

APPLICATION

**Name:** Scott Schneider

**Company:** Noyo Harbor Inn, LLC

**Mailing Address:**

**Email Address:**

**Phone Number:**

**1. Why would you like to be on the Visit Fort Bragg Committee?**

There is much potential in promoting Fort Bragg which is simply not met. Being on the committee, I can bring decades of experience in destination marketing and running small hospitality businesses to the table to help ensure successful programs with strong return on investments as well as strong partnerships with local hospitality businesses and neighboring destination marketing efforts.

**2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.**

Tourism is forever changed due to the pandemic.

Fort Bragg must become a destination not so much for vacationers but for individuals and small groups who want to not only experience the beauty and attractions our coast has to offer but, more importantly, experience a taste of what life is like here on a short term basis. We have to move from being a 2-day vacation destination to a 7-10 day experiential destination.

**3. What are some of your prior board/committee experiences?**

I have sat on numerous boards and committees mostly due to with destination marketing including the Mendocino County Lodging Association, Mendocino County Promotional Alliance (as Chair), Visit Mendocino County, North Coast Tourism Council (as Chair), California Travel Association (as Chair) and the California Travel and Tourism Commission as Chair of their Rural Marketing Advisory Committee.

**4. What is your experience and expertise in strategic planning, budgeting and destination marketing?**

I ran Mendocino County's destination marketing program for 10 years which included endless strategic planning, budgeting and destination marketing practices. My service on statewide committees and boards also gave me much broader and varied experience in these topics.

**5. What does success for this Committee look like to you?**

Clearly stated goals, objectives, mission and vision the entire committee adheres to in making its decisions - big and small. A sufficient budget to carry out these objectives as well as comprehensive data, research and information to measure the return on investment of its programs and tactics.

Community participation from the broader hospitality industry in the programs and initiatives as well as strong partnerships with neighboring destinations are integral to success.