

## Visit Fort Bragg Committee Application

Name: Cory Epperson

Company: Epperson Music

Mailing Address: [REDACTED]

Email Address: [REDACTED]

Phone Number: [REDACTED]

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

I would like to be of service to the business community of Fort Bragg in order to expand the interest demographic to include music and film lovers.

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

I see Fort Bragg's tourism economy continuing to grow in numbers as well as frequency of events. I visualize a multi-venue, cross-genre music festival over the Memorial Day weekend. I also see the near-future need for a state of the art venue for live music and film presentation.

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

None

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

I have experience in local hotel management and marketing which exposed me to the expectations and desires of our visitors and opened my mind to the untapped potential of our local tourist industry.

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

As a business owner, I've experienced the need to keep our dollars in the community but with a limited population we are ever dependent on the spending habits of our visitors. Increased tax revenue benefits the City of Fort Bragg as a whole but the added value that is not always obvious is the cultural diversity that the visitors bring. To tap into that well will set us apart and make Fort Bragg a uniquely desired destination.