

## WHALE TAIL® Grant Program Cover Sheet

1. **Name of Applicant Organization:** City of Fort Bragg
2. **Name and Title of Contact Person:** Sarah McCormick, Assistant to City Manager
3. **Mailing Address:** 416 N Franklin Street, Fort Bragg, CA 95437
4. **Telephone:** 707-961-2827 x113
5. **Email:** smccormick@fortbragg.com
6. **Website:** city.fortbragg.com and visitfortbraggca.com
7. **Project Title:** A Blue Economy for Fort Bragg & The Mendocino Coast
8. **Brief Project Summary:** 3-day event with multiple tracks tailored to engage all segments of the community as well as local/regional/state leadership. Activities would take place throughout town, offering varied opportunities to engage in hands-on marine science, on the water education, guided tours and science talks, restoration activities, activities promoting stewardship of coastal resources, citizen science, and community building to nurture a shared vision for a Blue Economy on the Mendocino Coast.
9. **Number of people who will be directly reached by the project:** 7,200  
**Number of people indirectly reached by project, if applicable:** 10,000
10. **Requested Grant Amount:** \$35,000
11. **Total Project Budget:** \$50,000+ donations (most activities will be sponsored by individual organizations)
12. **Project Start Date:** March 15, 2022  
**Project End Date:** June 15, 2022
13. **Which describes your organization?** (Circle or underline all that are applicable.)
  - a non-profit corporation
  - a government entity: City
  - a California Native American Tribe
  - a school
  - a project of a non-profit fiscal sponsor
14. **How did you find out about this grant program?** CA Coastal Commission e-notification

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

## WHALE TAIL® Grants Application

1. **Cover Sheet.** See previous page.
2. **Organization's History.** Indigenous people, mostly belonging to the Pomo tribe, lived along this area of California's coast long before Western expansion. The area served as a small military outpost and the site of the Mendocino Indian Reservation between 1855 and 1867 before being abandoned. In 1889, the City of Fort Bragg was incorporated and the economy was driven by the logging industry with commercial fishing also playing an important role. Since the decline of lumber and fishing industries, which led to the eventual closing of Georgia Pacific's lumber mill in 2002, Fort Bragg's economy has suffered.

Fort Bragg serves as the primary commercial center for Mendocino County's coastal communities, and the City, along with regional partners that include Sherwood Valley Band of Pomo, Noyo Harbor District, Mendocino County, Mendocino Community College, West Business Development Center and Noyo Center for Marine Science are taking a strategic focus on new opportunities emerging within the "Blue Economy" as an economic driver for the region.

3. **Project Background/History.** The U.S. Department of Commerce's Economic Development Agency (EDA) invested CARES Act funding to help the City of Fort Bragg develop a strategy for economic diversification. Because coastal resources are one of our region's largest assets, we are exploring how opportunities within an emerging Blue Economy could transform our economy, while nurturing our coastal environment.

The World Bank defines the Blue Economy as "the sustainable use of ocean resources for economic growth, and improved livelihoods and jobs, while preserving the health of marine and coastal ecosystems." This is an innovative sector encompassing a broad range of activities related to climate change, fisheries, renewable energy, transport and tourism within the context of healthy marine ecosystems.

In May 2021, City staff Sarah McCormick coordinated an all-day stakeholder meeting to initiate a conversation about what a blue economy might look like on the Mendocino Coast. It was a great success! McCormick immediately began planning the next meeting with the generous support of California Sea Grant specialists – Fort Bragg & A Blue Economy Symposium. The objective of the October event was to hold an in-person meeting under the Brown Act for local/regional/state leadership to receive the same baseline information.

Invitees included Fort Bragg City Council, Sherwood Valley Band of Pomo Tribal Council, Noyo Harbor District Commission, Mendocino County Board of Supervisors, along with representatives from organizations like CA Coastal Commission, CA Department of Fish & Wildlife, CA State Lands Commission, NOAA, and Ocean Protection Council – and we were fortunate to have State Controller Betty Yee accept our invitation to be the keynote speaker. 😊

Unfortunately, due to a rise in COVID-19 cases, the October event was postponed. When setting new dates, we opted to spread our agenda over two days, Thursday, May 19<sup>th</sup> and Friday, May 20<sup>th</sup>. Following the Local/Regional/State Leadership meeting, beginning Friday evening, the conversation will expand to the entire community – a citywide event with two and a half days of activities tailored to engage all segments of the population. This community event would be scheduled Friday, May 20<sup>th</sup>, Saturday, May 21<sup>st</sup>, and Sunday, May 22<sup>nd</sup>. Activities would take place throughout town and throughout the day, offering varied experiences to engage in hands-on

marine science, on the water education, expert-led guided tours, science talks, restoration activities, education pertaining to stewardship of coastal resources, citizen science opportunities. Community engagement to foster public understanding and garner support for efforts to transform our regional economy into a “Blue Economy.”

