



CITY OF FORT BRAGG

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COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: JUNE 23, 2022
TO: VISIT FORT BRAGG COMMITTEE
FROM: SARAH MCCORMICK, ASSISTANT TO CITY MANAGER
CRISTAL MUNOZ, ADMINISTRATIVE ANALYST
AGENDA ITEM TITLE: DISCUSS ALLOCATION OF VISIT FORT BRAGG
DISCRETIONARY BUDGET FOR FY 22/23

BACKGROUND AND OVERVIEW:

City Council allotted \$20,000 in discretionary spending for the Visit Fort Bragg Committee (VFB) for the upcoming 22/23 fiscal year. VFB expressed an interest to discuss and identify funding priorities early in the year in order to best utilize resources. Staff prepared a list of past activities VFB has sponsored or has discussed interest in sponsoring, along with a calendar to illustrate timing.

Potential Activities:

VFB has actively made improvements to the visitor experience, which also enhances the quality of life for residents. Investments to refurbish downtown kiosks, hanging banners from the light poles, and procuring winter holiday garlands, bows, and lights to decorate light poles downtown, to name a few. The table below presents several ideas that have come forward over the months for VFB consideration and prioritization:

Activity	Proposed Date	Potential Costs
Winter Holiday Decorations		FY21/22 \$5,000
Weekend Street Musicians	# Saturdays June - September	\$50 each
Sidewalk Flags		
VFB Mural		\$3,000 - \$5,000

Potential Special Events

Significant COVID restrictions were lifted on June 15, 2021, making it easier to plan for larger gatherings and events. VFB has expressed an interest in hosting and sponsoring more special events such as the Magic Market and Downtown Winter Wonderland. Community events such as these bring locals and visitors downtown to socialize and patronized local shops. Several events are listed in the table below for VFB consideration and prioritization:

Event	Proposed Date	Estimated Costs
Downtown Block Party (one)		Insurance: \$250 - \$350 Co. Health Permit: \$180 Co. Event Permit: \$150 Security: \$200 - \$1,000 Restrooms: \$250 - \$700 Food: \$500 - Musicians: \$50 - \$500 Outdoor Tent: \$1,500 Outdoor Heaters: \$80/per Posters: \$300
Downtown Block Party (two)		
Magic Market	October Saturday Before Halloween	
Winter Wonderland		
Holiday Light Parade	December 1 st Saturday	
Nor Cal Rodder's Father's Day Car Show	June Saturday Closest to Father's Day	
Paul Bunyan Days	September Labor Day	
4 th of July	July Closest Saturday	
Fort Bragg Cultural Festival		
First Friday Arts & Culture Walk Spring Kick-off	April First Friday	
Outdoor Dining for Restaurant Week	March Second Week	
Coastal Trail Celebration		
Whale Festival	March	
Blue Economy Symposium & Learning Festival		

Summer

June, July, August

- Downtown Block Party
- Father's Day NorCal Rodder's Show
- 4th of July Celebration
- The Great Fort Bragg Photo Collection
- Destination Conversion Campaign

Autumn

September, October, November

- Paul Bunyan Days
- Magic Market
- Family Experience Campaign
- Newsletter Sign-up Campaign

Winter

December, January, February

- Winter Wonderland with Santa
- Holiday Light Parade
- Holiday Gift Guide
- Winter Visit Campaign

Spring

March, April, May

- Whale Festival
- First Friday Spring Kick-off
- Restaurant Week

Undecided

Events that can be scheuled any time of year

- Fort Bragg Cultural Festival
- Coastal Trail Celebrartion
- Blue Economy Symposium & Learning Festival

Evergreen

Campaigns that happen year round

- Water Conservation
- Eco-Conscious Traveling (Reusable Waterbottles, Utensils, etc)
- Not feeding wildlife, leaving only footprints



Promotional Marketing can take many forms. In the past, VFB focused solely on attracting outside visitors to travel to Fort Bragg stay in hotels, eat in restaurants, and shop. However, recent efforts have shown that weaving community-oriented events into the visitor experience results in more engaged visitors, which leads to folks planning their next trip even before they leave town. The Idea Cooperative has successfully utilized the “Stories” aspect of the VFB website to this end.

For example, during the recent Blue Economy Symposium & Learning Festival event, “Stories” featured in the e-Newsletter included:

- Anna Neumann, Noyo Harbormaster: introduced the new Harbormaster and Noyo Harbor District’s monthly Fish Market, which offers local fishermen a chance to sell their catch directly from the boat, with tables and booths in adjacent Grader Park with offering live music, craft booths, food vendors and non-profit outreach opportunities;
- Tristin McHugh, Kelp Project Director and Grant Downie, Urchin Diver: showcased The Nature Conservancy’s Kelp Project, which is committed to understanding the decline of kelp forests and developing pathways to recovery.
- Princess Seafood: introduced the woman who operates a 42-foot fishing vessel, fish market, and restaurant from the Noyo Harbor.

Future efforts to integrate destination marketing campaigns with local stories and events that bolster the visitor experience include coordinating a Holiday Pop-up shops at local galleries and creating supporting “Stories” about local artists, while promoting the Holiday Gift Guide. Or maybe collaborating with Pacific Textile Arts or The Krenov School of Fine Furniture around special exhibits. Efforts such as these drive visitors to Fort Bragg, while also improving the quality of life for local residents and showing off folks that make our community unique.

RECOMMENDATION:

Discuss potential activities to fund in order for staff to develop a calendar and budget for VFB consideration at the next regularly scheduled meeting.

ALTERNATIVES:

None.

NOTIFICATIONS:

“Notify Me” Subscriber Lists: Economic Development Planning; Fort Bragg Downtown Businesses; Tourism and Marketing