

APPLICATION

Name: Susie de Castro

Company: Self-Employed

Mailing Address:

Email Address:

Phone Number:

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

I am part of the Hospitality Industry workforce on the Mendocino Coast. I feel passionately about Hospitality on the Mendocino Coast. I feel attuned to the needs of the Hospitality Industry on the Mendocino Coast, and would like to contribute to its continued success.

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

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At present, an existing monopoly on the Mendocino Coast concerns me, and has made me aware of its dire and deleterious consequences. Supporting existing related industries/agencies/partners . Continuing to be a leader in Covid related protocol. Working with Mendocino Parks, and other resources, such as natural Spas. Developing Eco-friendly destinations. Working with neighboring counties.

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

I was Secretary of the Board for the Auxiliary Board of the Mendocino Coast District Hospital

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

I was an Executive Legal Secretary, a Public School Teacher, and Housekeeper for Hotels, Inns and Vacation Rentals on the Mendocino Coast. I was the self-directed Landscape Maintenance person at the Boatyard Shopping Center, and worked with the Pattons on the acquisition of new tenants, while supporting the existing ones. My ancestors in the Hospitality Industry taught me a lot about Customer Service.

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

EXCITEMENT generated by supporting existing tourism routes on the Mendocino Coast, while exploring, adopting, and adapting, new ones. Working on sustainability, and ecological sensitivity to the Coast. Having a wide vision to accommodate local, regional, national, and global approaches. Cooperating with neighboring cities. Involving the citizens of Mendocino County.