



**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:** April 20, 2021  
**TO:** Visit Fort Bragg Committee  
**FROM:** Sarah McCormick, Housing & Economic Development  
**AGENDA ITEM TITLE:** **Receive Report and Discuss Economic Development Strategies, Focused on the Central Business District**

**BACKGROUND:**

City Council held two special meetings earlier last month – March 1 and March 16, 2021 to consider the topic of economic development. Over the course of these meetings, several potential investments were discussed regarding how the City might best invest resources to support the Central Business District (CBD). On March 24, 2021 the Community Development Committee reviewed the list of economic development tools and tasked the various Council Committees to develop recommendations to City Council and/or provide staff direction.

**SUMMARY:**

The table below lists investments that the City Council is either currently implementing or considering to implement to support the economic prosperity of downtown.

F&A – Finance & Administration Committee  
CDC – Community Development Committee

PS – Public Safety Committee  
VFB – Visit Fort Bragg Committee

PW&F - Public Works & Facilities

<b>Economic Development Tool</b>	<b>Council Committee</b>	<b>Notes</b>
Create Public Gathering Space	CDC	Identify potential locations for an outdoor public gathering space (outdoor concerts?)
Improve Public Restrooms at Town Hall	PW&F	Remove interior hallway? Outdoor Lighting?
Increased Pedestrian Dedications	CDD	Parklets? Street Closure?

<b>Economic Development Tool</b>	<b>Council Committee</b>	<b>Notes</b>
Create Historical Walking Tour	VFB	Work with the Mendocino-Fort Bragg Historical Society and other community partners to develop a historical walking tour.
Create Mural Walk	VFB	Council recently allocated \$18,000 from the FY20/21 budget to the AlleyWay Art Project for mural installations. Coordinate with Lia Wilson to develop walking tour.
Public Art	CDD	Develop program to encourage installation of art (empty storefronts?)
Improve Business Directory & Directional Signage	VFB	Create seasonal banners to hang in existing kiosks? create new directional signage along sidewalks?
Install Trees, Planters and Landscaping	PW&F	Collaborate with Bee City to create public program for tree dedications, planting for planters and landscaping.
Install Bollards to Block Vehicular Traffic for Special Events	PW&F	Currently budgeted and included as part of a larger street striping project for FY21/22.
Reconsider Allowable Land Uses	CDD	Evaluate current land use tables and permitting requirements.
Employ Code Enforcement Actions	CDD	Develop a comprehensive strategy to bring all properties into compliance with City regulations.
Establish Regular Walking Patrol	PS	Establish a regular, physical walking presence of uninformed officers - building positive public relations, while deterring nuisances.
Temporary Waiver of Water/Sewer Capacity Fees	F&A	Create a temporary waiver for water/sewer capacity fees in order to support new/expanding businesses.
Coordinate Downtown Business Conversation Regarding a Business Improvement District (BID)	CDD	Coordinate outreach to downtown businesses and assist in understanding how a Business Improvement District (BID) creates opportunities.

The Visit Fort Bragg Committee (VFB) is appointed to consider how VFB might support the Citywide effort to revitalize the downtown with the following activities: 1) improving directional signage and kiosks; 2) developing a Historical Walking Tour; and 3) creating a Mural Walking

Tour. Although not explicitly related to destination marketing and promotion, strengthening the CBD could prompt those who visit to stay longer, spend more, and visit more often - these efforts would strengthen the identity of downtown, and it's the small town character that makes our community a place people want to visit.

VFB and the team at Idea Cooperative have developed a successful branding campaign and promotions reflecting the personalities and places that make Fort Bragg unique. The following prompts are offered to help kick start the conversation:

- How can the VFB branding be leveraged to improve kiosk displays?  
Should monthly campaigns be featured in kiosks? The Walking Map? New kiosks?
- How can VFB support directional signage? Could there be special districts with fun identifiers to represent different areas of downtown? Where to place signage?
- Could the Historical Walking Tour or Mural Walk be a monthly promotional effort? How? A scavenger hunt? Best story about a Fort Bragg adventure? A kickoff event?
- How do we get input from downtown business owners?

One consideration to keep in mind is that existing VFB funds should be utilized. If activities are identified that are not covered with existing VFB funding, proposals should be presented to the Finance and Administration Committee for review and recommendation to City Council.

**RECOMMENDATION:**

Not applicable.

**ATTACHMENTS:**

None.

**NOTIFICATIONS:**

City of Fort Bragg "Notify Me" Subscriber Lists: Fort Bragg Downtown Businesses; Economic Development Planning; Tourism & Marketing