



FORT BRAGG

NORTH COAST CALIFORNIA 

Marketing Campaign Monthly Update

May 9, 2023

Promotion Calendar

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**
- **Mendocino Film Festival**
- **Mountain Biking**

June:

- **Photo Collection**
- **Blue Economy ?**

Jan Site Traffic: 3.3K

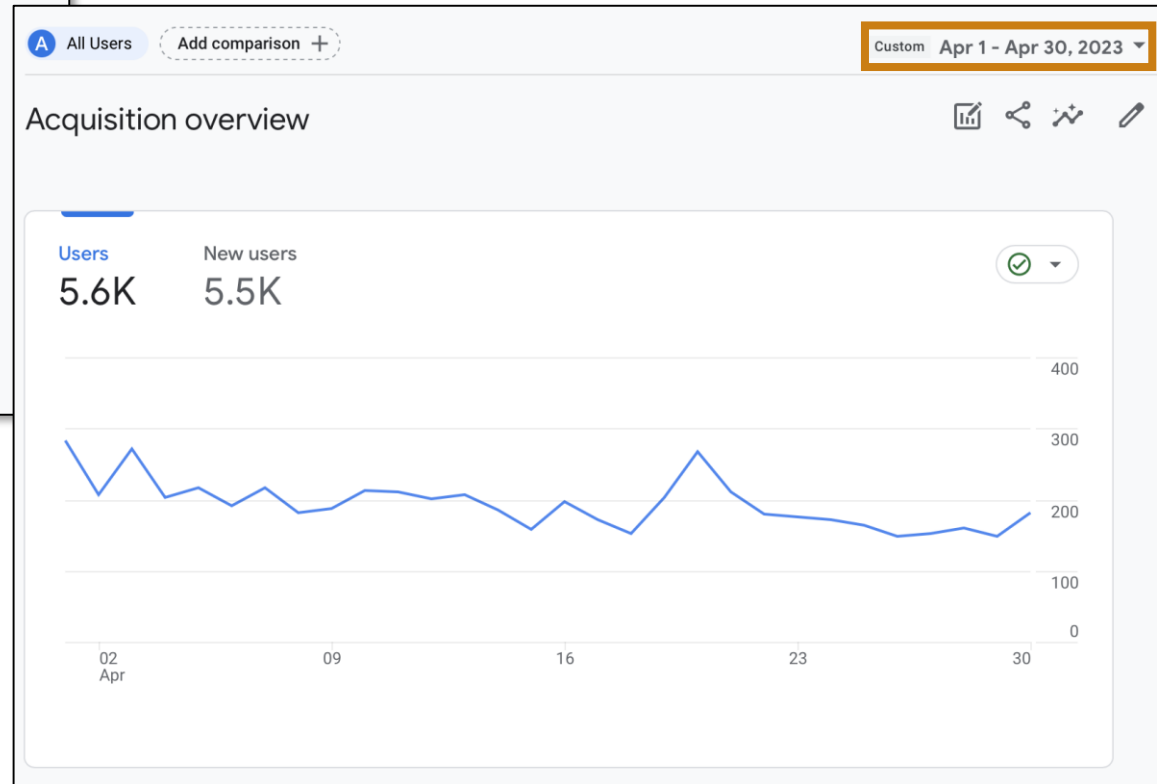
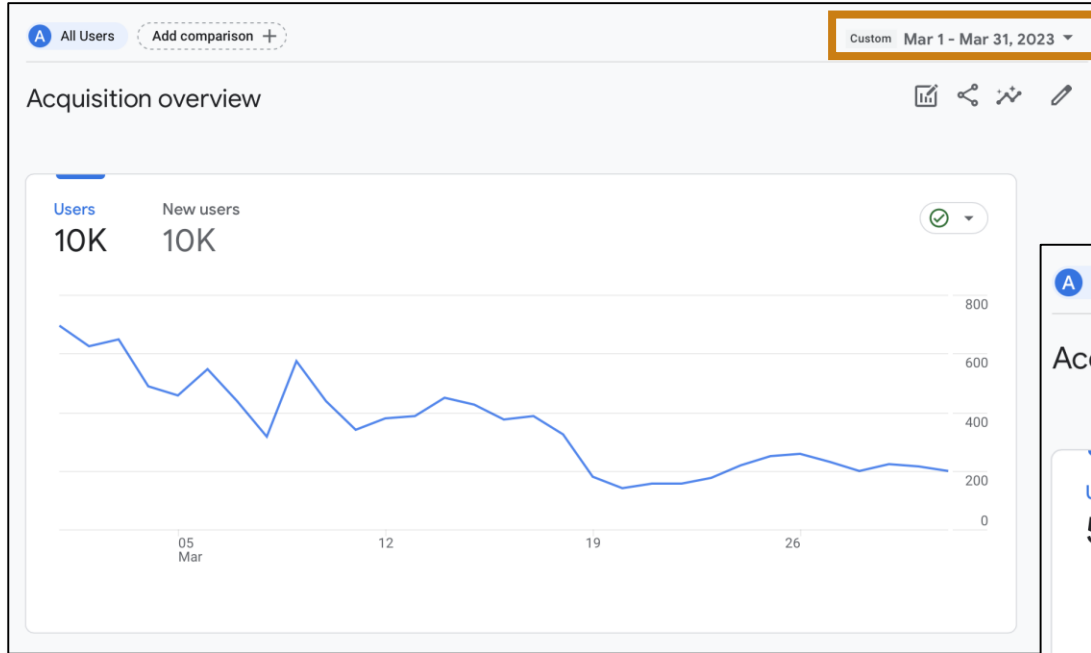
Feb Site Traffic: 8.9K

