



**CITY OF FORT BRAGG**

416 N. FRANKLIN, FORT BRAGG, CA 95437  
PHONE 707/961-2823 FAX 707/961-2802

**COUNCIL COMMITTEE ITEM SUMMARY REPORT**

**MEETING DATE:** AUGUST 8, 2023  
**TO:** VISIT FORT BRAGG COMMITTEE  
**FROM:** CRISTAL MUNOZ, ADMINISTRATIVE ANALYST  
SARAH MCCORMICK, SPECIAL PROJECTS MANAGER  
**AGENDA ITEM TITLE:** RECEIVE REPORT AND PROVIDE DIRECTION ON THE VISIT FORT BRAGG COMMITTEE BUDGET FOR FISCAL YEAR 2023/24

**BACKGROUND AND OVERVIEW:**

The Visit Fort Bragg Promotions program is funded from a portion of the Measure AA increase in Transient Occupancy Taxes from 10% to 12%. City Council included \$25,000 to the Visit Fort Bragg Committee (VFB) for discretionary spending. At the regularly scheduled meet held on July 11, 2023, VFB considered a variety of uses for this funding. Staff has organized these many fantastic ideas into a table for VFB consideration and discussion.

**SUMMARY:**

Proposed Activity	Description	Estimated Costs	Estimated Total
Mural Walking Tour Printed Map	Encourage pedestrian activities in the CBD	Layout \$ TBD	\$1600+
		Printing for 5000 \$ 1600	
General Walking Tour		Content development	

Proposed Activity	Description	Estimated Costs	Estimated Total
Printed Map & QR code plaques  ( to include Historical sites, Park amenities, etc.)	Encourage pedestrian activity in the CBD	\$	\$1600+
		Layout \$TBD	
		Printing for 5000 \$ 1600	
Magic Market	Shoulder season event for locals and visitors	Insurance: \$ 250 Co. Health Permit: \$ 175 Restrooms: \$ 800 Volunteer Snacks: \$ 100 Musicians: \$ 1,000 Outdoor Tent: \$ 1,000 Outdoor Heaters: \$ 300 Decorations: \$ 600	\$5,000
Whale Festival	Shoulder season event for locals and visitors	Insurance: \$ 250 Co. Health Permit: \$175 Security: \$ 500 Restrooms: \$ 800 Food: \$ 200 Musicians: \$ 1,000 Outdoor Tent: \$ 1,000 Outdoor Heaters: \$ 300 Decorations: \$ 300	\$4,500
Winter Wonderland	Shoulder season event for locals and visitors	Insurance: \$ 250 Co. Health Permit: \$ 175 Co. Event Permit: \$ 125 Security: \$ 300 Restrooms: \$ 400 Food: \$ 300 Musicians: \$ 1000 Outdoor Tent: \$ 1000 Outdoor Heaters: \$ 300	\$3,600

Proposed Activity	Description	Estimated Costs	Estimated Total
		Decorations: \$ 400	
Wine Song	Support annual event (is September considered shoulder season?)		\$3000
String Lights on Redwood Avenue	Enhance the walkability of downtown to encourage pedestrian activity	200 Linear Feet of lights with connectors/timers	\$6,000
		Installation (cherry picker & crew)	
String Lights on Laurel Street	Enhance the walkability of downtown to encourage pedestrian activity	180 Linear Feet of lights with connectors/timers	\$5,000
		Installation (cherry picker & crew)	
Holiday Decor	Enhance visitor experience downtown during the shoulder season	Garland, bows, ribbon, lights, etc.	\$5,000
Flags/Banners	Enhance visitor experience downtown throughout the seasons and during special events	Pending quote	\$5,000
Buskers	Support the arts downtown	\$ 50 per musician/band on First Friday	\$1,000
Wine Barrel Planter Directional Signage		Materials \$500 (wine barrels, dirt, plantings, paint, wooded arrows/stakes)	\$1,000
		Labor \$200	
		Installation \$300	

**RECOMMENDATION:**

1. Discuss potential activities and refine the list for decision making at the next regular meeting of VFB; and
2. Discuss potential activities and direct staff on the budgetary allocation of the VFB FY 23/24 budget.

**ALTERNATIVES:**

Provide direction to staff on how to proceed.

**NOTIFICATIONS:**

“Notify Me” Subscriber Lists: Economic Development Planning; Fort Bragg Downtown Businesses; Tourism and Marketing