



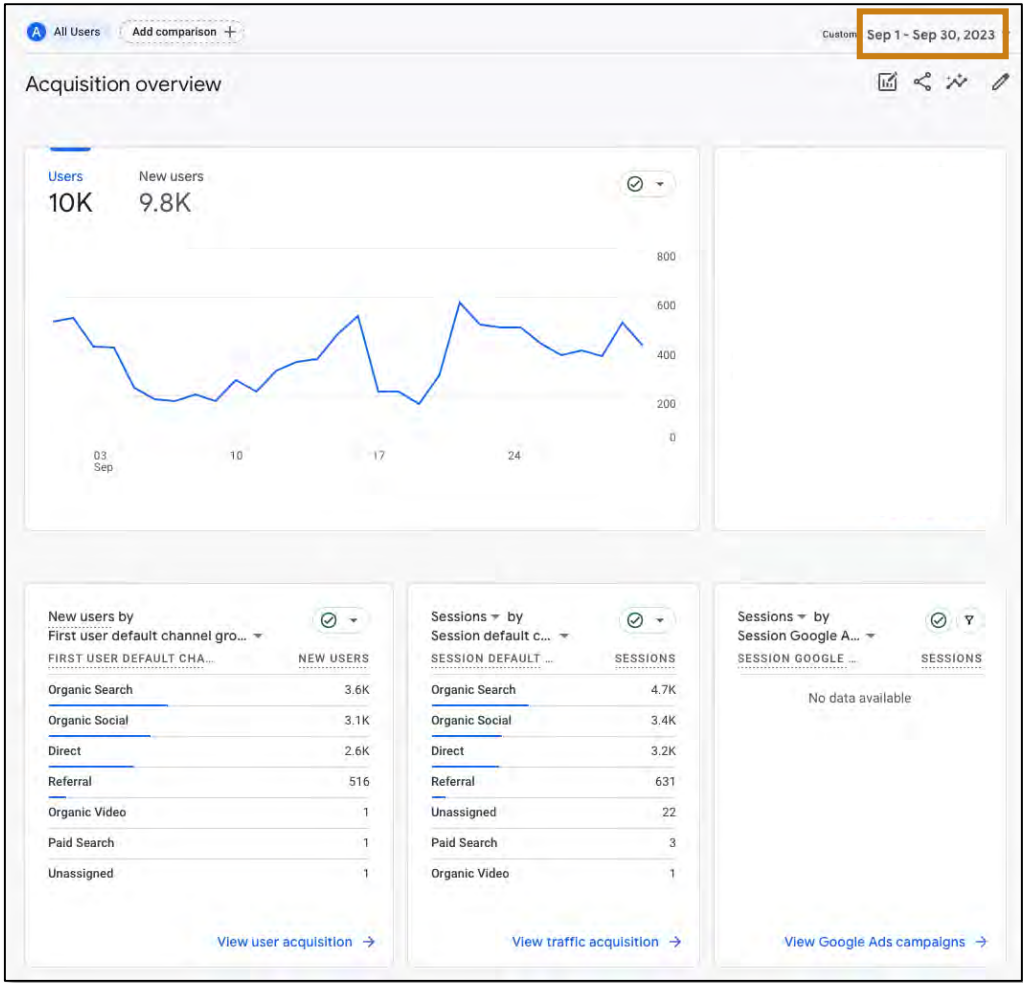
