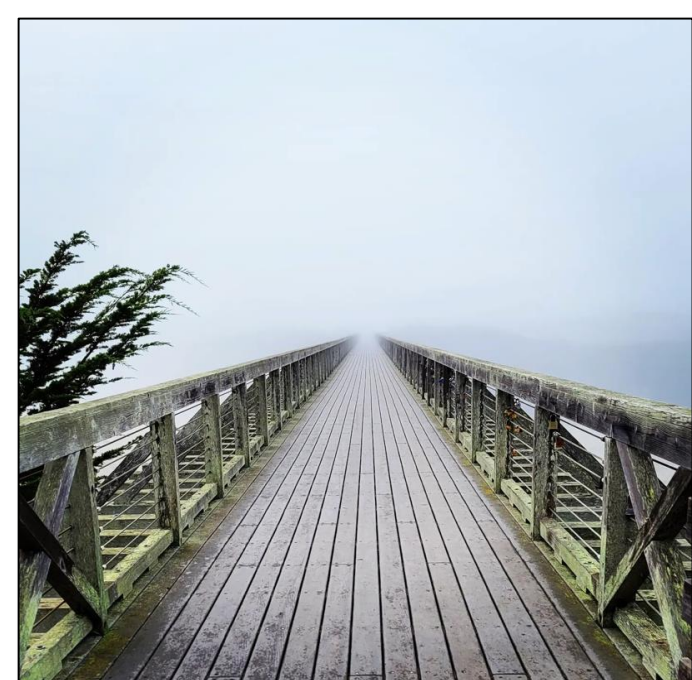


# FORT BRAGG

NORTH COAST CALIFORNIA 

## Marketing Campaign Monthly Update

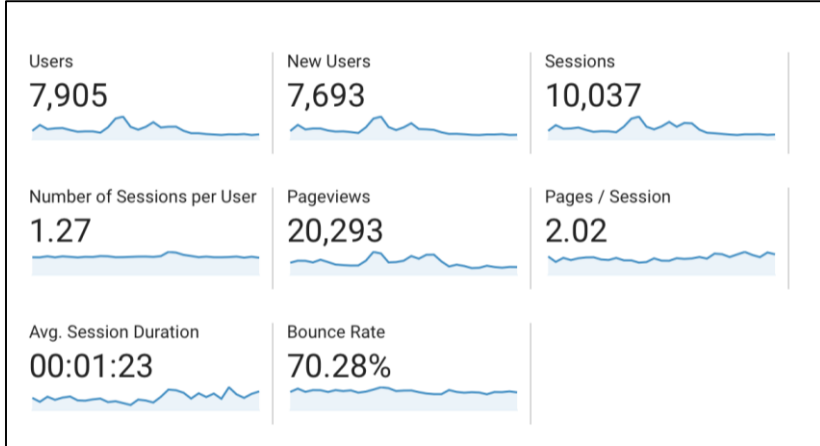
August 11, 2022



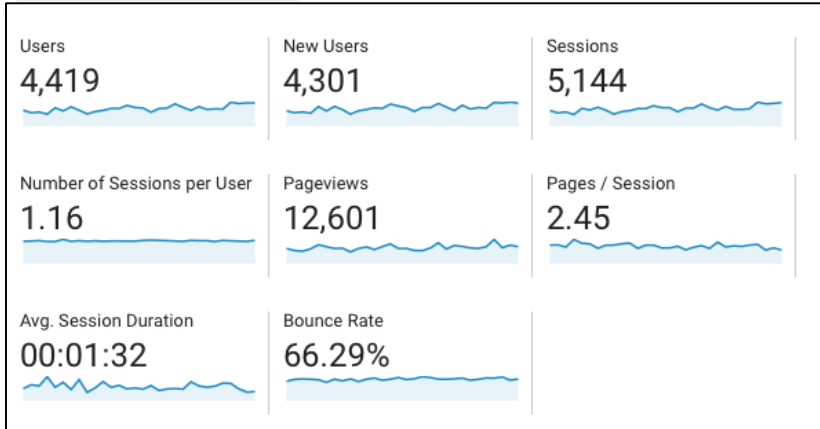
# VisitFortBraggCa.com

## MONTHLY SITE TRAFFIC

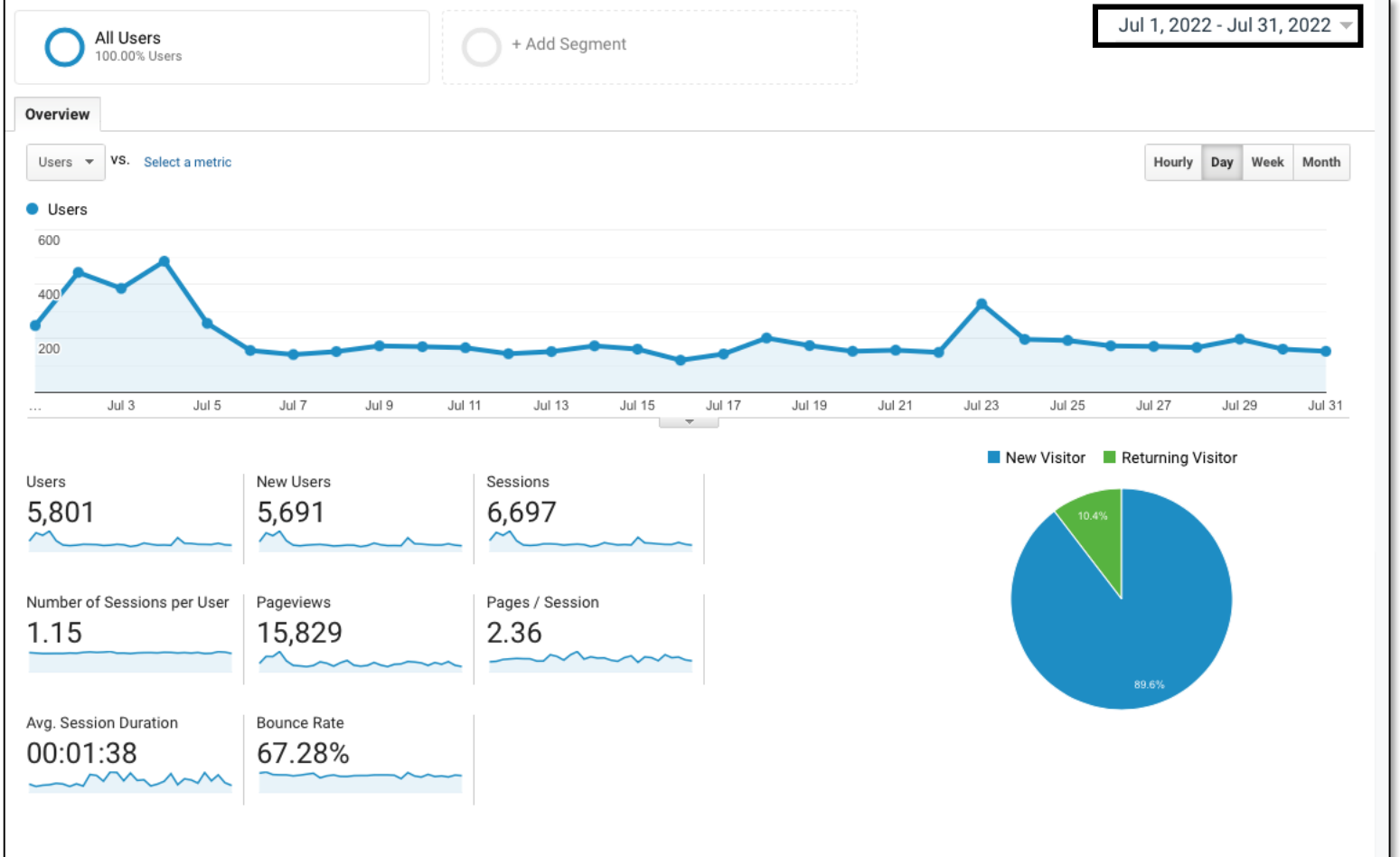
