

Budget Workshop FY24/25



*Fort Bragg Tourism Marketing &
Promotion – Visit Fort Bragg*

Request for Proposals

- RFP- Sent out on May 29, 2024
- Proposals Due 2:00 p.m., June 26, 2024
- We have been working with the Idea Cooperative for the past 5 years.



Social Media Engagement

- Facebook Followers: 70k followers
- Reach 173k
- Instagram Followers: 24k
- Reach 16k
- Monthly E-Newsletter subscribers: 6,894

THE IDEA COOPERATIVE

APRIL EMAIL

- 5,470 Deliveries (+ 1,164)
- 3,379 Total Opens
- 487 Total Clicks
- 34.3% Opens
- 4 Forwards

MAY EMAIL

- Kelp Fest
- Film Fest
- Silver Canul Story
- City Mgr. Update
- Hotel Book Direct

FORT BRAGG
NORTH COAST CALIFORNIA

Campaigns

ANNUAL RHODODENDRON SHOW

Rhode Show

The Inks Dinner Memorial Rhododendron Show is right around the corner. It's a lot of Rhododendron Coast Beautiful Gardens. The event alone in the largest in CA with more than 800 entries creating a wonder of gardenic colors and fragrances.

EXPLORE

FORWARD TO A FRIEND

If you have a friend looking for a fun getaway, forward this email to them so we can all be happening events and enjoy them in Fort Bragg this summer.

FORWARD TO A FRIEND

See If the Coast Is Clear

Check out West Marin Center's Ocean's Blue Line Cam for a number of beach, coastal, and scenic views.

VIEW

FORT BRAGG
NORTH COAST CALIFORNIA

SUMMER SEASON EVENTS

MAY - SEPTEMBER

From film fest to farmers market and fireworks, it's festival season in Fort Bragg.

If you're a great reader or email fan, we've got you covered when you plan your trip around one of the many awesome events happening throughout the season. There's a film fest and fireworks, there's hot air balloons around long and arches, and even the Bluebird makes an appearance. So, we've put together the full list of events from May through September, and plan accordingly.

EXPLORE

Time To Saddle Up for North Coast Cycling

With the weather clearing, the mountain bike trails just outside of Fort Bragg beckon, with miles of amazing trails in the Jackson Demonstration Forest. The link below has maps, pictures, and audio stories from some of the region's most avid riders.

EXPLORE

Top links clicked

https://noyocenter.org/live-web-cam	191 (39.2%)
https://visitfortbraggca.com/events/summer-season-events/	179 (36.8%)
https://visitfortbraggca.com/annual-rhododendron-show/	62 (12.7%)
https://visitfortbraggca.com/northcoast-bike/	34 (7.0%)
https://visitfortbraggca.com	16 (3.3%)
https://www.instagram.com/visitfortbraggca/	3 (0.6%)
https://www.facebook.com/fortbraggca/	2 (0.4%)

THE IDEA COOPERATIVE

Organic Social – February > March


Followers:
Facebook : 69.8K (+ 100)
Instagram: 22.5K (+ 1.1K)

Reach:
Facebook : 174.3K (-), Engagement: 4.1K (-)
Instagram: 15.9 (-), Engagement: 1.2K (-)


FORT BRAGG
NORTH COAST CALIFORNIA

Top Posts

DO YOU KNOW ABOUT THIS TRAIL DOWN TO NOYO HARBOR?

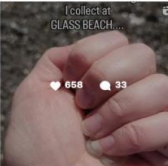


456 likes, 26 comments




1,286 likes, 25 comments

Collect at GLASS BEACH...




656 likes, 33 comments

Sand this to your OCEAN buddy




562 likes, 12 comments


Visit Fort Bragg, California



30 comments, 26 shares



20 comments, 16 shares



31 comments, 31 shares

Social Media Engagement



Ongoing Promotional Activity - 2023 > 2024

July > August: The Great Fort Bragg Photo Collection

- 500+ Original Photo Posts

September > October: Magic Market, Noyo Harbor Festival, Paul Bunyan Days

- 9K+ Event Page Views

November > December: Gift Guide, Winter Wonderland

- 1.7K+ Gift Guide Page Views
- 2.7K Winter Wonderland & Event Page Views

January/February:

- Restaurant Week - Paid Social: 35K+ Reach, 875+ Clicks
- Whale Fest - Google Ads(as of 3/7): 400K+ Impressions, 5.5K+ Clicks, 425+ Subscribers