4. **Issue, interest, or need for the proposed project.** Since May 2021, the City of Fort Bragg, Sherwood Valley Band of Pomo, Noyo Harbor District, Mendocino Community College, West Business Development Center, Noyo Center for Marine Science, and Housing Mendocino Coast have met on a regular basis to establish a regional coalition focused on a blue economy for our region. The interest for the proposed project is IMMENSE.

The time is now to broaden the conversation and engage the larger community. We are committed to partnering and collaborating with local nonprofit organizations and businesses to ensure outreach efforts make it to all segments of the community. Financial support provided by the Whale Tail Grant would facilitate truly valuable experiences that inspire and motivate, such as free scientist-led charter boat excursions to get folks out on the water and hands-on marine science activities to get toes sandy.

5. **Project Description.**

**(a) A concise list of the goals and objectives of your project.**

**Goal 1: Public Engagement.** Public understanding and support related to a Blue Economy for the Mendocino Coast – the sustainable use of ocean resources for economic growth, improved livelihoods and jobs, and healthy marine ecosystems.

- 1.1 Hold a public meeting under the Brown Act to include Fort Bragg City Council, Sherwood Valley Band of Pomo Tribal Council, Noyo Harbor District Commission and Mendocino County Board of Supervisors.
- 1.2 Link local non-profit organizations and businesses to scientists/experts in order to develop activities tailored to the needs of special populations they serve (i.e. youth, seniors, families, developmentally disabled, citizen scientists, artists, indigenous, etc.).

**Goal 2: Knowledgeable Community.** Provide varied and broad opportunities for community members to engage and learn about coastal resources, stewardship, climate change, and economic development opportunities within a Blue Economy.

- 2.1 **Print Outreach.** Offer educational printed material to individuals and businesses for display and to share. Develop Fort Bragg specific literature, as well as utilize existing resources from trusted agencies and organizations.
- 2.2 **On the Water Experiences.** Create opportunities for community members to learn while experiencing the Pacific Ocean and local rivers by boat and kayak.
- 2.3 **Hands-on Marine Science.** An array of educational activities with our ever talented team at Noyo Center for Marine Science.
- 2.4 **Guided Tours.** Engage with local experts and scientists to share knowledge with community groups about our marine environment.

- 2.5 Community Science. Promote citizen scientist opportunities, such as collecting data related to: shorebirds (Mendocino Coast Audubon Society), coastal vegetation (Dorothy Young Chapter of CA Native Plant Society), and projects related to urchin barrens and kelp recovery efforts (Noyo Center for Marine Science & Reef Check).
- 2.6 Museum Exhibits. The Noyo Center for Marine Science has two locations with marine exhibits – the downtown Discovery Center and the Crow’s Nest located on the Noyo Headlands near the 11 acres secured for a future marine science museum and research station.
- 2.7 Presentations/Lectures. Coordinate presentations and lectures by subject experts and scientists throughout the event – from the podium, the trail, boat dock and boat decks.
- 2.8 Ecological Restoration. Coordinate with Mendocino Land Trust to offer restoration and stewardship opportunities (removing invasive species, debris, and trash) from Hare Creek Trail and Beach.
- 2.9 Public Art. Engage with local artists to develop and showcase work related to our marine environment. Specifically, work with our local organization, Art Explorers, a nonprofit creative arts program that primarily serves adults with developmental disabilities, and Alleyway Art Project, focused on working with local artists to bring murals downtown.

**Goal 3: Foster Entrepreneurship.** Highlight entrepreneurial opportunities within the blue economy to spark innovation and new businesses.

- 3.1 Explore Blue Economy Opportunities. Showcase commercial opportunities within the blue economy through presentations delivered by entrepreneurs in the field.
- 3.2 Collaborate with West Business Development Center to harness local potential and foster entrepreneurial spirit.

**Goal 4: Strong Social Networks.** Nurture a robust network of individuals and organizations that inspire collaboration and partnerships.

- 5.1 Regularly meet with Regional Coalition (City of Fort Bragg, Sherwood Valley Band of Pomo, Noyo Harbor, Mendocino Community College, West Business Center, Noyo Center for Marine Science) on shared blue economy vision for our region.
- 5.2 Collaborate with local nonprofits and organizations to develop marine focused activities to be showcased on shared Event Program.
- 5.3 Engage with scientists and local experts with knowledge of the marine environment and sprinkle them throughout the event.

