

APPLICATION

Name: Jason Hurst

Company: Harbor Lite Lodge / Anchor Lodge

Mailing Address:



Email Address:



Phone Number:



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

I have been recruited by a few committee members

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

Promote outdoor activities and unique dining options, clean air and temperate climate (people come to coast in winter to warm up).

3. What are some of your prior board/committee experiences? Mendocounty Lodging Assoc 3 terms, IAS President, IAS treasurer, Director MERRP, 1 term, Coast Youth Soccer League treasurer 3 years

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

Strategic planning and destination marketing

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

FB needs to build its shoulder and off-season branding with outdoor and food destination promotion. We should promote these things while everyone is here during the 6 weeks from July 4<sup>th</sup> through Mid-August, when we typically say we don't "need" advertising "Come back for an even better experience."