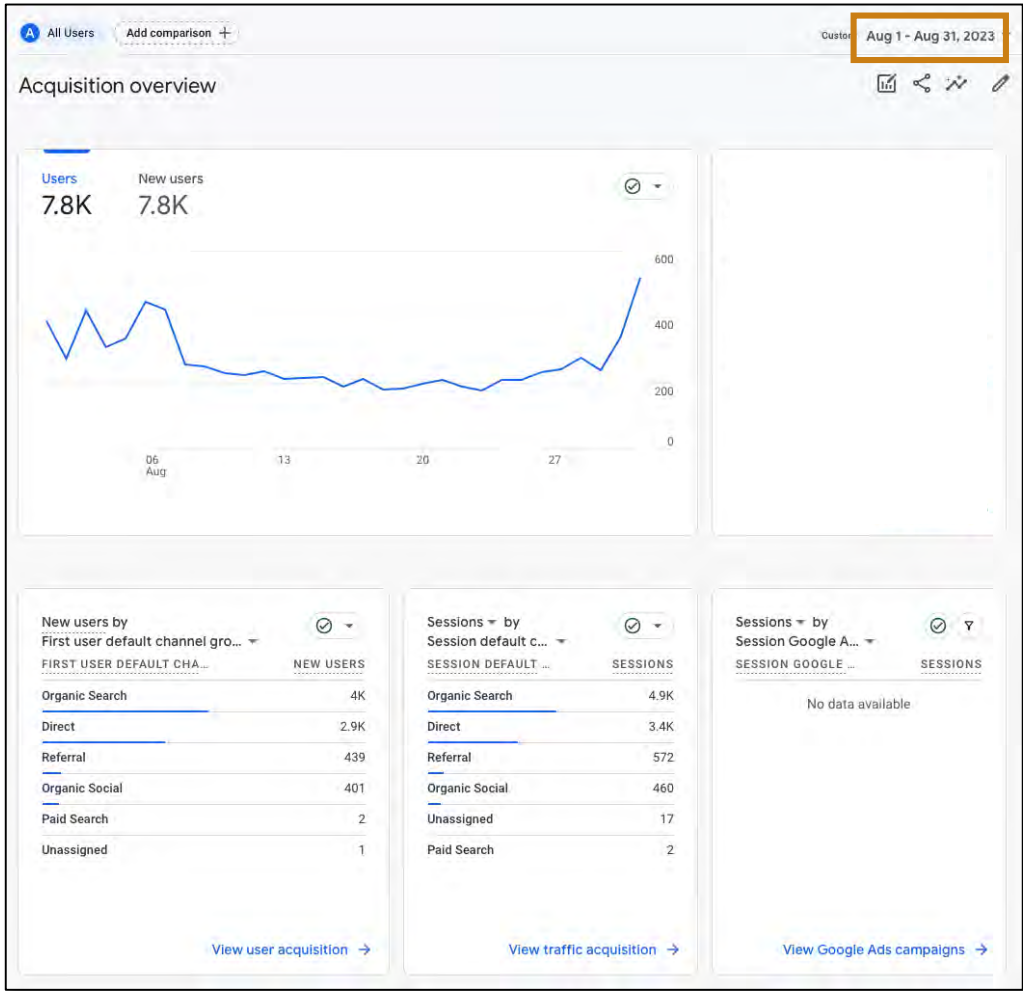
FORT BRAGG
NORTH COAST CALIFORNIA 

