



**CITY OF FORT BRAGG**

416 N. FRANKLIN, FORT BRAGG, CA 95437  
PHONE 707/961-2823 FAX 707/961-2802

**COUNCIL COMMITTEE ITEM SUMMARY REPORT**

**MEETING DATE:** FEBRARY 17, 2022  
**TO:** VISIT FORT BRAGG COMMITTEE  
**FROM:** CRISTAL MUNOZ, ADMINISTRATIVE ANALYST  
SARAH MCCORMICK, ASSISTANT TO CITY MANAGER  
**AGENDA ITEM TITLE:** RECEIVE REPORT AND PROVIDE DIRECTION ON  
REMAINING FISCAL BUDGET FOR THE VISIT FORT  
BRAGG COMMITTEE

**BACKGROUND AND OVERVIEW:**

The Visit Fort Bragg Promotions program is funded from a portion of the Measure AA increase in Transient Occupancy Taxes from 10% to 12%. At the beginning of FY 2021-2022, City Council allocated \$20,000 to the Visit Fort Bragg Committee (VFB) for discretionary spending – \$15,485.09 remains (Attachment 1).

On February 3, 2022, VFB considered several proposed activities to fiscally sponsor. With many fantastic ideas on the table, prioritization proved difficult and Chair Albin-Smith requested that each member develop individual “Wish Lists” to present for discussion at the next regularly scheduled meeting.

**SUMMARY:**

The table below was presented on February 3<sup>rd</sup> and is included herein for reference:

<b>Proposed Activity</b>	<b>Description</b>	<b>Estimated Cost</b>
Update Kiosks <ul style="list-style-type: none"><li>• Main/Franklin</li><li>• Laurel/Franklin</li><li>• Alder/Franklin</li></ul>	Sand, repair, replace redwood cabinets, and apply sealant. Replace plexiglass on one side and install lock – Provide opposite side for community announcements and flyers.	Labor + Materials \$500 + \$1500
		Printed Maps on Vinyl \$250

Proposed Activity	Description	Estimated Cost
	(remove kiosk next to Skunk Depot)	
Walking Tours <ul style="list-style-type: none"> <li>• History</li> <li>• Architecture</li> <li>• Popular Culture</li> <li>• Murals / Public Art</li> <li>• Nature (CT and OJ)</li> </ul>	Digital and print walking tours to encourage pedestrian activity downtown.	Content development \$TBD
		Printed Maps \$700/1000 copies
		Website development and QRL code (included with Idea Cooperative Contract)
Special Events <ul style="list-style-type: none"> <li>• Magic Market</li> <li>• Holiday Lights</li> <li>• Paul Bunyan Days</li> <li>• Downtown Block Party</li> <li>• Blue Economy Event</li> <li>• NorCal Rodders Car Show</li> <li>• Overnight</li> <li>• Fort Bragg Cultural Festival</li> </ul>	Support local event organizers and/or create independent VFB events.	Insurance: \$250 - \$350 Co. Health Permit: \$180 Co. Event Permit: \$150 Security: \$200 - \$1,000 Restrooms: \$250 - \$700 Food: \$500 - Musicians: \$150 - \$800 Outdoor Tent: \$1,500 Outdoor Heaters: \$80/per

**RECOMMENDATION:**

1. Each VFB Member presents “Wish List”, prioritized and budgeted; and
2. VFB committee reviews all proposed activities, discusses priorities and allocates the remaining \$15,485.09 for FY 2021-22.

**ALTERNATIVES:**

Receive recommendations from VFB committee members and provide direction to staff.

**NOTIFICATIONS:**

“Notify Me” Subscriber Lists: Economic Development Planning; Fort Bragg Downtown Businesses; Tourism and Marketing