**(b) Description of the project participants and recruitment plan.**

- 1. **Presenters & Attendees.**

According to information available through the U.S. Census Bureau’s current American Community Survey, the City of Fort Bragg has a population of 7,291 – 80% of people identify as white, and 34% identify as Hispanic or Latino. Fort Bragg is a Severely Disadvantaged Community with 73% of students in the Fort Bragg Unified School District considered to be Socioeconomically Disadvantaged.

Thursday and Friday are scheduled for Brown Act meetings tailored to local, regional and state leadership. Basically, the one-day October Symposium spread out over two days (see table with agenda, below). Attendees include local/regional leadership: Fort Bragg City Council, Noyo Harbor Commission, Sherwood Valley Band of Pomo, and Mendocino County Supervisors. Invitees include staff and leadership from CDFW, CA Fish & Game, NOAA, CA State Lands Commission, CA Coastal Commission, Natural Resources Agency, Ocean Protection Council, California Aquaculture Association, well as experts from all over specializing in fields related to California’s working waterfronts, climate change, the importance of kelp restoration, responsible aquaculture practices and practitioners.

<b>POSTPONED October Blue Economy Symposium Agenda</b> <i>...to be scheduled Thursday/Friday of May event</i>			
<b>Topic</b>	<b>Facilitator</b>	<b>Presentation</b>	<b>Presenter</b>
Welcome	Sarah McCormick	Introduction to Blue Economy	State Controller Betty Yee
City Infrastructure	Vice Mayor Morsell Haye Melanie Rafanan, Tribal Chair	Ocean Water Intake/Discharge	City Consultant
Noyo Harbor Infrastructure	Noyo Harbor Commission	Community Sustainability Plan	Noyo Harbor Commission
		Mooring Bay improvements	Noyo Harbor Consultant
Sustainable Fishing Economies	Carrie Pomeroy, UC Santa Cruz  Laurie Gardner, Humboldt State	Panel discussion with local commercial/recreational fishermen & associated business operators about the state of working waterfront, their visions for a vibrant blue economy in Fort Bragg, and potential synergies with other ocean industries/businesses	Joe Caito Scott Hockett Grant Downie Heather Sears Tim Gillespie Dan Platt
Aquaculture		Pathways to Responsible Aquaculture in California 101	Randy Lovell, State Aquaculture Specialist, CDFW
Commercial Aquaculture	Kevin Johnson, CA Sea Grant Specialist	Existing Seaweed Business	Mike Graham, Monterey Bay Seaweeds

		Aspiring Seaweed Business	Torre, Sunken Seaweeds
		Hatcheries/Shellfish/Abalone	Doug Bush, Cultured Abalone Farm, LLC
		Urchin	Urchinomics
Restorative to Mitigate Environmental Issues	Luke Gardner, CA Sea Grant Specialist	Kelp & Effects on Climate Change	Gina Contolini, CDFW and CA Sea Grant Specialist
		Sunflower Sea star	Norah Eddy, The Nature Conservancy
		Species Recovery	Kristin Aquilano, CA Sea Grant Specialist
Education, Community Outreach & Job Force Training	Dave Turner, President Noyo Center for Marine Science	Mendocino Coast Center	Tim Karas, President Mendocino-Lake Community College District
		Noyo Center for Marine Science	Shelia Semans, Executive Director
		CA Sea Grant Job Force Training	Carolyn Culver, CA Sea Grant Specialist
Conclusion	Tess Albin-Smith, Councilmember	Closing Remarks	Tess Albin-Smith, Councilmember
		Happy Hour Mixer	Noyo Center for Marine Science

Following the Brown Act meeting, Friday evening through Sunday is the community oriented, city-wide event. The target audience is local residents. This includes folks of all ages, grade levels, ethnicity, socioeconomic status, etc. According to information available through the U.S. Census Bureau’s current American Community Survey, the City of Fort Bragg has a population of 7,291 – 80% of people identify as white, and 34% identify as Hispanic or Latino. Fort Bragg is a Severely Disadvantaged Community with 73% of students in the Fort Bragg Unified School District considered to be Socioeconomically Disadvantaged.

To ensure that we reach everybody, event partners will collaborate with nonprofit organizations and businesses so that the special populations they serve are represented. For example, Art Explorers works with developmentally disabled adults, Mendocino Children’s Fund advocates for low income and at-risk children and their families, Redwood Coast Senior Center provides services to our elderly. Fort Bragg Unified School District can facilitate student participation, and Sherwood Valley Band of Pomo can help involve indigenous people.

