



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Agenda Special Meetings

Tuesday, May 14, 2024

3:30 PM

Town Hall, 363 N. Main Street and Via Video
Conference

VISIT FORT BRAGG COMMITTEE

MEETING CALLED TO ORDER

ROLL CALL

COMMITTEE MEMBERS PLEASE TAKE NOTICE

Committee Members are reminded that pursuant to the Council policy regarding use of electronic devices during public meetings adopted on November 28, 2022, all cell phones are to be turned off and there shall be no electronic communications during the meeting. All e-communications such as texts or emails from members of the public received during a meeting are to be forwarded to the City Clerk after the meeting is adjourned.

ZOOM WEBINAR INVITATION

This meeting is being presented in a hybrid format, both in person at Town Hall and via Zoom.

You are invited to a Zoom webinar.

When: May 14, 2024 03:30 PM Pacific Time (US and Canada)

Topic: Visit Fort Bragg

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/83945435980>

*Or Telephone: 1 669 444 9171 US (*6 mute/unmute, *9 raise hand)*

Webinar ID: 839 4543 5980

To speak during public comment portions of the agenda via zoom, please join the meeting and use the raise hand feature when the Chair or Acting Chair calls for public comment on the item you wish to address. Written public comments may be submitted to: aweaver@fortbragg.com

1. PUBLIC COMMENTS ON NON-AGENDA ITEMS

2. CONDUCT OF BUSINESS

2A. 24-748 Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Attachments: VFB_Update05_14

2B. 24-749 Receive Oral Update from the VFB Special Events Subcommittee



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Text File

File Number: 24-748

Agenda Date: 5/14/2024

Version: 1

Status: Draft

In Control: Special Meetings

File Type: Report

Agenda Number: 2A.

Receive Update from Idea Cooperative on Visit Fort Bragg Efforts



FORT BRAGG
NORTH COAST CALIFORNIA 

Marketing Campaign Monthly Update

May 14, 2024

THE IDEA  COOPERATIVE
SONOMA COUNTY

Promotion Calendar

2023 > 2024

July > August

- The Great Fort Bragg Photo Collection - Beaches

August

- Shop Downtown
- Fall Events

September

- Wrap Beach Bragg
- Mural Walk
- Launch Fort Bragg Beer

October

- Fort Bragg Beer
- Visitor Profiles
- Magic Market

November > December

Objective – Holiday Merchant Support

- Winter Events
- **Gift Guide**

January 2024

- Objective – Merchant Support/Shoulder Season Visitation
- **Restaurant Week**

February > March

- Objective – Merchant Support/Shoulder Season Visitation
- **Whale Fest +**

April

- **Fort Bragg Mountain Biking**
- **Summer Season Events**
- **Google SEO Boost**

May

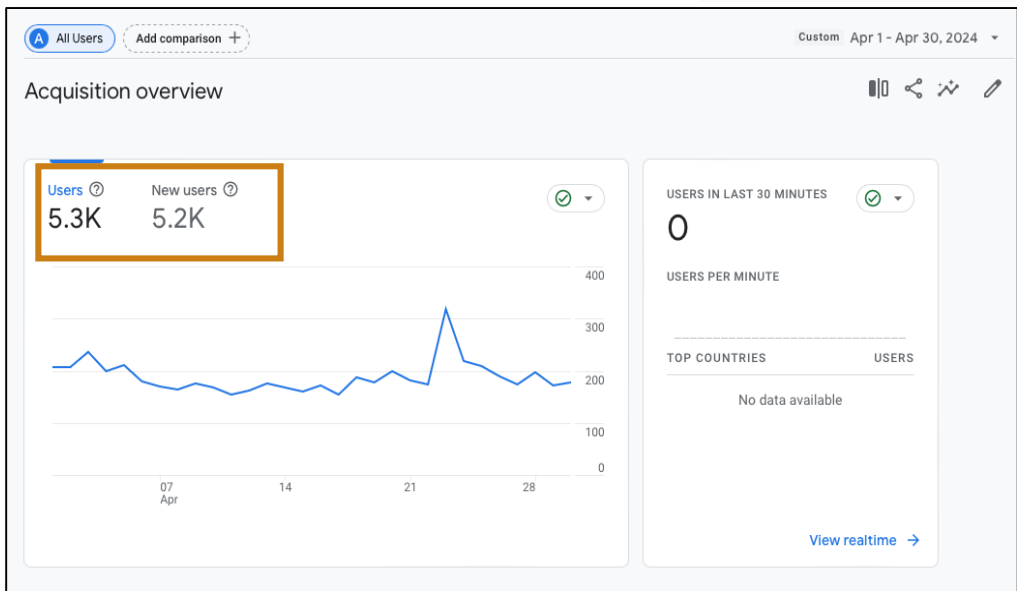
- **Community Engagement**
- **Mendocino Film Festival**
- **Kelp Fest**