March Site Traffic: 10K

April Site Traffic: 5.6K

MONTHLY SITE TRAFFIC

Google Analytics



E-Newsletter:

4/8 > 5/8 (+87)

➤ 5,259 Total

Campaigns

April ARTS & CULTURE

Add to ongoing A&C content – Posts, Pages & April E-newsletter

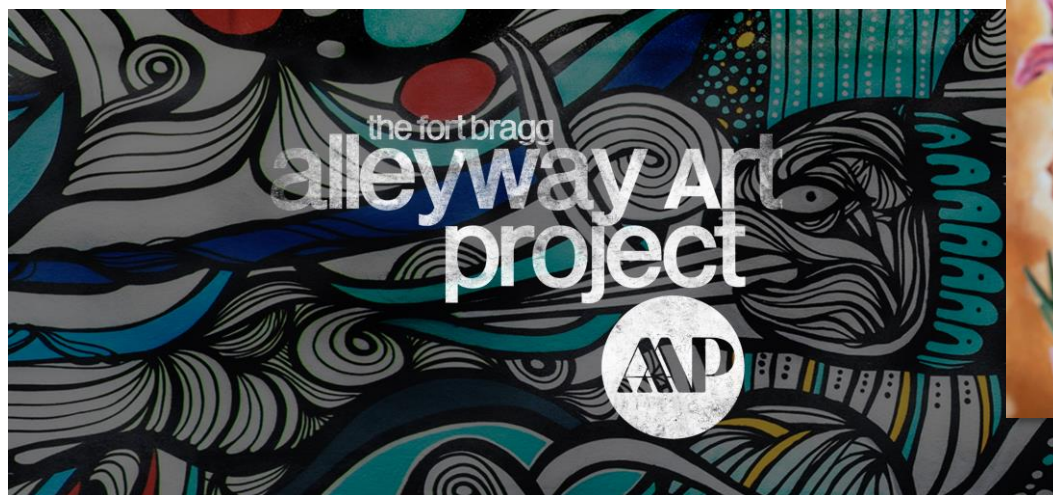
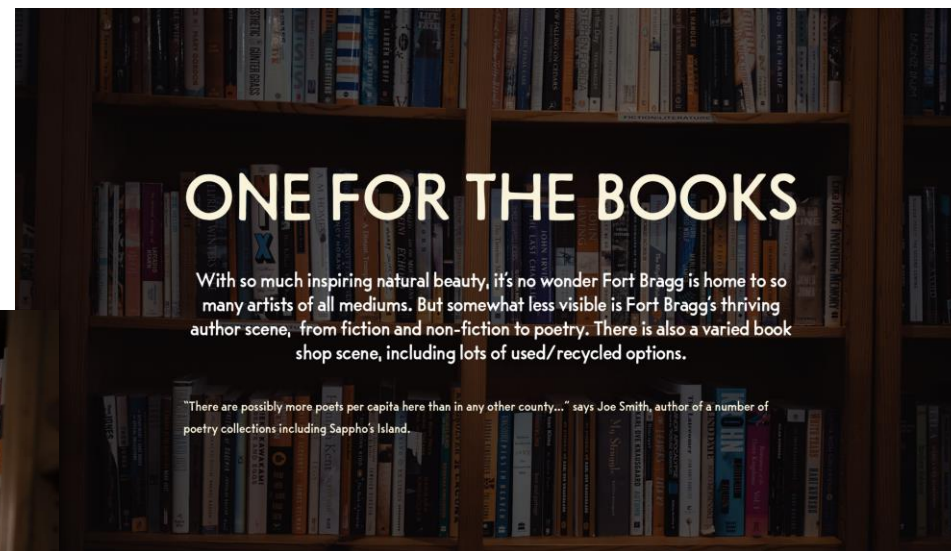
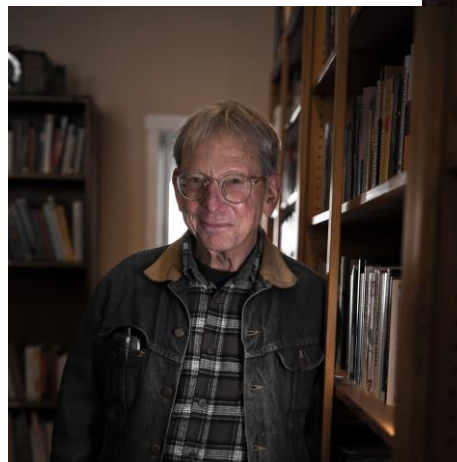
Literary Arts:

- Audio interviews
- Portraits

Alleyway Art Project

- Leah audio