2. **Plan for recruiting participants.** Leaders from the City, Noyo Harbor District, Sherwood Valley Band of Pomo, Mendocino Community College, Noyo Center for Marine Science, and West Business Development Center are committed to collaborating to host and plan

this citywide, community-oriented event. And each organization is ready to utilize their organizational resources to make this event a success. Furthermore, event partners will connect with local nonprofits and businesses to plan activities and recruit participants through their networks. Print and electronic outreach materials will be developed, and intend to coordinate a regular column in the local newspaper that will focus on blue economy matters.

3. **City of Fort Bragg.** The City is well positioned to bring the community together. Leadership is committed to public engagement and input; City staff is dedicated to public service and coordinating planning discussions. The key staff person identified is Sarah McCormick who serves as Assistant to City Manager. McCormick is responsible for the May stakeholder meeting, as well as the October symposium. McCormick has taken the lead to foster a regional coalition focused on a blue economy for the Mendocino Coast, is committed to social justice and equity, and has a deep respect for coastal resources.

**(c) Project details.**

1. **What will participants do and experience during your project?** The table below is illustrative of proposed activities. All will be showcased on a single program and timing of events will overlap, offering multiple options. Please note that the table reflects ideas of the planning committee, and not all organizations have been notified, nor confirmed participation. Outreach has been done, has received positive responses.

There would be no costs for participating – open to the public. All organizations will be supported with resources and/or experts. For example, Charter Boat excursions would be partnered with scientist/expert presenting specific a topic, like The Nature Conservancy and urchin diver Grant Downie presenting their latest work related to kelp recovery efforts.

Friday Evening through Sunday May 20, 21, 22, 2022	
Proposed Activity	Identified Organization
Run Coastal Trail	FBHS Track & Field Team
Walk/Stroller Coastal Trail	Adventist Health "Blue Zone" & FB Historical Society
Cycle Coastal Trail to Ten Mile	Seniors on Bikes Club
Specimen Collection & Science Talk	Mendocino Community College
Night Skies & Telescopes from the Coastal Trail	Out of This World
Ocean Boat Excursions	Kraken, Hooked on Mendo, Seahawk, Telstar Charters
Noyo River Kayak Excursions	Liquid Fusion
Habitat Restoration Project	Mendocino Land Trust
Guided Coastal Bird Walk	Audubon Society
Guided Coastal Plant Walk	CA Native Plant Society
Stewardship Talk & Picnic at Virgin Creek	Mendo Chapter - Surfrider Foundation
Habitat Restoration, Coho Salmon & Pudding Creek	Trout Unlimited
MacKerricher Ranger Station Talk	CA State Parks

Noyo Center Crow's Nest	Noyo Center for Marine Science
Noyo Center's Discovery Center	Noyo Center for Marine Science
Noyo Harbor Dock Tour	Harbor Entrepreneurs & Locals
Special Menu Offerings	Local Restaurants & Bars
Smores & Stories at Beachcomber	FB Historical Society & Beachcomber
Wooden Boat Show	Lost Coast Rowing Club
Noyo Station Open House	U.S. Coast Guard
Family Fry Bread	Sherwood Valley Band of Pomo
Live Music	Princess Seafood, Piaci, Golden West Saloon
Marine Focused Film and Puppet Show	Larry Spring Museum
Dogs, Leashes and Stewardship of Coastal Resources	Mendocino Coast Humane Society
Coastal Resources Art Opening	Art Explorers
Kelp Restoration Efforts	The Nature Conservancy & Grant Downie
Ocean Inspired Dance	Mendocino Dance Project
Brass Band on the High Dock	Symphony of the Redwoods
	Mendocino Mermaids
	Mendo Area Parks Assoc.
	Latino Outdoors
Free shuttle North Harbor <>Downtown	Mendocino Transit Authority
	+ others we are missing that want to participate 😊

2. **Existing curriculum, handbook, or other program material.** Existing materials will be sourced to assist for activity development and general education. Examples include CDFW materials related to CA Marine Protected Areas and Keep It Wild Campaign, resources available on the CA Coastal Commission website such as the Save Our Seas Curriculum, resources through CA Sea Grant, along with materials developed by our local Noyo Center for Marine Science, Mendocino Chapters of Trout Unlimited, Audubon Society, Native Plant Society. The list is sure to grow over the following weeks/months.
3. **New program materials.** Educational outreach and publicity materials will be developed specifically for the event and include:
  - Program schedule
  - Posters
  - Tent Cards
  - Branded “hello, my name is...” stickers
  - Web-based program
4. **Partnerships integral to the project.** Blue Economy Regional Coalition: City of Fort Bragg, Sherwood Valley Band of Pomo, Noyo Harbor District, Mendocino County, Mendocino-Lake Community College District, West Business Development Center, and Noyo Center for Marine Science.



