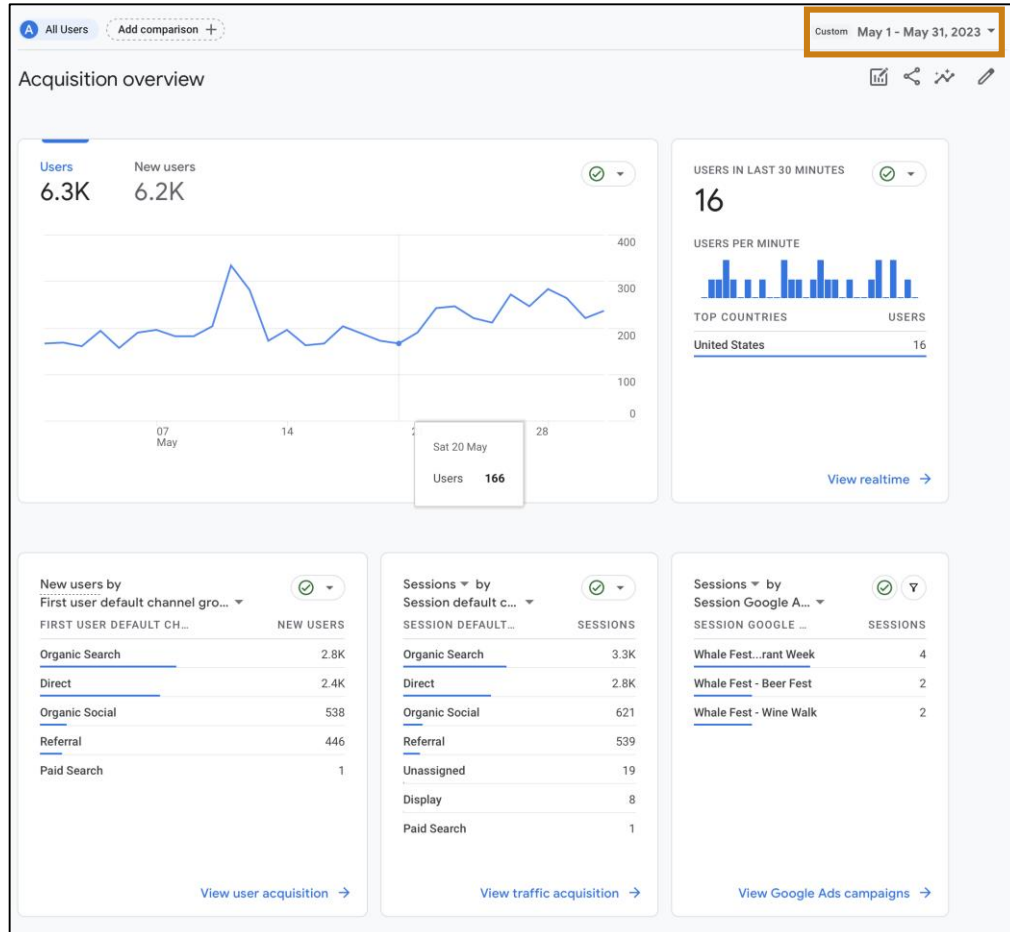
July 11, 2023

THE IDEA  COOPERATIVE  
SONOMA COUNTY



# MONTHLY SITE TRAFFIC

## Google Analytics



MOUNTAIN BIKING

Landing Page

- Yuri Hauswald Article
- Audio Interviews
- Maps
- About Jackson Forest

Newsletter:

Total Opens: 2,780

Total Clicks: 270

- 97 Live Cam
- 54 North Coast Bike

**MOUNTAIN BIKING ON THE NORTH COAST**

A MOUNTAIN BIKING MECCA IS EMERGING - RIGHT OUTSIDE OF FORT BRAGG

By Yuri Hauswald

Do you want to keep a secret? The area around Fort Bragg has some of the most accessible mountain biking you'll find anywhere. But don't let the key finding it.