Symphony of The Redwoods



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Campaigns

April ARTS & CULTURE ENEWSLETTER

Total Opens: 2,816

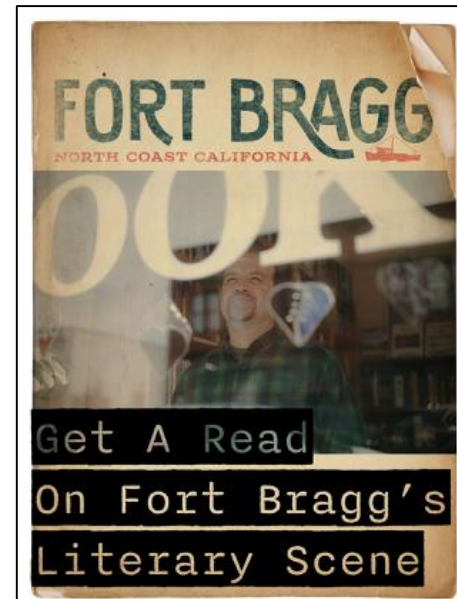
Total Clicks: 353

- 117 Live Cam
- 82 Lia & The Murals
- 72 Bookstore Scene
- 71 The Writers

Users ▼ by City ✓

CITY	USERS
San Jose	490
Fort Bragg	275
San Francisco	192
Los Angeles	152
Sacramento	122
Ashburn	82
Bochum	72

[View cities →](#)