May 1, 2022 - May 31, 2022



Jun 1, 2022 - Jun 30, 2022



### Analytics



## Active Promotion

### The Great Fort Bragg Photo Favorites Contest

#### Entries/Posts:

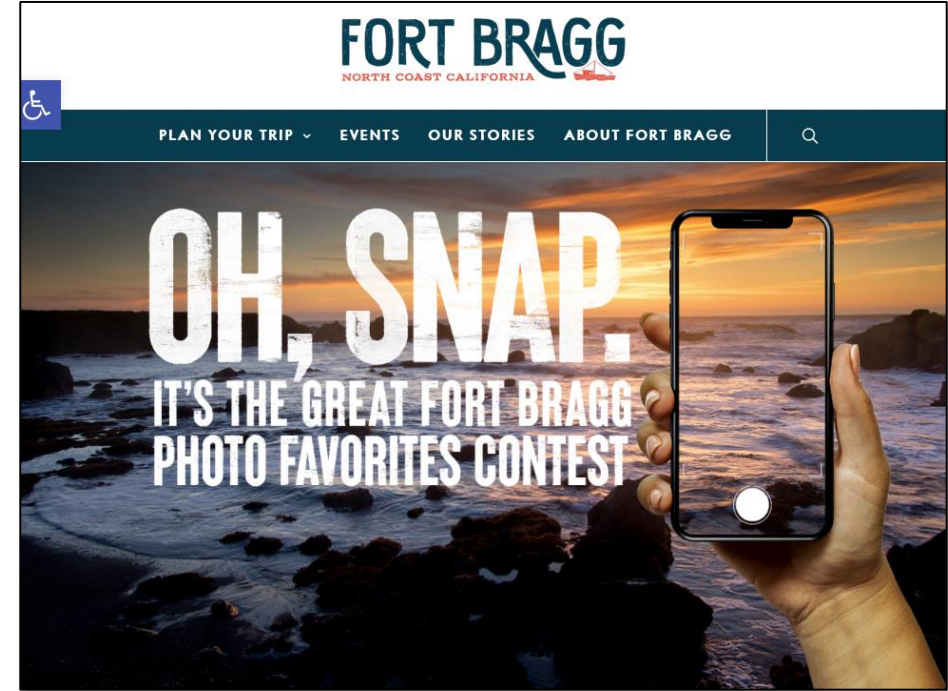
- Coastal – 173 IG – 29 FB
- Pet – 31 IG – 5 FB
- Downtown - 16 IG – 10 FB
- Forest - 14 IG – 7 FB
