



CITY OF FORT BRAGG

416 N. FRANKLIN, FORT BRAGG, CA 95437
PHONE 707/961-2823 FAX 707/961-2802

COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: FEBRARY 03, 2022
TO: VISIT FORT BRAGG COMMITTEE
FROM: CRISTAL MUNOZ, ADMINISTRATIVE ANALYST
SARAH MCCORMICK, ASSISTANT TO CITY MANAGER
AGENDA ITEM TITLE: RECEIVE REPORT AND PROVIDE DIRECTION ON
REMAINING FISCAL BUDGET FOR THE VISIT FORT
BRAGG COMMITTEE

BACKGROUND AND OVERVIEW:

The Visit Fort Bragg Promotions program is funded from a portion of the Measure AA increase in Transient Occupancy Taxes from 10% to 12%. At the beginning of the 2021-2022 fiscal year, the Fort Bragg City Council approved \$20,000 the Visit Fort Bragg Committee. \$4,514.91 has been spent year to date (Attachment 1).

SUMMARY:

Over the past year, City Council and Visit Fort Bragg Committee (VFB) have implemented several economic development efforts to support the Central Business District. The table below describes activities VFB has discussed and worked toward implementing. Staff recommends reviewing proposed activities, discuss priorities, and allocate the remaining \$15,485.09 for FY 2021-22.

Proposed Activity	Description	Estimated Cost
Update Kiosks <ul style="list-style-type: none">Main/FranklinLaurel/FranklinAlder/Franklin	Sand, repair, replace redwood cabinets and apply sealant. Replace plexiglass on one side and install lock – Provide opposite side for community announcements and flyers.	Labor + Materials \$500 + \$1500
		Printed Maps on Vinyl \$250

Proposed Activity	Description	Estimated Cost
	(remove kiosk next to Skunk Depot)	
Walking Tours <ul style="list-style-type: none"> • History • Architecture • Popular Culture • Murals / Public Art • Nature (CT and OJ) 	Digital and print walking tours to encourage pedestrian activity downtown.	Content development \$TBD
		Printed Maps \$700/1000 copies
		Website development and QRL code (included with Idea Cooperative Contract)
Special Events <ul style="list-style-type: none"> • Magic Market • Holiday Lights • Paul Bunyan Days • Downtown Block Party • Blue Economy Event • NorCal Rodders Car Show 	Support local event organizers and/or create independent VFB event.	Insurance: \$250 - \$350 Co. Health Permit: \$180 Co. Event Permit: \$150 Security: \$200 - \$1,000 Restrooms: \$250 - \$700 Food: \$500 - Musicians: \$150 - \$800 Outdoor Tent: \$1,500 Outdoor Heaters: \$80/per

RECOMMENDATION:

1. Review and discuss potential activities and wait until meeting of February 17 to allocate budget;
2. Review proposed activities, discuss priorities, and allocate the remaining \$15,485.09 for FY 2021-22;

ALTERNATIVES:

Receive recommendations from VFB committee members and direct staff to proceed with any alternatives they have.

ATTACHMENTS:

1. FY 21-22 YTD Budget

NOTIFICATIONS:

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