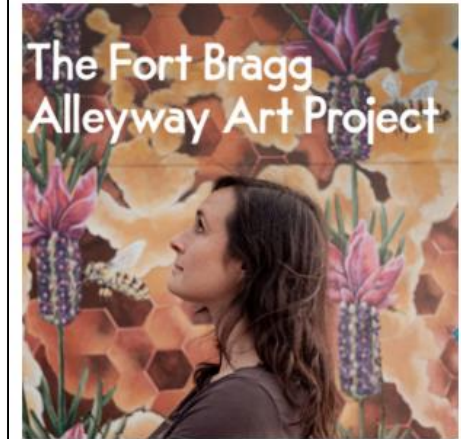
The ocean is awe-inspiring. The forested mountains glorious. But you have to look a little harder for one of Fort Bragg's most impressive treasures. There's a vibrant written word culture embodied by a range of authors, poets, historians and the awesome bookstores you'll find around town.

[Explore Fort Bragg Writers & Bookstores](#)



It should be no surprise that writers are drawn to the soul-stirring beauty and relative remoteness of Fort Bragg. Hear from a few of them about their writing process and what makes the North Coast such a rousing place to write.

[Learn More](#)



Is there a little city anywhere with more murals block by block than Fort Bragg? Find out for yourself at the recently completed Alleyway Art Project website, where you can see and learn about over a dozen amazing works of street art, all within a few block in downtown Fort Bragg. While you're there, check out the Alleyway Art Project Walking Tour Map.

[See how it all went up](#)



[FORWARD](#)



Spring has sprung in Fort Bragg. The days are bright and breezy and yet the summer travel season won't kick in for a while. So, book a spring visit today. In the meantime, check out [Nowo Marin Center's Crow's Nest Live Cam](#) for a moment of fresh, coastal, virtual zen.



Campaigns

MENDOCINO FILM FESTIVAL

Sole Sponsor of Coast Cinemas in Program Book, website & social

Logo on Sponsor Reel, over 50 showings

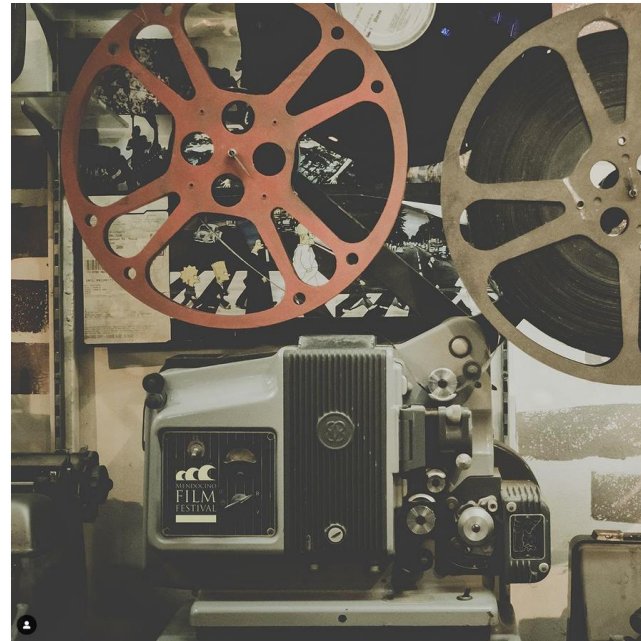
Official MMF Sponsor Logo

Half page ad in Program Book (8,000 circ, print & online)

- 3 VIP passes
- 3 Invites to Thurs. Opening Night
- 3 Invites to Fri. Festival Gala
- 3 Invites to Saturday Filmmaker Party

