

APPLICATION

Name: Alison de Grassi

Company: [REDACTED]

Mailing Address:
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Phone Number: [REDACTED]

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

I am currently a member of the Committee and have worked peripherally with the Committee prior to that. As the Director of Marketing for West Center and, previously, the Director of Marketing & Media for Visit Mendocino County, I will bring my experience with tourism marketing, an economic development perspective, and 27 years of living in the county, both on the coast and inland.

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

The evolution of the pandemic has resulted in a higher awareness of north coast destinations as evidenced by the increase in TOT and BID revenues, as well as sales tax. This, combined with consistent marketing and branding, is helping the city with its identity and has raised tourist awareness. Fort Bragg has great potential with its ocean bluffs, world-renowned attractions, harbor, outdoor activities, and much more. Making potential visitors aware of what there is to do and see is key to getting them to stay.

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

I serve at the pleasure of West Business Development Center. From 2011 to 2019, I worked for Visit Mendocino County and was on the Marketing and Festival Committees. For the past five years, I have sat of the board of S.P.A.C.E., the School of Performing Arts & Education in Ukiah, a nonprofit with which I have a 20+ year history.

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

I worked with Visit Mendocino County for nine years. I am currently the Director of Marketing for West Business Development Center, working to promote small business development throughout the county. With VMC, I coordinated all marketing activities for the organization as well as PR functions while staying within budget. I am currently involved with planning and implementation of a new strategic plan for West Center. I developed a strategic plan and website for Visit CA Delta.

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

- Continuing to work with The Idea Cooperative who have successfully branded Fort Bragg
- Working with current vendors to further successful marketing campaigns
- Requiring regular reporting with KPIs clearly defined
- Utilizing research on which to base marketing decisions
- Raise in TOT revenue to the City of Fort Bragg due to increased overnight visitation