

APPLICATION

Name: Nancy J. Bennett

Company:

Mailing Address:

Email Address:

Phone Number:

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

I have been, and would continue to be, proud to serve on a committee that promotes and supports sound economic growth for Fort Bragg. I have enjoyed collaborating with others to take our marketing efforts to the next level.

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

My short-term vision of tourism for our community is to practice and promote responsible tourism. What this means to me is that we educate our visitors and set forth expectations that protect and preserve our natural and cultural assets. This covers a broad area which includes health, environmental, and heritage. We want our guests to treat our town like a local – respect and enjoy its beauty, support local businesses while respecting our local people.

Since joining VFB in 2017, I have supported and advocated for extending our marketing efforts to encourage visitation during our shoulder seasons. This will continue to be one of my priorities.

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

I have over 10 years of experience serving on non-profit boards (FBUSD Parent Clubs/Site Councils). During this time, I have held positions such as President, Secretary and Treasurer. I currently sit on the Adventist Health Community Board and the Mendocino Coast Sports Foundation. I have just completed my 36-month term on the Visit Fort Bragg committee.

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

My experience in strategic planning and budgeting has mainly been with running my businesses with my husband. We have been in the QSR (quick serve restaurant) industry for over 20 years. I've enjoyed learning and contributing to destination marketing by serving on the Visit Fort Bragg Committee.

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

Generating greater economic benefits for our local people and enhancing the well-being of our community is what success looks like to me for Visit Fort Bragg.