**Marketing Campaign
Monthly Update**

October 10, 2023

VisitFortBraggCa.com

MONTHLY SITE TRAFFIC
Google Analytics



Promotion Calendar

2023 > 2024

July > August

Objective – Increase Digital Engagement

- **The Great Fort Bragg Photo Collection - Beaches**

August

Objective – Increase Digital Engagement

- **Shop Downtown**
- **Fall Events**

September

Objective – Shoulder Season Visitation

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

October

- **Fort Bragg Beer**
- **Visitor Profiles**

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 (+ wine walk, beer fest, 10K, etc.)

April

Objective – Shoulder Season Visitation

Fort Bragg Mountain Bike Race

May

- **Book Early** (feature event weekends)
- **Summer Season Events**
- **Mendocino Film Festival**

June

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

BEACH BRAGG

Website

- Landing Page – 694 Views

Newsletter:

Total Opens: 3,254

Total Clicks: 442

Posts:

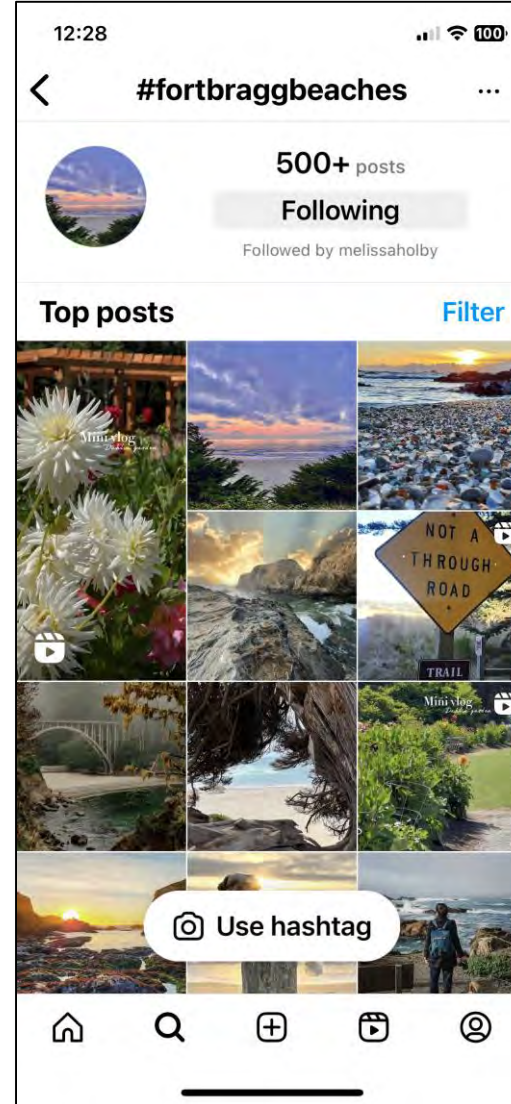
IG: 500 +



FORT BRAGG

NORTH COAST CALIFORNIA

Campaigns



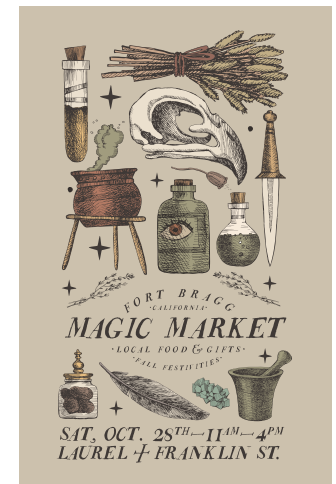
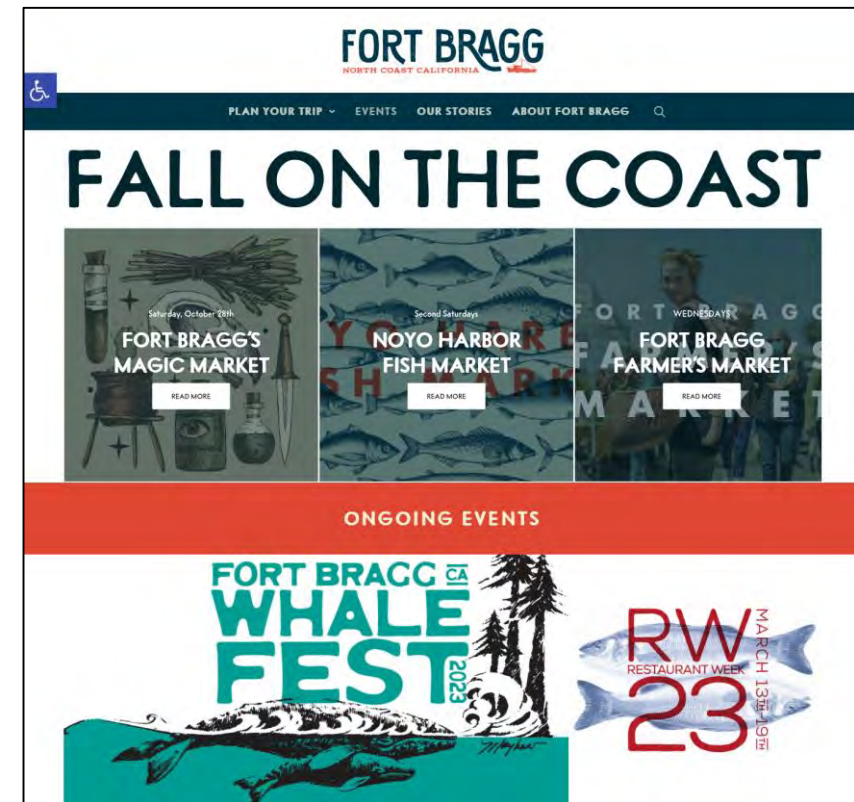
Campaigns