June

- **Stay Sustainably**
- **Getting To Fort Bragg**

MONTHLY SITE TRAFFIC

Google Analytics



| Session primary...Channel Group) | ↓ Users | Sessions |
|----------------------------------|------------------------|------------------------|
| | 5,331 100% of total | 6,631 100% of total |
| 1 Organic Search | 3,478 | 4,256 |
| 2 Direct | 1,568 | 1,854 |
| 3 Referral | 202 | 278 |
| 4 Organic Social | 89 | 116 |
| 5 Unassigned | 12 | 12 |
| 6 Display | 11 | 42 |
| 7 Paid Search | 2 | 2 |
| 8 Organic Video | 1 | 1 |

| Page path and screen class | ↓ Views | Users |
|--|-------------------------|------------------------|
| | 16,143 100% of total | 5,331 100% of total |
| 1 / | 2,336 | 1,686 |
| 2 /events/ | 1,263 | 547 |
| 3 /plan-your-trip/play/coastal-activities/ | 691 | 430 |
| 4 /glass-beach/ | 644 | 518 |
| 5 /events/summer-season-events/ | 423 | 229 |
| 6 /plan-your-trip/play/shopping/ | 395 | 208 |
| 7 /plan-your-trip/stay/hotels/ | 392 | 215 |
| 8 /plan-your-trip/stay/camping/ | 390 | 244 |
| 9 /about-fort-bragg/ | 372 | 305 |
| 10 /plan-your-trip/eat-drink/eat/ | 288 | 186 |

Campaigns

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

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%) |



Rhode Show

The John Druecker Memorial Rhododendron Show is right around the corner, May 4 and 5 at Mendocino Coast Botanical Gardens. The juried show is the largest in CA with more than 800 entries creating a cascade of spectacular colors and fragrance.

EXPLORE



If you have a friend looking for a fun getaway, forward this email so they can see all the happening events taking place in Fort Bragg this summer.

FORWARD TO A FREIND



See if the Coast is Clear

Check out Noyo Marin Center's Crow's Nest Live Cam for a moment of fresh, coastal, virtual zen.

VIEW

SUMMER SEASON EVENTS

MAY - SEPTEMBER

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

It's always a good time to visit Fort Bragg, but it gets even better when you plan your trip around one of the many awesome events happening throughout the summer. There's a film fest and fireworks, there's festivities around kelp and urchins, and even Paul Bunyan makes an appearance. So, click below for 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 beacon, with miles of amazing trails in the Jackson Demonstration Forest. The link below has maps, pointers and audio stories from some of the region's most avid bikers.

EXPLORE

Organic Social – February > March

Followers:

Facebook : 69.8K (+ 100)