The North Coast has all the makings of a Mountain Biking Mecca. A wide range of trails, from steep and thrilling to moderate and leisurely that roll through redwood forests and down forests with cool coastal air and stunning ocean views. There aren't a lot of back-to-back trails with varied places to sit, drink, recover and rest up for your next ride.

Eventually, finding it is exactly what I set out to do - to help people discover this amazing region, to engage geography, climate and land managers, along with a distinctly North Coast perspective, and the trail riders all come together to put Fort Bragg well on its way to Mountain Biking Mecca status.

[READ THE FULL ARTICLE](#)

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In the audio clips below you'll hear from the people in the Fort Bragg biking community. They'll share their favorite trails, tips for newcomers, and sources of local challenges and rewards of mountain biking in and around Fort Bragg. So sit back, relax and enjoy one of the best, emerging recreation biking destinations in California.

**Roo Harris**  
One of the original trail pioneers in Jackson Demonstration State Forest.

**Dan Sweet**  
Dan is the current president of the Mendocino Coast Cyclists and an avid mountain biker.

**Myke Berna**  
Myke, a local bike shop owner, is a former president of the Mendocino Coast Cyclists and lives in the Jackson Demonstration State Forest.

**Kevin Conway**  
Kevin is the manager of the Demonstration State Forests Program for CAL FIRE.

**MOUNTAIN BIKE TRAIL MAPS**

Jackson Demonstration State Forest is big, and mapping the trails to date has been a joint effort between trail riders, from local riders and organizations like the Mendocino Coast Cyclists and CAL FIRE. Below are a few maps from reliable sources that can get you started on the most well-known, and more local, trails in the region. There are a few important things to consider when riding the forest that go beyond the common warnings and generalizations of all mountain biking on public lands.

- Carry your cell phone with an application like Trailforks you loaded to find your way around, since many areas aren't marked.
- Consider carrying a GPS device such as Garmin to communicate in emergency situations, or cell phone reception is spotty.
- Stay on established routes. Don't cut through the forest or create new trails.

[THE OFFICIAL RECREATION OVERVIEW MAP](#) | [THE OFFICIAL CAL FIRE BIKE RIDES REGULATIONS MAP](#)

**Lindquist - Sweet Pea - Observatory Trail**  
A popular loop to drop down Lindquist, ride up Sweetpea, and take Road 401 around to the top of Observatory Trail. Show some love to the generally loose and observational and then follow Lindquist or Sweetpea through JDF's Programmed back to your car at R200. There's a lot of trail to take you from the top of the Mendocino Coast Cyclists' Ridge trails, which also are some of our most popular, with a nice variety of riding. The loop is moderately difficult, with some off-trail riding.

[VIEW MAP](#) | [VIEW ON TRAILFORKS](#)

**Woodlands To The Scales**  
This one will take you with you onto part of streamside riparian areas in the Mendocino Woodlands State Park and proceeds to climb up the ridge to Rd 401. The distance is approximately 10 miles in Casper, AKA, the "Huckle" area and back. An all-day intermediate adventure.

[VIEW MAP](#) | [VIEW ON TRAILFORKS](#)

**Scales to Sweet Pea**  
This route includes Lindquist, Check House and Sweet Pea. If you enjoy some aerobic climbing, head up Rd 401. The trail, rather than using a few kilometers of climbing. The route comes straight back to your car on Rd 401. The trail is considered moderately difficult, with some off-trail riding and a bit of a steep.

[VIEW MAP](#) | [VIEW ON TRAILFORKS](#)

[LEARN MORE ABOUT THE JACKSON DEMONSTRATION STATE FOREST](#)



**A Mountain Biking Mecca In The Making**  
Local cyclists have known for years, the mountains above Fort Bragg offer some of the most amazing trails you'll find anywhere. Where do you find them? Just click below to hear from the people putting Mendocino mountain biking on the map. Speaking of maps, you can download a few of those, too.

[Discover Local Mountain Biking](#)



**Know The Forest**  
Part of what makes mountain biking out of Fort Bragg so unique is that most of the trails are in or around the Jackson Demonstration State Forest. Owned and managed by CAL FIRE, it's a living laboratory for resilient forest best practices. At almost 50,000 acres, it's also huge. So, grab a good map before you go.