- Food – 16 IG – 11 FB (over 400 total)

IG = Posts vs. Pix

#### Followers:

- Instagram: 21.3 K
- Facebook: 68.3 K

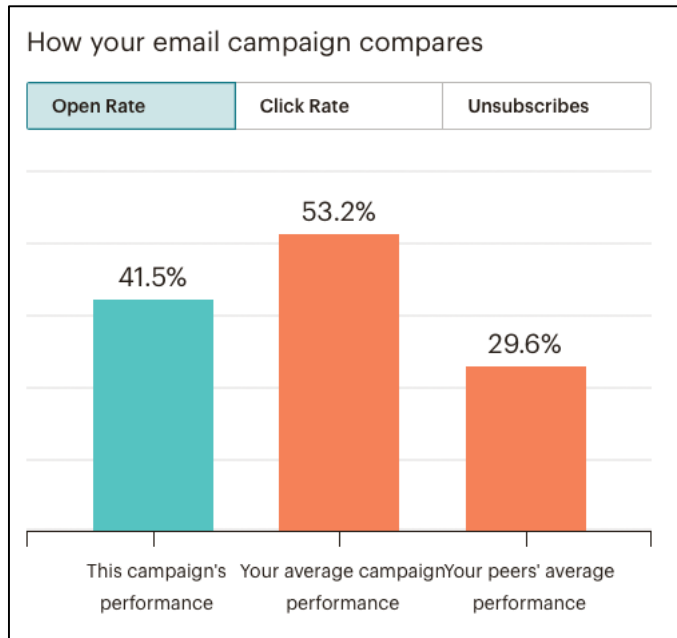
Ends: August 31, 2022




## Campaigns

### July Newsletter

- Photo Contest Lead – To engaged followers
- New Artist Profile Story
- 2,155 Opens (41.5%)
- 214 Clicks