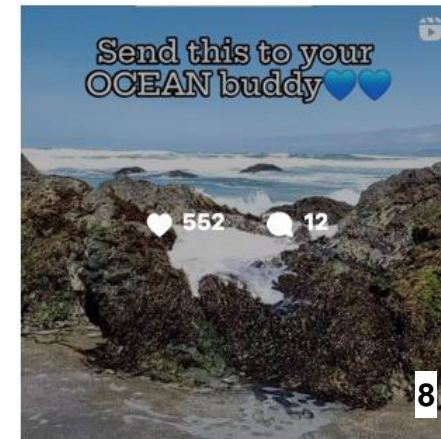
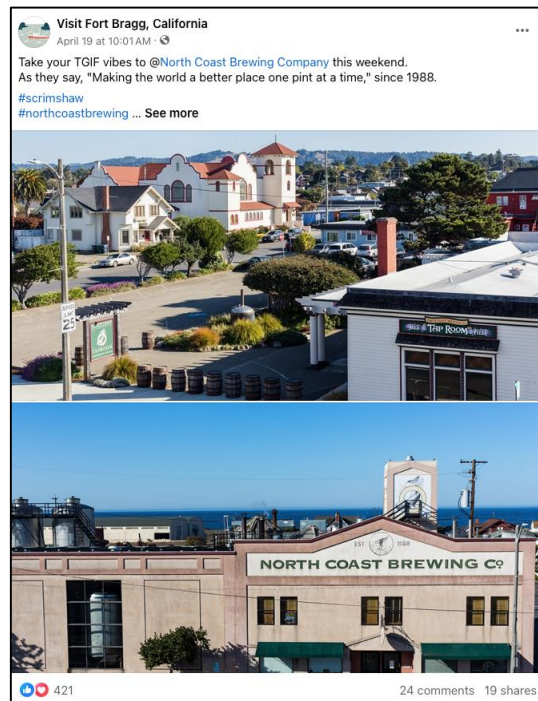
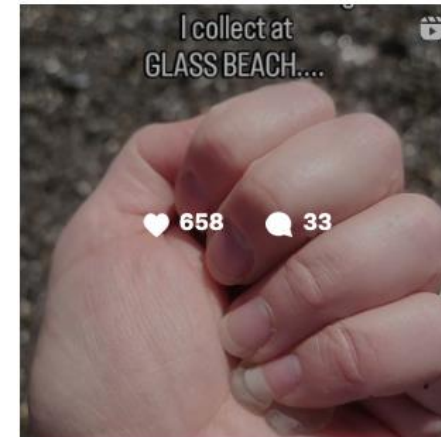
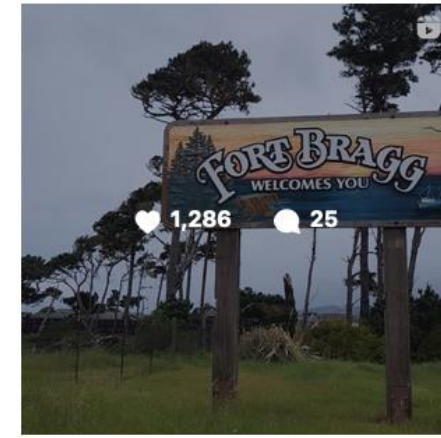
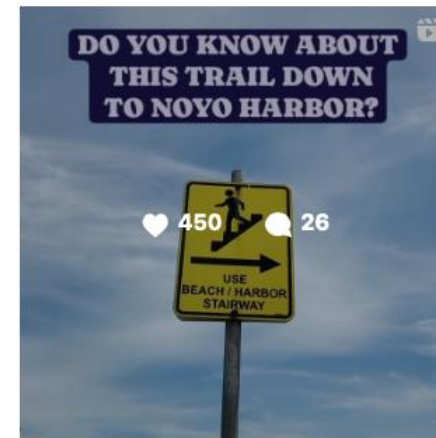
Instagram: 22.5K (+ 1.1K)

Reach:

Facebook : 174.3K (-), Engagement: 4.1K (-)

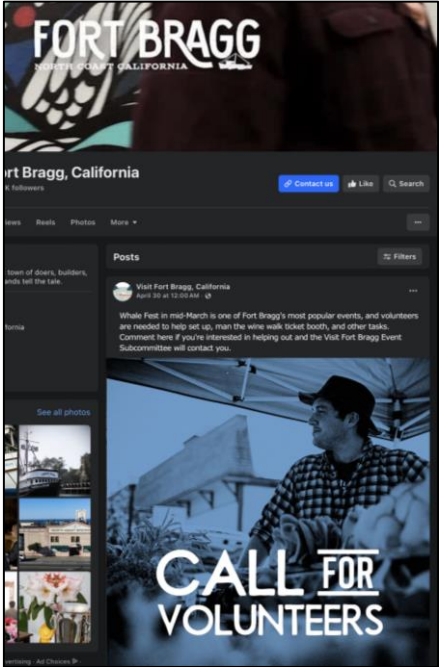
Instagram: 15.9 (-) , Engagement: 1.2K (-)

Top Posts



Community Engagement Initiatives

- Mendocino Film Festival + Tix
- Event Volunteer Campaign
- Hotel Engagement
- City Manager Updates
- CV Starr to Visit Navigation
- Fly To Fort Bragg (via Little River Airport)



FORT BRAGG
NORTH COAST CALIFORNIA

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

CITY MANAGER ROUND-UP

MARCH 2024



We Welcome Our Sister City - Otsuchi



On March 13, 2024, we had the pleasure of hosting guests from our sister city, Otsuchi, in the City of Fort Bragg. A heartfelt welcoming ceremony took place, which included a special gift exchange between the visiting group and our esteemed Mayor Norvell at Town Hall.

STREETS REHAB UPDATES






Questions?

Comments?



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