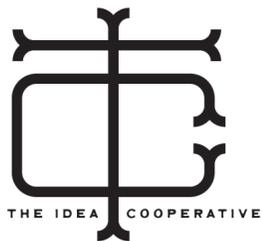


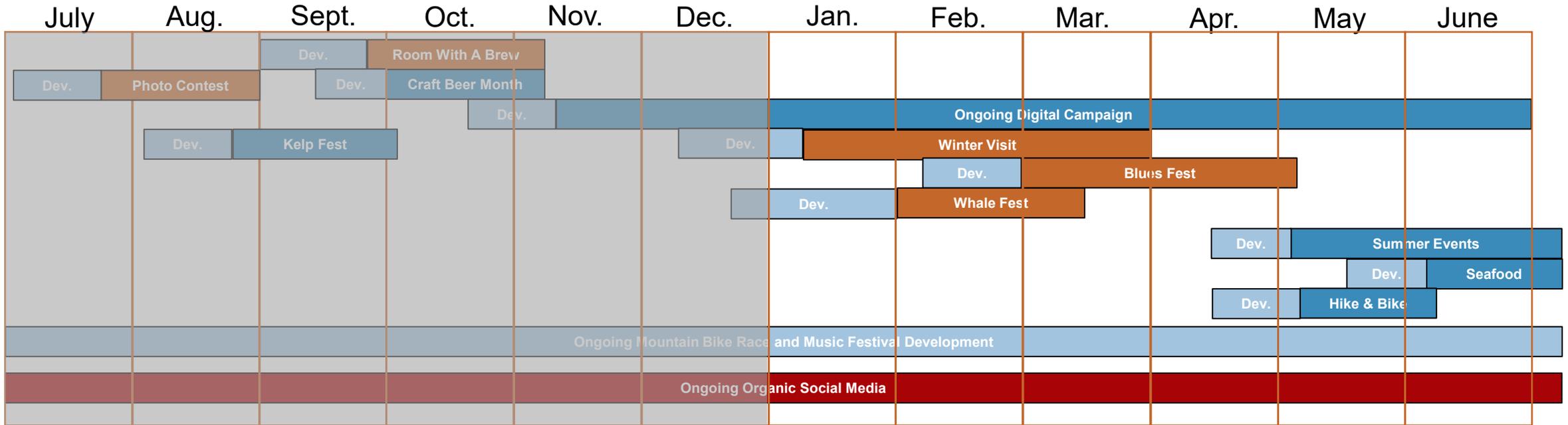


Marketing Campaign Monthly Update

January 13, 2026



Preliminary
Promotional Calendar
2025 > 2026



Major Promotion

- Hotel Involvement
- Landing Page
- Paid Media
- Organic Social
- Newsletter
- Conversion CTA