SHOP DOWNTOWN

- Landing Page – 442 Views
- Merchant Support Postcard

FALL Events

- Magic Market
 - 5,805 Views
 - Tote and Poster Merch
 - Vendor Request
- Noyo Harbor Festival
 - 2,296 Views
- Events Page
 - 1,819 Views
- Paul Bunyan Days
 - 993 Views



Campaigns

FORT BRAGG BEER

- Landing Page – 210 Views
- Ongoing Social
- Coasters

MURAL ART WALK

- Landing Page – 142 Views
- Home Page Notice
- On & Offline Walking Map

FORT BRAGG
HOPPED BEER. GALLERIES. MURALS.

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

FORT BRAGG CRAFT BEER

What's better than fresh brewed beer? How about a handful of local breweries within just a few blocks of each other serving a wide range of fresh beers with a side of beaches, cliffs, cool ocean air and mountains of towering redwoods.

That's the Fort Bragg Beer Experience, with three amazing breweries right downtown, all within easy walking distance.

Check out the house favorites at each of the breweries below, then make your way to the North Coast to drink Bragg brew.

OVERTIME
1981

FAVORITES

- DRINKIN' BEER**
Wine Light Beer brewed
- AMABELLO**
Treadmill IPA
- PART TIME PORTER**
Dark Forward & Assistable
- BRUSSELE SPROUTS**
Black-Rind with romesco sauce

NORTH COAST
1981

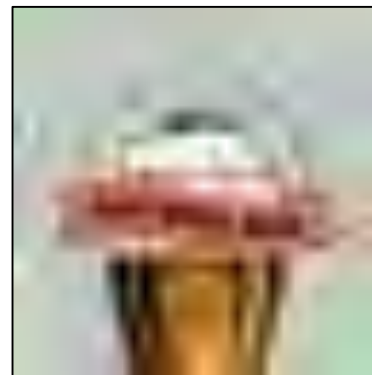
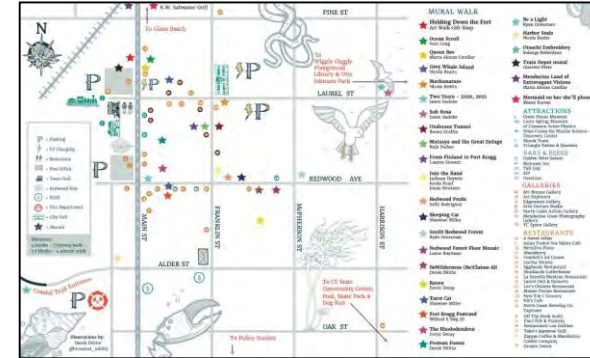
FAVORITES

- FOGGY DAY IPA**
HalfMellow, Citrus Forward
- OLD RASPUTIN**
Russian Imperial Stout
- SCRIMSRAW**
Brewmaster's Favorite
- ROCK COD SANDWICH**
Brewed with scotchbone butter

TALL GUY
BREWING

FAVORITES

- HIGH & DRY BEUT IPA**
Pilsner & Mosaic Hops
- MUNOZ ESPECIAL**
Mexican Style Lager
- GIMME SELTZER**
Citrus & Sparkler
- FOGACCIA FRIDAY**
Brewed with scotchbone butter



the fort bragg
alleyway art project

MURALS Call For Entries Sponsors/Partners Contact

VIEW THE MURALS

GREY WHALE ISLAND
[READ MORE](#)

JOIN THE BAND!
[READ MORE](#)

TWO YEARS - 2020, 2021
[READ MORE](#)

FROM FINLAND TO FORT BRAGG
[READ MORE](#)

HARBOR SEALS
[READ MORE](#)

QUEEN BEE
[READ MORE](#)

MURAL WALKING TOUR
[LEARN MORE](#)