[Get To Know JDSF](#)



**MORE FOR THE ADVENTURIST**  
Of course, there's more than cycling for the active outdoors-lover in Fort Bragg. Here are a handful of suggestions to get your adrenaline pumping out in the wilds, knowing there's a good beer and casual dining waiting for you in town.

[Explore Outdoor Activities](#)

FORWARD TO A FRIEND

If you have a friend with a single-track mind, forward this email so they can discover the quickly emerging mountain bike mecca in Fort Bragg.



**Sip Happens**  
Fort Bragg has a new, distinctly North Coast, wine bar. With local wines and beers, Sip offers fine wines from sleek, self-serve dispensers. Enjoy the wines and the vintage vibe, right down to an old growth redwood bar and other beautiful handmade wood features.

[Meet Sipe Wine Bar](#)



**WATCH THE SUMMER ROLL IN**  
Check out [Noyo Marin Center's Crow's Nest Live Cam](#) for a moment of fresh, coastal, virtual zen.



# FORT BRAGG

NORTH COAST CALIFORNIA

## Campaigns

### SEASONAL EVENTS

#### Landing Page

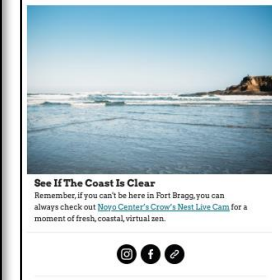
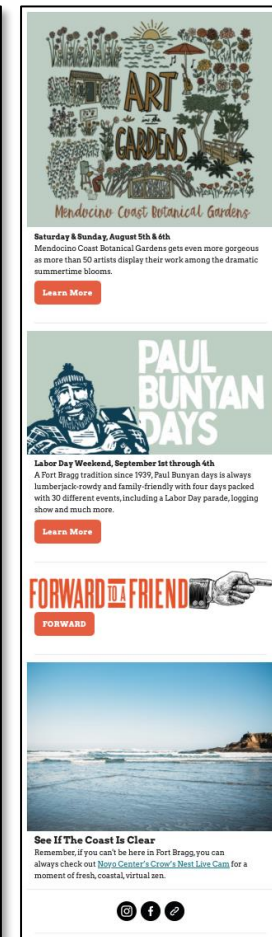
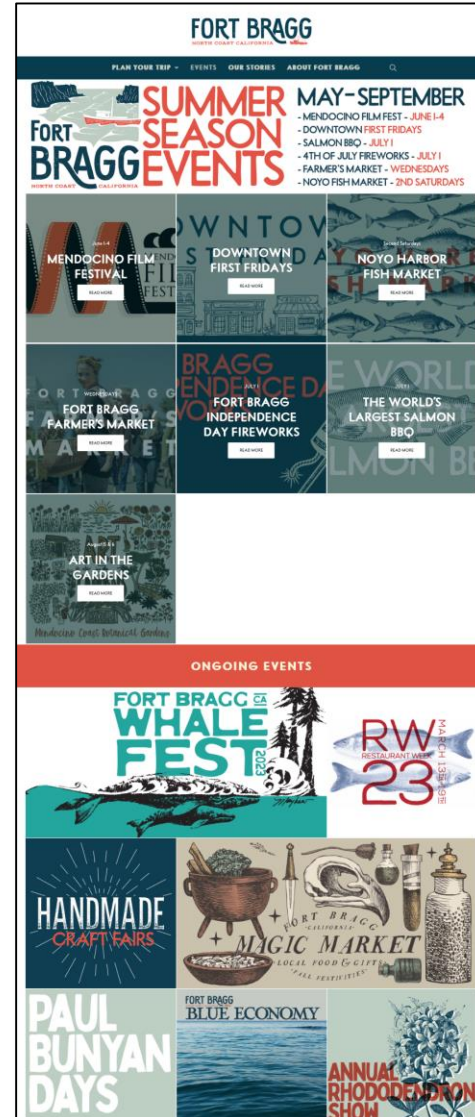
- Banner
- Summer Events Featured
- Independence Day – 3K + visits