**FORT BRAGG**  
NORTH COAST CALIFORNIA




**OH, SNAP.**  
IT'S THE GREAT FORT BRAGG PHOTO FAVORITES CONTEST

It's time to visit Fort Bragg or dig into your camera roll. From now until August 31, Fort Bragg is giving away some sweet, local prizes for best photos in several categories. Winners will receive special gifts from shops and restaurants around town. So post your photos to Instagram and Facebook today. Tag all photos with [#fortbraggphotos](#) plus one of the category hashtags below:

- Coastal: [#fortbraggcoastal](#)
- Pets: [#fortbraggpet](#)
- Downtown: [#fortbraggdowntown](#)
- Forest: [#fortbraggforest](#)
- Food: [#fortbraggfood](#)

[Get Clicking!](#)



**The Blue Economy Symposium: Now Streaming**

Fort Bragg's Blue Economy Symposium and Learning Festival brought together top researchers, educators, purveyors, guides and fishers for a weekend of fun, informative activities at the leading edge of promoting a more sustainable coastal economy. Now, even if you weren't able to make it in person, you can immerse yourself in a multitude of ocean-related enterprises by watching the presentations online.

[Explore Now](#)



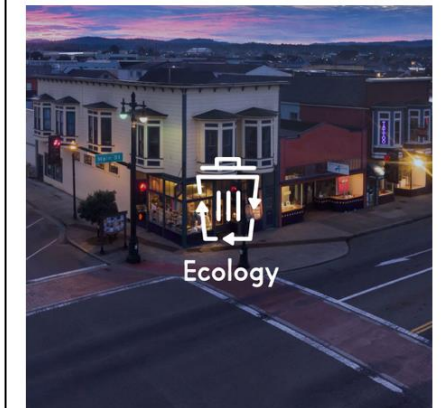
**Ryan Grossman, Maker of Murals**  
Meet the man behind some of Fort Bragg's most amazing murals. Ryan's seemingly otherworldly combination of artistic acumen and technical production skills puts him at the very center of the artistic community in Fort Bragg.

[Explore Now](#)



Share your love of Fort Bragg. Click below to forward this email to your friends.

[Forward To A Friend](#)



**Stay Sustainably**  
If you're coming for the Blue Economy, or any time of year, we know you'll do your best to protect and preserve our incredible natural surroundings as you enjoy them. Click below to explore some of the many ways you can help keep Fort Bragg beautiful for generations to come.

[Learn More](#)

Check out Noyo Marine Center's Crow's Nest [Live Cam](#) for current conditions.

## Campaigns

### The Fort Bragg Alleyway Art Project

- Collaboration with City & Alleyway Art Project
- [Website](#) currently under construction
- Site maintenance by AAP
- Guided Tours Monthly
- Self-Guided Tours Online + Printed Map
- QR codes on murals with links to site
- Launch September, 2022



# Looking Ahead

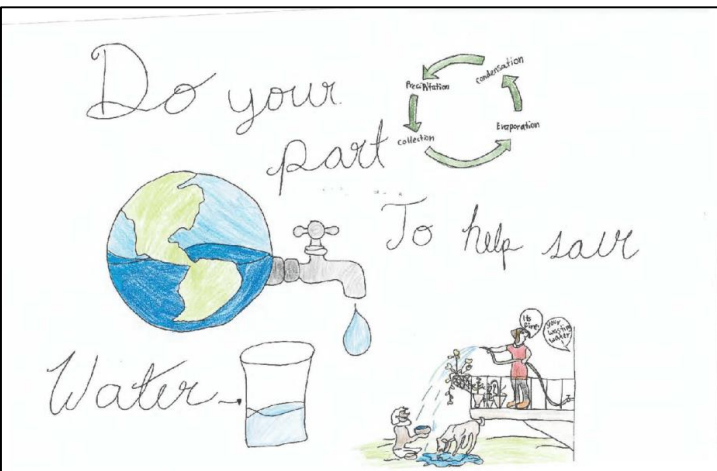


**A Message On Water Conservation**  
(from the students at Fort Bragg's Dana Gray Elementary)

**Launch of the Visit Fort Bragg Art & Culture Page**

**Shoulder Season Reach Campaign**

**Location Shoot Early October**





**QUESTIONS?**

**COMMENTS?**

**THANK YOU.**