Site Traffic

Annual User Acquisition

2022: 61K
2023: 93K

Shoulder Season (Oct. 1 > April 30):

2021 > 22: 25K
2022 > 23: 43K
2023 > (March 7) **24:** 38K

Social Followers

December 2020:

Facebook: 67K
Instagram: 19.4K

March 7, 2024:

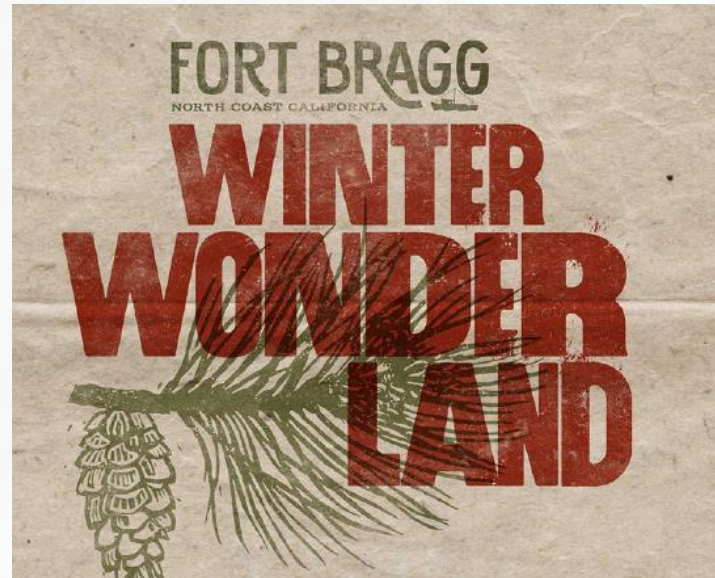
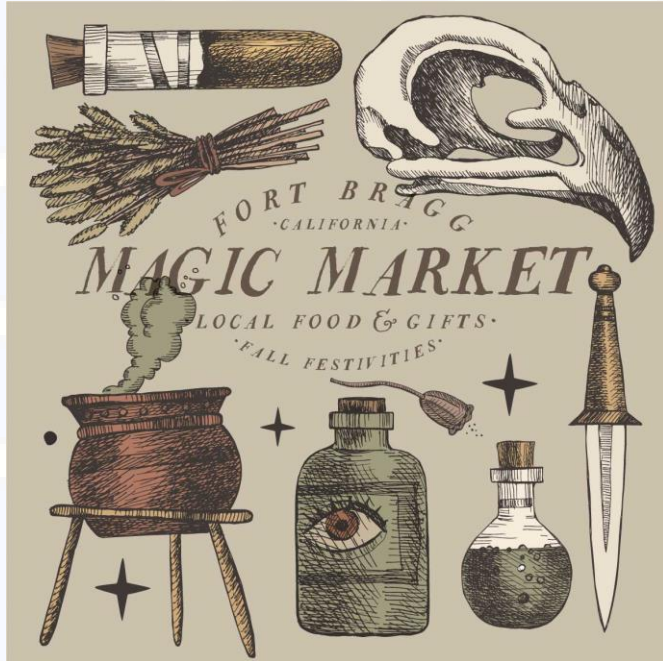
Facebook: 69K
Instagram: 23.2K

Newsletter Subscribers

December 2020: 1,050

March 7, 2024: 6,342

Shoulder Season Events and Hotel Outreach



Shoulder Season Event – Mountain Bike Race



- Coordinate a Mountain Biking Race for September 2025 with Bike Monkey –
 - City of Windsor
 - Carson City
 - City of Truckee
- The City of Fort Bragg would sponsor – 25k
 - 12 months for planning and mapping of trials
- 250 riders bring their crew and families to stay overnight-
 - Hotel promotional packages for the event
 - Stay and get discounts on local attractions
- Create ancillary events:
 - Downtown Party
 - Coastal Trail – Ocean view biking
 - Recreational activities

Shoulder Season Event – Mountain Bike Race

“If you’re looking to get out on your mountain bike, you’ve struck it rich here, because there are over 200 miles of trails and secondary connecting roads that make the zone between Fort Bragg and the town of Mendocino a cyclist’s paradise.” -**Yuri Hauswald** (elite cycling athlete)

- The high-level economic impact of having these events demonstrates a great return on investment.
 - An impact study will be done
- This event would improve every year and looking to support it for 3 years.
- Brings younger outdoor-enthusiast visitors - a key VFB target audience focus
- Presentation to Council at the June 24th meeting



Thank You
Questions?

