

APPLICATION

Name: Tonda Fochs

Company: [REDACTED]

Mailing Address: [REDACTED]

Email Address: [REDACTED]

Phone Number: [REDACTED]

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

As a business owner in this town, I feel passionate about seeing its businesses grow and improve to meet the demands of our growing tourism industry. I feel that in order for our community to not only survive but thrive, we must continue to set standards that elevate the foundation of how our businesses operate.

The skills and knowledge I have gathered over the years as a business owner and an active member of this community, have given me a look into what our visitors are looking for while they are here. I feel my input would be an asset to help bridge any gaps in that area and help create opportunities that will encourage people to continue to visit our community.

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

Although we may be facing some challenging economic times in the near future, I believe people will continue to retreat to our community to embrace all it has to offer. My hope would be through thoughtful and strategic planning we can shape the landscape of our business district into an experience that tourists will want to continue to be a part of.

More focus on community events that give business an opportunity to showcase who they are and what they have to offer our visitors is paramount. If we invest time and money into helping our businesses have that opportunity, I believe we can see our tourist economy recover and grow. This in turn will promote new business to open with confidence that Fort Bragg is vested in their success.

What are some of your prior board/committee experiences?

This would be my first.

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

As the owner of two retail stores I am responsible for all aspects of business operations, from planning and ordering merchandise to overseeing day-to-day operations. In addition, preparing and implementing a marketing strategy is an essential part of my job which requires a vision that is both focused and flexible as the landscape of our tourist economy evolves.

What does success for this Committee look like to you?

A well rounded group of people who are able to share ideas and implement those ideas with the intention of bettering our community.