#### Newsletter:

Total Opens: 3,661

#### Total Clicks: 609

- 200 Events
- 118 Live Cam
- 53 Salmon BBQ



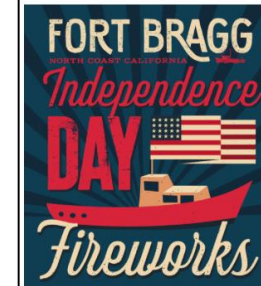
**Nor Coast Rodders Classic Car Show**  
Saturday, June 17  
A Fort Bragg favorite rolls into town this weekend. Nor Coast Rodders Car Club presents their 17th Annual Classic Car Show. Cruise into downtown to check out these incredible cars competing for 31 awards, including best of show.

[Learn More](#)



**Saturday, July 1**  
Start the Independence Day weekend off with great food and live music in Noyo Harbor. This Fort Bragg tradition features grilled wild-caught salmon, fresh corn on the cob and more, with beer provided by North Coast Brewery, bread from Fort Bragg Bakery and local Thanksgiving Coffee.

[Learn More](#)



**Saturday, July 1**  
With your belly full of salmon, make your way to Noyo Headlands, Pomo Bluffs or Todd Point for an awesome fireworks display. The show starts at 9:30 PM.

[Learn More](#)

## Year In Review

### 2022 > 2023

#### June > July:

- Objective – Increase Digital Engagement

#### The Great Fort Bragg Photo Collection

#### August > September

- Art & Culture Content Creation
- Reach Campaign Production

#### October:

- Art & Culture Promotion > Ongoing
- Reach Campaign Production (shoot this Sun./Mon.)

**Paid Digital:** Art & Culture Paid Social

#### November > December:

- Objective – Holiday Merchant Support

#### Gift Guide Campaign

#### January > March 2023

#### Shoulder Season Reach Campaign

Streaming TV: Targeted TV Ads and Online Pre-Roll

#### February > March 2023:

#### Whale Fest + Restaurant Week

#### April 2023:

- Art & Culture

#### May 2023:

- Summer Season Events
- Mountain Biking

#### June:

- Mendocino Film Festival

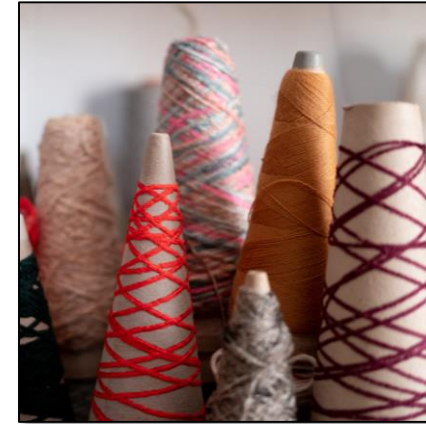
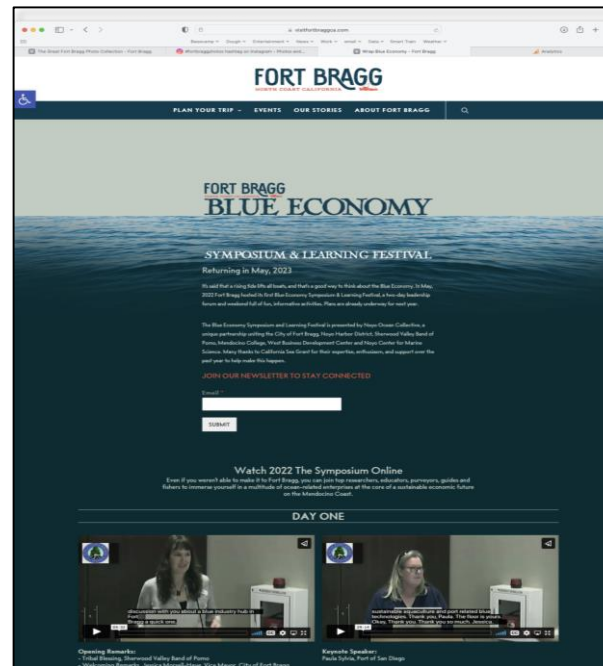
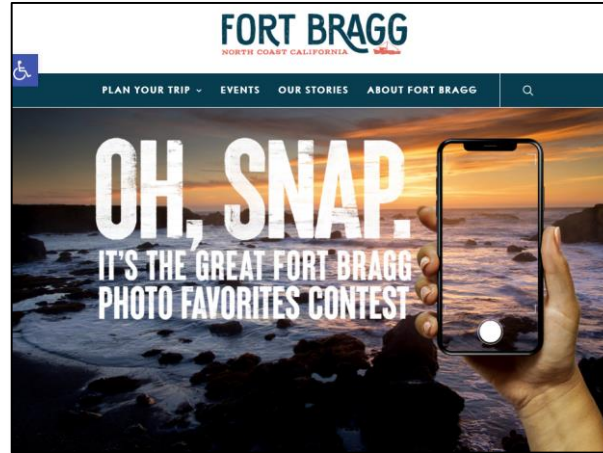
# FORT BRAGG