Social Promo

- Share to win VIP Passes



**AS IF THERE WEREN'T
ALREADY ENOUGH INCREDIBLE
SCENES IN FORT BRAGG**



FORT BRAGG
NORTH COAST CALIFORNIA

PROUD SPONSOR OF THE
MENDOCINO FILM FESTIVAL



MENDOCINO
FILM
FESTIVAL



SEASONAL EVENTS

- Pergola Banner (summer + winter season)
- Event Page



FORT BRAGG
NORTH COAST CALIFORNIA

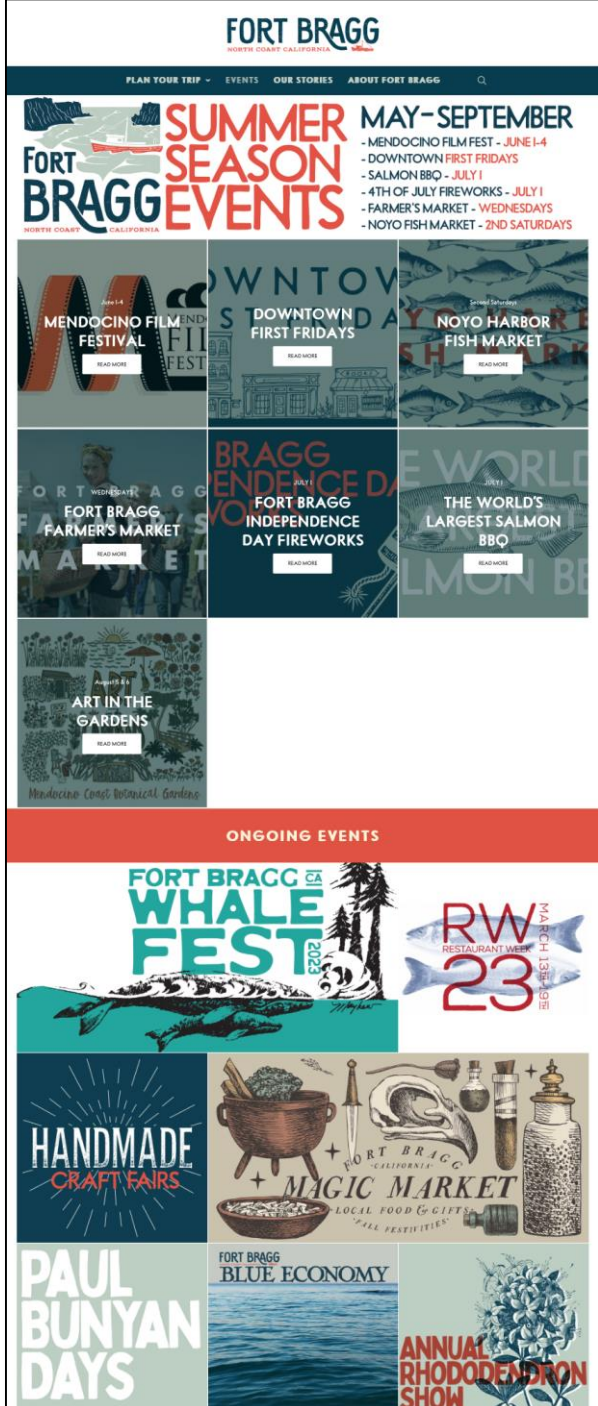
SUMMER SEASON EVENTS

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 - 1ST SATURDAYS
- AND MORE



SEE ALL THE SUMMER SEASON EVENTS



FORT BRAGG
NORTH COAST CALIFORNIA

PLAN YOUR TRIP - EVENTS - OUR STORIES - ABOUT FORT BRAGG

SUMMER SEASON EVENTS

MAY-SEPTEMBER

- MENDOCINO FILM FEST - JUNE 1-4
- DOWNTOWN FIRST FRIDAYS
- SALMON BBQ - JULY 1
- 4TH OF JULY FIREWORKS - JULY 1
- FARMER'S MARKET - WEDNESDAYS
- NOYO FISH MARKET - 2ND SATURDAYS

Event cards shown in the grid:

- MENDOCINO FILM FEST
- DOWNTOWN FIRST FRIDAYS
- NOYO HARBOR FISH MARKET
- FORT BRAGG FARMER'S MARKET
- FORT BRAGG INDEPENDENCE DAY FIREWORKS
- THE WORLD'S LARGEST SALMON BBQ
- ART IN THE GARDENS

ONGOING EVENTS

FORT BRAGG WHALE FEST

RW RESTAURANT WEEK 23 MARCH 13th-9th

HANDMADE CRAFT FAIRS

FORT BRAGG CALIFORNIA MAGIC MARKET LOCAL FOOD & GIFTS "ALL SEASONS"