August E-Newsletter

Total Opens: 3,079

Total Clicks: 501

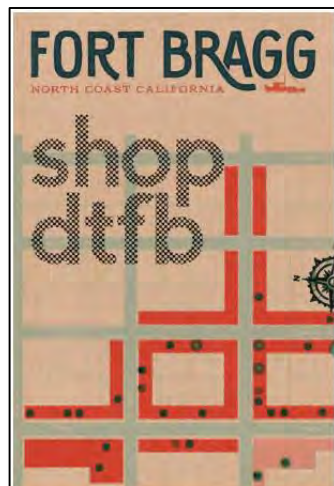
- Events: 177
- Shopping: 93

September E-Newsletter

Total Opens: 2,804

Total Clicks: 388

- Beer: 126
- Murals: 55, alleyway: 47



Downtown Fort Bragg, or DTFB as it's known around town, is full of great places to browse and buy from a unique selection of shops and boutiques. From Redwood Street, to Main, Laurel, Franklin and beyond, the Central Business District is compact and walkable with plenty of street parking. So come to Fort Bragg and find your fancy with the incredible downtown local merchants.

[Learn More](#)



Due to popular demand and a gorgeous upcoming Labor Day Weekend, the Great Fort Bragg Photo Collection call for beach photos has been extended through Monday, September 4th. You now have three more days to brag about your visit to Fort Bragg with a chance to win a free night at [The Beachcomber Motel](#). Just post your photo on social media with the hashtag #fortbraggbeaches and you're automatically entered to win.



[Learn More](#)

As summer comes to a close, a whole new set of epic events are coming to Fort Bragg. First off is the triumphant return of Paul Bunyan Days this weekend. Then there's the first annual Noyo Harbor Festival, the much-beloved Magic Market and much more. Click below to plan your autumn visit accordingly.

[Learn More](#)



[FORWARD](#)



See if The Coast Is Clear
Remember, if you can't be here in Fort Bragg, you can always check out [Noyo Center's Crow's Nest Live Cam](#) for a moment of fresh, coastal, virtual zen.



DRINK BRAGG BREW

Fresh brewed beer is good. But several craft brewers within a few blocks, with a wide range of delicious beers served with a side of beaches, bluffs, cool ocean air and mountains of towering redwoods? That's the Fort Bragg Beer Experience, and the autumn season is a great time to visit and imbibe.

[Learn More](#)



The Fort Bragg Alleyway Art Project

In downtown Fort Bragg, it seems like there's a beautiful mural around every corner. To make sure you don't miss any of them, the [Fort Bragg Alleyway Art Project](#) created a Walking Tour map to guide you, and give you some background information, on every amazing mural in town.

[Learn More](#)



Beach Bragg Photo Winner

Thanks to everyone who entered the Beach Bragg Photo Contest, and congratulations to [@little_ones_walker](#) whose sunset snap from the Pudding Creek trestle was worth a free night at the Beachcomber.

[Learn More](#)



[FORWARD](#)



Enjoy A Moment of Seaside Serenity


Remember, if you can't be here in Fort Bragg, you can always check out [Noyo Center's Crow's Nest Live Cam](#) for a moment of fresh, coastal, virtual zen.

VISITOR PROFILES

- Ongoing

“We love the peace & quiet & we love to shop.”

- 3 Generations: Lydia, Lynda & Marie Young
- Utah



A photograph of three women of different ages standing together outdoors. The woman on the left is a young adult in a black patterned top and jeans. The woman in the middle is an elderly woman in a light blue button-down shirt and sunglasses. The woman on the right is another elderly woman in a light pink top and sunglasses. They are all smiling.

“We came for the tide pools, glass Beach & Camping”

- Noelle
- XXXX



A group of four people standing on a rocky coastline. From left to right: a woman in a black and white striped jacket, a person in a blue hooded jacket, a man in a red plaid shirt and a cap, and a man in a white hoodie. The ocean and rocks are visible in the background.

“We’ve been visiting for decades & now it’s our 13th anniversary”

- Anita & Shireen - Sacramento



Two women standing together in front of a green door. The woman on the left is wearing a colorful floral shirt and blue pants. The woman on the right is wearing a red t-shirt and dark pants. They are both smiling.

FORT BRAGG

“Drove from Hendy woods for a picnic on the beach”

- Nicole
Oakland, CA



A group of people having a picnic at a wooden table. There are several people sitting around the table, some with food and drinks. The background shows a grassy field and a clear sky.

Questions?

Comments?