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## Year In Review

### July > October

- Blue Economy Wrap
- Independence Day
- Alleyway Art Project
- Water Awareness
- Photo Contest
- Magic Market
- Art & Culture Content Gathering



# FORT BRAGG

NORTH COAST CALIFORNIA

## Year In Review

### November > February

- Art & Culture 1
- Holiday Gift Guide
- Winter Wonderland
- Video Reach Campaign
- Sacramento Magazine
- Whale Fest +
  - Wine Walk
  - Restaurant Week
  - Beer Fest



**Discover Fort Bragg's incredible arts & culture scene.**

Those who really know Fort Bragg know there's more than stunning ocean views and towering redwoods. There's also a thriving, vibrant, diverse and incredibly talented art and culture scene. Allow us to introduce you to just a few of these amazing North Coast artisans.

[Explore Now](#)

**The Weavers**  
Pacific Textile Arts serves as a hybrid gallery, art school, studio space and museum showcasing textiles from around the world and offering classes that explore a variety of disciplines.

[EXPLORE >](#)

**The Woodworkers**  
The Krenov School and Coast Collective have been attracting aspiring craftpeople to Fort Bragg, making the city a mecca for hand-crafted wood works of extraordinary quality.


[EXPLORE >](#)

**The Muralists**  
It's likely that you've seen some of Fort Bragg's amazing murals around town. But The Alleyway Art Project let's you map them & learn more about each mural & the artists who craft them.

[EXPLORE >](#)

**The Arts**  
Whatever your artistic passions and appreciations, there's something for you in Fort Bragg, from craft shops and galleries to museums and, yes, a renowned tattoo parlor.

[EXPLORE >](#)

**FORWARD TO A FRIEND** 

Share your love of Fort Bragg. Click below to forward this email to your friends.

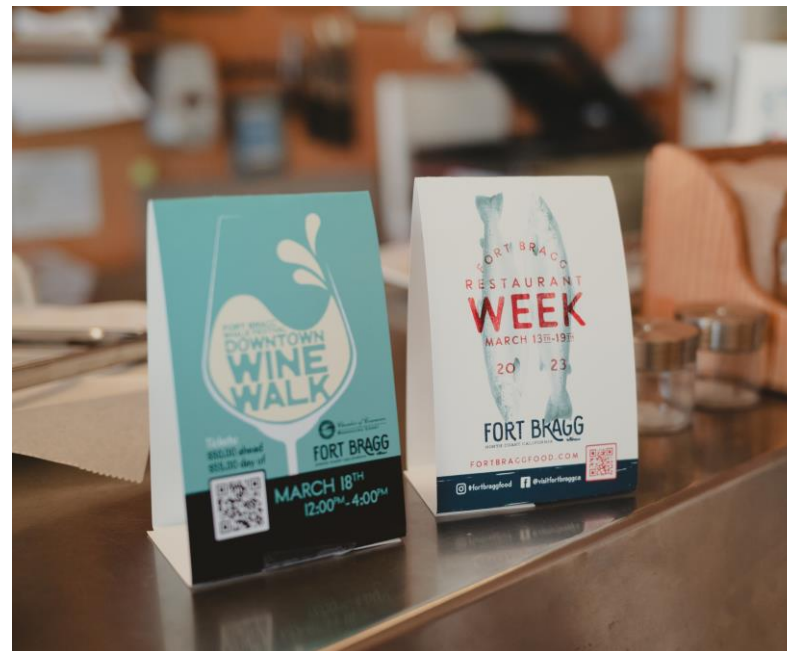
[Forward To A Friend](#)