PAUL BUNYAN DAYS

FORT BRAGG BLUE ECONOMY

ANNUAL RHODODENDRON SHOW

Campaigns

MOUNTAIN BIKING

Perspective

- Collaborative and Transparent
 - Mendocino Coast Cyclists
 - Local Cycling Community
 - CAL FIRE – Jackson Demonstration State Forest
 - UC Cooperative Extension
 - VFB
- Highly targeted > mtn. bike insiders
- Destination-focused – new, younger, active, travel-ready demographic

Landing Page

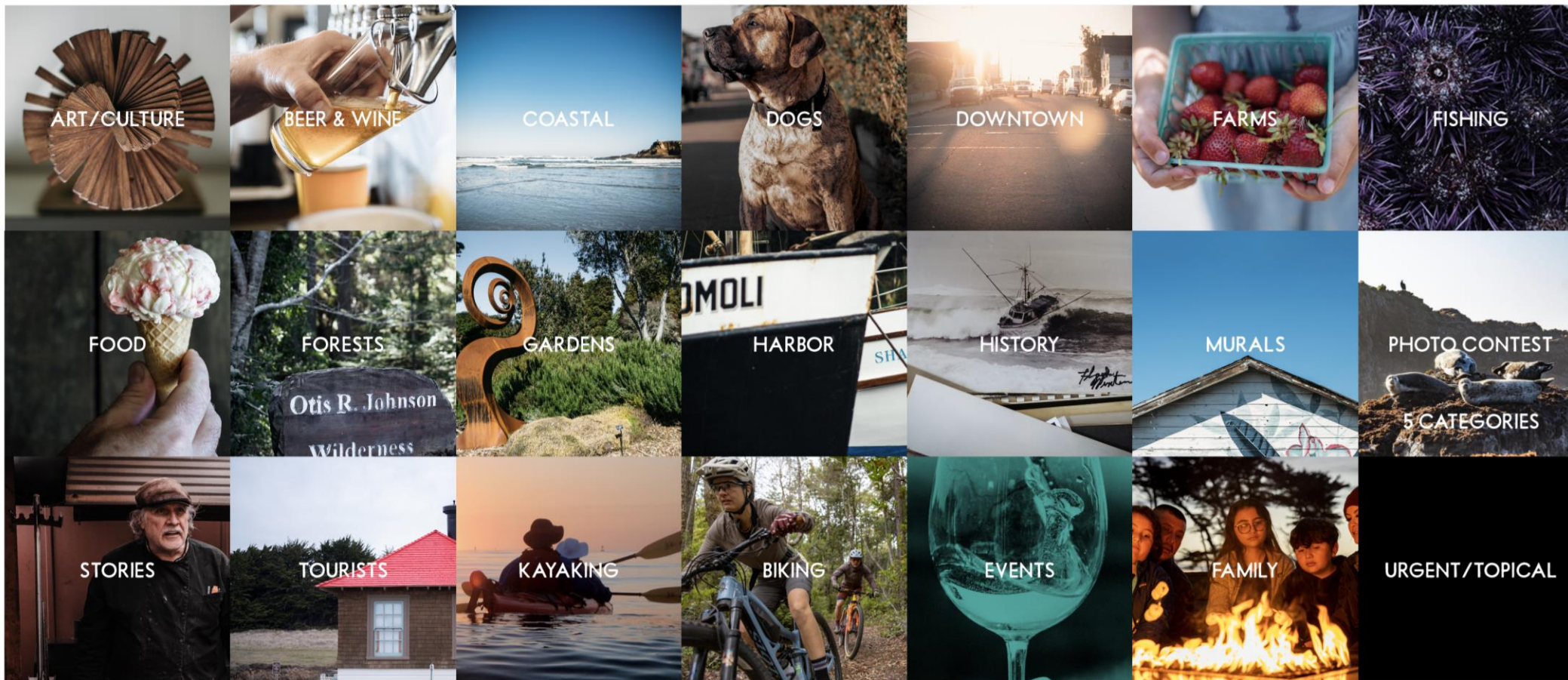
- Mountain Biking The North Coast Out of Fort Bragg
 - By Yuri Hauswald, cycling legend, Gravel Racing Hall of Fame
- Profiles & Perspectives (audio)
 - Dan Sweet – President, Mendocino Coast Cyclists
 - Roo Harris – wrote the book on North Coast Mtn. Biking
 - Myke Berna – former MCC president
 - Erik Wahl – CAL FIRE, Jackson Demonstration State Forest
- Maps
 - Approved, safe and evergreen