5. **Sharing results.** Participating nonprofits and businesses will document who participated in sponsored activity and return information, along with any feedback/insights to City staff to be compiled/assessed in a report. This report will be presented to City Council and the community during a public meeting and be made available through the City's website.
6. **Project design considerations.** Numerous design considerations have been made in the planning of this event to ensure all segments of the population can participate. Activities will be specifically targeted to specific populations – youth, families, entrepreneurs, citizen scientists, developmentally disabled, folks with mobility issues, seniors, etc. The project overall is concentrating on outdoor activities in consideration of the COVID-19 pandemic.
7. **Continuing the conversation.** The regional blue economy coalition will continue regular meetings over the coming months and years in order to develop the infrastructure and capacity necessary to prosper. It is likely that a successful event will inspire an annual community outreach event.
8. **WHALE TAIL® Grant.** The City of Fort Bragg has not applied for, nor received a Whale Tail® Grant in the past.

**(d) Key staff.** Assistant to the City Manager, Sarah McCormick oversees economic development activities and special projects for the City and is the key staff identified to implement this project. McCormick identified, applied, and managed the EDA grant that initially considered opportunities for a blue economy in the region. McCormick coordinated and facilitated the stakeholder outreach meeting of May 2021, the October symposium that has been postponed, is taking the lead to facilitate regular meetings of the Mendocino Coast Regional Coalition focused on transforming the local economy into a blue economy, and would facilitate efforts for May's citywide event.

**(e) Statement of need for the requested funding.** Financial support would provide opportunities for community-wide engagement in on-water experiences, expert-led guided tours, hands-on marine science, lectures, presentations, art, and more, at no cost. Most activities would be sponsored by organizations; however, some activities, such as boat excursions to learn about kelp deforestation and urchin barrens, need financial support.

6. **Tracking and assessing your impact.** Participating organizations and businesses will track participants of each activity. This information will be collected, along with any feedback/recommendations/insights from participating organizations and businesses. Sarah McCormick, the responsible person for drafting the final grant report, will compile/assess information. The report will be presented to the City Council and community at a public meeting.
7. **Permits required (if any).** Some activities may trigger a Limited Term Permit, which the City will process at no cost to the applicant.
8. **Tasks and timeline.** The symposium planned for October 8 and 9, 2021 needed to be rescheduled due to a rise in COVID-19 cases. Dates have been changed to May 19 and 20, 2022. October presenters and attendees will transition to May, so several presentations will not need to be planned. Costs associated with this meeting will be covered by the City of Fort Bragg and the generous support of CA Sea Grant.

The city-wide, community oriented event is scheduled beginning Friday evening, May 20, Saturday, May 21 and Sunday, May 22, 2022. We have already initiated conversations with several local nonprofits and businesses to get folks thinking of what activity they might contribute and will continue to do so over the coming weeks. Responses have been positive.

We understand that the earliest date Whale Tail Grant funds would be available is mid-March. We will wait to initiate projects that rely on grant funding, such as print/electronic materials, commitment to charter boats and kayaks, and exploration kits, until awarded.

March – May 2022: Reserve boats, kayaks, heat lamps, firewood, s’mores, etc.  
Finalize Program Agenda  
Develop educational outreach (print/electronic)  
May 2022: Hold Event  
June 2022: Compile Report and Present to City Council at Public Meeting

9. **Budget and details.** See attached.

10. **City Council Resolution.** See attached.

11. **A project site list and/or map.** See attached.

12. **Organizational Information:**

- The organization’s current annual budget, including sources of funds. **N/A**
- City Leadership:  
Bernie Norvell, Mayor  
Jessica Morsell-Haye, Vice Mayor  
Tess Albin Smith, Councilmember  
Lindy Peters, Councilmember  
Marcia Rafanan, Councilmember  
Tabatha Miller, City Manager
- Optional: Any other supporting material you would like to provide such as newsletters, press clippings, or letters of support from project partners or others (such as partner schools that are already identified, or landowners where ecological restoration will occur). Any letters of support may be addressed to “California Coastal Commission” or “Whale Tail Grants Review Panel.” **Please see attached.**