# Year In Review

## March > June

- **Whale Fest +**
  - Whale Fest
  - Wine Walk
  - Restaurant Week
- **Arts & Culture 2**
- **Mountain Biking**
- **Seasonal Events**
- **Mendocino Film Festival**



**FORT BRAGG** NORTH COAST CALIFORNIA

**SUMMER SEASON EVENTS**

**MAY-SEPTEMBER**

- FIRST FRIDAYS KICK-OFF - JUNE 2
- MENDOCINO FILM FEST - JUNE 1-4
- SALMON BBQ - JULY 1
- 4TH OF JULY FIREWORKS - JULY 1
- FARMER'S MARKET - WEDNESDAYS
- NOYO FISH MARKET - 1<sup>ST</sup> SATURDAYS
- AND MORE



VisitFortBraggCa.com

## ANNUAL SITE TRAFFIC

Google Analytics

### Total Site Users (July > June)

2021 > 22: 60,947

2022 > 23: 72,758

### E-Newsletter:

June 2022: 3,400

June 2023: 5,413

### Annual Traffic Totals:

Jan: 3.3K

Feb: 8.9K

March: 10K

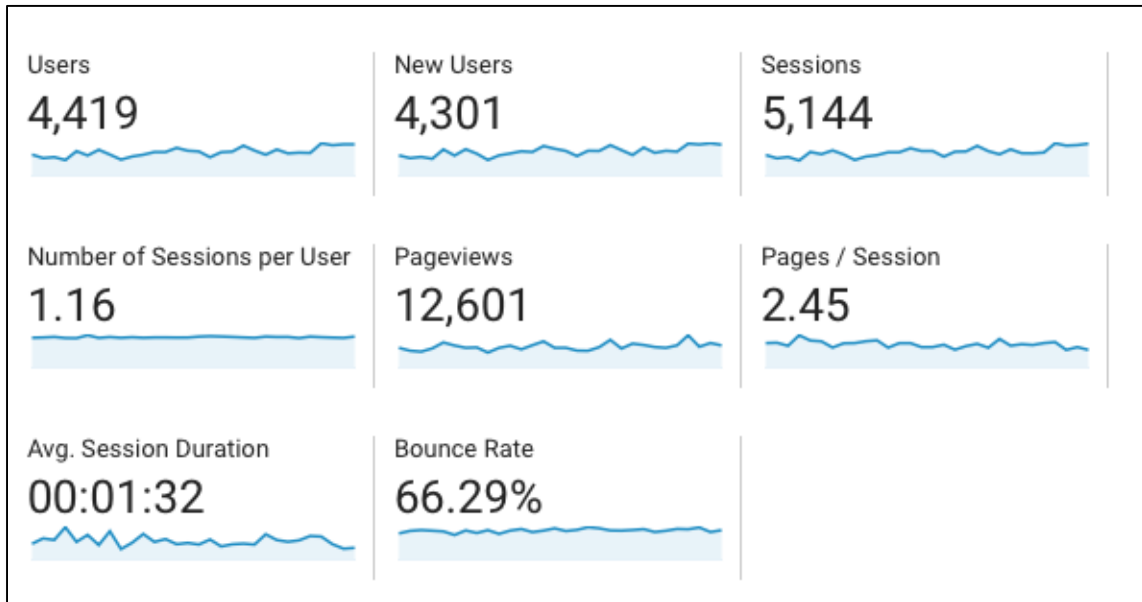
April: 5.6K

May: 6.3K

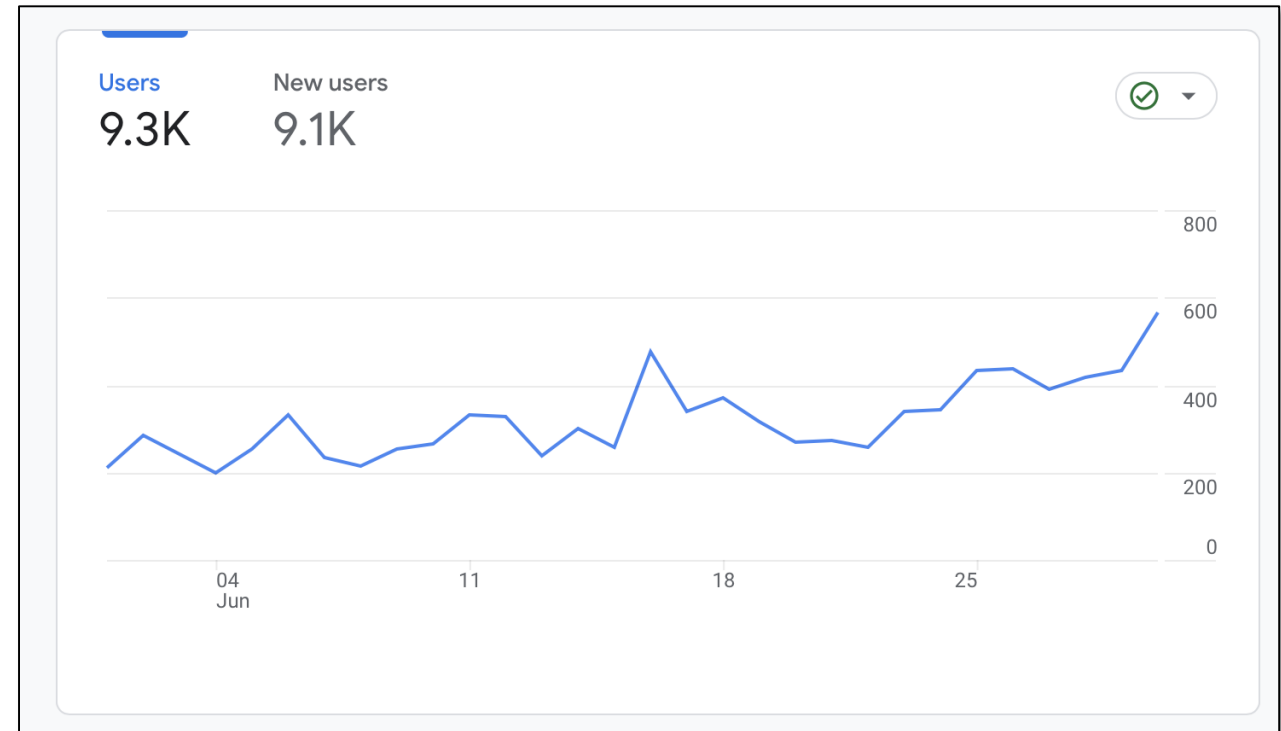
June: 9.3K (2022: 4.4K)

**2022 to 2023 Comparisons**  
Google Analytics

June 2022



June 2023



# Promotion Calendar

## 2023 > 2024

### July

Objective – Increase Digital Engagement

**The Great Fort Bragg Photo Collection - Beaches**

### August > September

Objective – Increase Digital Engagement

**Visitor Profiles**

**Art Walk**

### September > October

Objective – Shoulder Season Visitation

**Fort Bragg Beer Month**

### November > December

Objective – Holiday Merchant Support

**Gift Guide**

### January 2024

Objective – Merchant Support/Shoulder Season Visitation

**Restaurant Week**

### February > March

Objective – Merchant Support/Shoulder Season Visitation

**Whale Fest** (+ wine walk, beer fest, 10K, etc.)

### April

Objective – Shoulder Season Visitation

**Fort Bragg Mountain Bike Race**

### May

- **Book Early** (feature event weekends)
- **Summer Season Events**
- **Mendocino Film Festival**

### June

- **Stay Sustainably**
- **Getting To Fort Bragg**

Questions?

Comments?