Forward

- Align with hospitality (hotels & restaurants)
- Events
- Ongoing - the next mountain biking mecca



POPULATING 21 CATEGORIES



COMPLETE CONTENT CALENDAR 30+ DAYS OUT

A1	A	B	C	D	E	F	G
1							
2		VFB May Post Schedule: Instagram/Facebook					
3	Scheduled	MAY					
4		Date	Post category	Theme	Copy	Hashtags	User Tags
5		5/1	Events	Rhododendron Show			Mendocino Coast Botanical Gardens
6	XXX	5/2	Downtown_Harbor_Sites	Noyo Harbor			
7		5/3					
8		5/4	Food	restaurant: noyo Fish Company	If you haven't had the shrimp wontons at Noyo Fish Company you haven't lived. Come on down and experience the crunch. You can thank us later.		
9		5/6					
10	IG	5/6	Culture/Arts	Mendocino Film Festival	Tell us your all time favorite movie, and tag a friend, to be entered to win 2 free VIP passes to the Film Festival.		
11		5/8	Ocean/Shore	Noyo Harbor	Zoom out and up for a sparkling view of Noyo Harbor		
12	FB	5/9	Culture/Arts	Mendocino Film Festival	Tag a friend in comments you'd like to go to the movies with and be entered to win 2 VIP passes to the festival.		
13		5/10	People_Stories	SIP Wine Bar	SIP does the wine bar thing a little bit differently, with a self serve option from sleek dispensers. SIP offers many local vintages, with some from further afield, and also feature local beers and artisanal picnic snacks. Proprietors (and) Fort Bragg natives Mahkayla and Cody opened SIP Wine Bar on Laurel Street about a year ago and you can read more about them on our website at www.visitfortbraggca.com/stories..		
14	XXX	5/12	Downtown_Harbor_Sites	downtownstreet	Downtown scenes.		
15	XXX	5/14	Family Fun	Fireside at Beachcomber	What better way to wind down a fun filled family day in Fort Bragg than with some fireside s'mores at the coast.		
16		5/16	Mountain Biking		The trails are ready and waiting for you. Whether you are on two feet or two wheels.		
17		5/19	Tourists	Dogs of Fort Bragg	Fort Bragg is officially dog friendly. Well-behaved canines are, often unofficially, welcome in many establishments around town. They are allowed on leash at Fort Bragg beaches and off leash at the Noyo Harbor Beach. And don't forget the dog park at C.V. Starr!		@Cvstarr
18		5/21	Food	Restaurants	So many restaurants in Fort Bragg, and so little time when there for a quick weekend. How will you pick? Maybe just stay longer!		
19		5/24	Events	CV Starr Summer Calendar	So many fun events happening regularly and seasonally at the C.V. Starr Community Center. Check their calendar at: https://www.mendocostrec.org		
20		5/26	Family Fun	tidepooling			
21		5/30	Forest		Jackson State Demonstration Forest is Fort Bragg's immediate forest neighbor. What is a demonstration forest you ask? In California there are 14 demonstration forests totaling 85,000 acres. These forests are where scientists learn to care for California's timberlands. From the coastal redwoods, to the high sierra conifers, and giant sequoia's, these forests help define our state.	#calfire. #demonstrationfore:	@calfire. #calfire. #demonstrationfo
22							

Questions?

Comments?

