

APPLICATION

Name: ALISON DE GRASSI

Company: VISIT MENDOCINO COUNTY

Mailing Address:

Email Address:

Phone Number:

- 1. Why would you like to be on the Visit Fort Bragg Committee?** I've worked peripherally with the Committee over the past couple of years and was on the marketing company selection sub-committee. I would bring my experience of 1) living in the County for 25 years and 2) my current work experience with Visit Mendocino County.
- 2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.**
Fort Bragg, like other tourist destinations in the county, as well as the County itself, faces an awareness struggle. In order to bring tourists to stay in Fort Bragg and boost the economy via TOT revenue, the City needs to undertake a concerted and long-term effort to raise awareness of the City and area. Fort Bragg has great potential with its ocean bluffs, world-renowned attractions, harbor, outdoor activities, and much more. Making potential visitors aware of what there is to do and see is key to getting them to stay.
- 3. What are some of your prior board/committee experiences?**
I serve at the pleasure of the Mendocino County Tourism Commission board and am on the Marketing Committee. For the past four years, I have sat of the board of S.P.A.C.E., the School of Performing Arts & Education in Ukiah, a nonprofit with which I have a 20+ year history.
- 4. What is your experience and expertise in strategic planning, budgeting and destination marketing?**
I have worked with Visit Mendocino County since June 1, 2011. I am currently the Director of Marketing & Media for the organization and coordinate all marketing activities for the organization as well as PR functions while staying within budget. Duties include, but are not limited to:

 - Coordinate marketing campaigns with marketing consultants and digital media buyers
 - Create timelines for marketing campaigns and execute them
 - Reporting to committees and board
 - Brand awareness research
 - Social media campaigns
 - Video and image library; fact checking
 - Website development

- Content development
- Consumer and stakeholder outreach
- PR press releases and FAM trips

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

- Hiring the right marketing consultant to develop a strategic plan with long-term goals and objectives
- Requiring regular reporting with KPIs clearly defined
- Utilizing research on which to base marketing decisions
- Leveraging a relationship with VMC to take advantage of FAM visits to the area
- Raise in TOT revenue to the City of Fort Bragg due to increased overnight visitation

FORT BRAGG

NORTH COAST CALIFORNIA 

VISIT FORT BRAGG COMMITTEE

MEMBER CONFLICT OF INTEREST DISCLOSURE FORM

Visit Fort Bragg Committee members are required to comply with the requirements of the City's Conflict of Interest Code adopted pursuant to California Government Code § 87300 et seq., the Political Reform Act (California Government Code § 81000 et seq.), the regulations promulgated by the Fair Political Practices Commission (Title 2, § 18110 et seq. of the California Code of Regulations), California Government Code § 1090 et seq., and any other ethics laws applicable to the performance of services performed on behalf of Visit Fort Bragg.

A Visit Fort Bragg Committee member may not perform services for any other person or entity that, pursuant to any applicable law or regulation, would result in a conflict of interest or would otherwise be prohibited with respect to the Visit Fort Bragg Committee member's obligations pursuant to his or her role as a Visit Fort Bragg Committee member. The Visit Fort Bragg Committee member agrees to cooperate fully with City and to provide any necessary and appropriate information requested by City or any authorized representative concerning potential conflicts of interest or prohibitions concerning Consultant's obligations assignments or tasks undertaken by the VFB Member pursuant to this Agreement.

Please disclose below all memberships, affiliations, financial relationships and roles that may influence or may be influenced by City of Fort Bragg tourism efforts. Disclosures are for informational purposes and are not intended to disqualify a member from participation in Visit Fort Bragg promotional efforts. However, relationships should be disclosed by the member before participating in a related-party discussion.

Visit Mendocino County, the County's tourism promotion agency

Alison de Grassi

1/14/20

ALISON DE GRASSI

Signature

Date

Print name

Please return this form to:
Scott Perkins, Senior Planner
City of Fort Bragg
416 N Franklin Street, Fort Bragg, CA 95437