Minor Promotion

- Landing Page
- Organic Social
- Newsletter

Campaign Development

VisitFortBraggCa.com

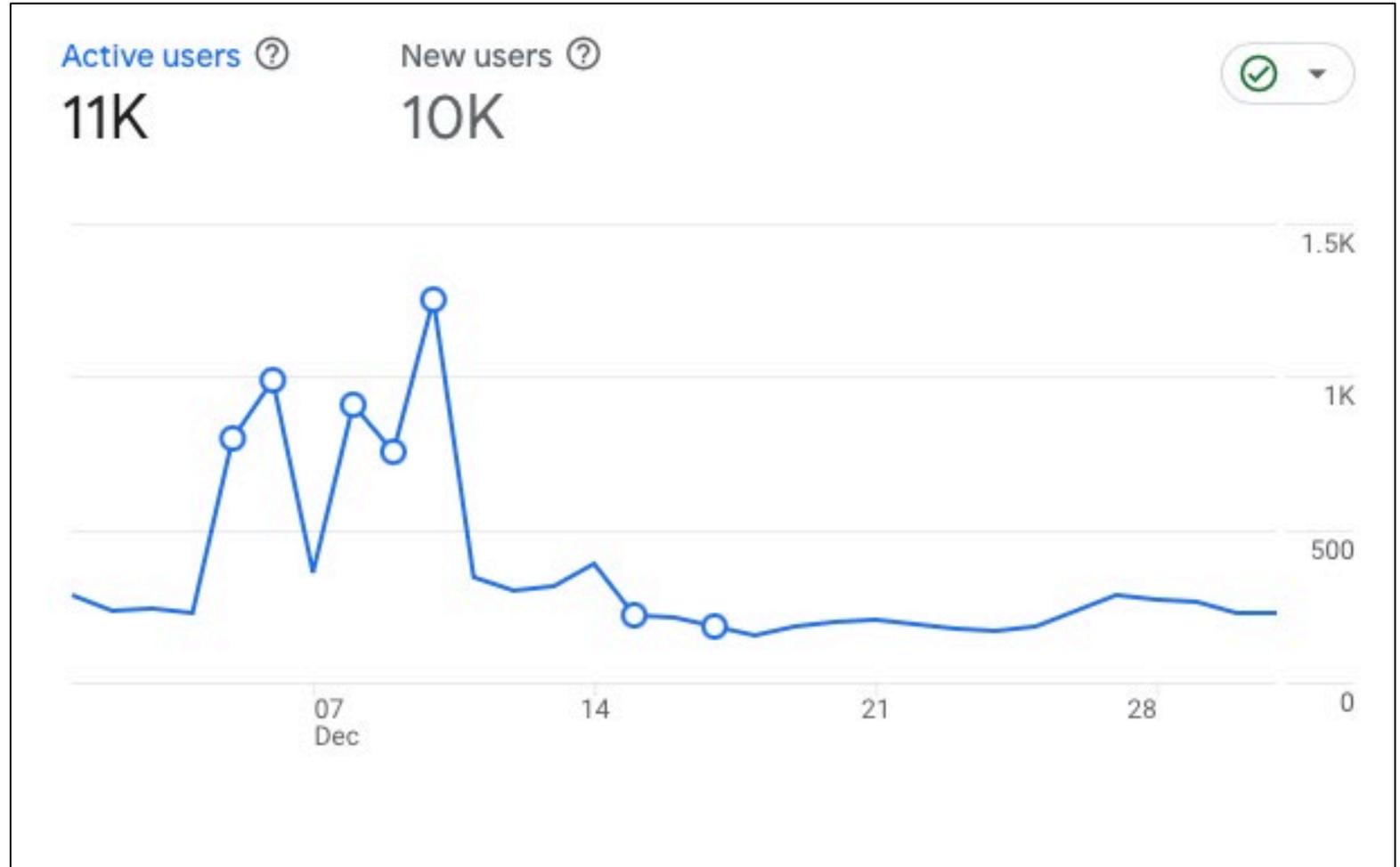
MONTHLY SITE TRAFFIC

Google Analytics

- November 2025 – 7.2K
- December 2024 – 6K
- December 2023 – 5.1K

December 2025

<input checked="" type="checkbox"/>	Total	15,141 100% of total
<input type="checkbox"/>	1 /	4,469 (29.52%)
<input type="checkbox"/>	2 /events/	748 (4.94%)
<input type="checkbox"/>	3 /fort-bragg-winter-wonderland/	739 (4.88%)
<input type="checkbox"/>	4 /2023-gift-guide-online/	493 (3.26%)
<input type="checkbox"/>	5 /glass-beach/	403 (2.66%)
<input type="checkbox"/>	6 /about-fort-bragg/	385 (2.54%)
<input type="checkbox"/>	7 /whalefest/	364 (2.4%)
<input type="checkbox"/>	8 /2023-gift-guide/	325 (2.15%)
<input type="checkbox"/>	9 /plan-your-trip/stay/hotels/	220 (1.45%)
<input type="checkbox"/>	10 /plan-your-trip/play/shopping/	219 (1.45%)



December:

- Holiday Shopping
- Holiday Events
- Blues Fest
- Winter Visit Prep



December Email

- 8,191 Recipients (+150)
- 1,729 Total Opens (-142)
- 13.2% Open Rate (+1%)
- 503 Total Clicks (+171)
- 3.8% Click Rate (-.1%)
- 29% - Clicks Per Open (+11.1%)

Click performance

December 11, 2025 - January 12, 2026

URL	Total clicks	% of Total clicks
https://visitfortbraggca.com/top-10-vintage-thrift...	191	21.8%
https://visitfortbraggca.com/events/	167	19.1%
https://fortbraggblues.com	150	17.1%
https://visitfortbraggca.com/plan-your-trip/play/s...	139	15.9%
https://www.noyocenter.org/live-web-cam	125	14.3%
https://visitfortbraggca.com	87	9.9%
https://visitfortbraggca.com/plan-your-trip/stay/h...	15	1.7%
https://www.facebook.com/fortbraggca/	2	0.23%

Total Contacts: **9,507**

Recent growth

New contacts added to this audience in the last 30 days.

89

New Contacts

From December 13,
2025 to January 12,
2026

89

Subscribed

0

Non-
Subscribed

Where your contacts came from:



FORT BRAGG

NORTH COAST CALIFORNIA



Fort Bragg's Vintage Scene

Shops abound in and around downtown Fort Bragg carrying second hand finds and collectibles. Source that unique and thoughtful gift that will truly be a one-of-a-kind find.

SEE FORT BRAGG VINTAGE SHOPS



Fort Bragg Blues Fest

Announcing the 2026 Fort Bragg Blues Festival happening the first weekend of May. Early bird tickets are on sale now and would make an excellent holiday gift! If you can't wait until Spring, join the fun at Harbor View Bistro and Bar on February 5th for the Whiskey & Blues Seafood Dinner.

LEARN MORE & PURCHASE TICKETS



Holiday Shopping Central

Downtown Fort Bragg is your shopping headquarters for holiday gift giving. From books to surf boards, boots to socks, art and art supplies, specialty food and wine, and more, there is a gift in Fort Bragg for everyone on your list.

SHOP FORT BRAGG

See the [full calendar](#) of events!

Plan your stay early!

Fall and winter can be some of the sunniest weather all year. Book your accommodations now for the best selection of hotels, ocean front inns, and campsites.

BOOK NOW



Share your love of Fort Bragg and the incredible North Coast. Click below to forward this email to your friends so they can see how much is happening in and around Fort Bragg.

Forward To A Friend



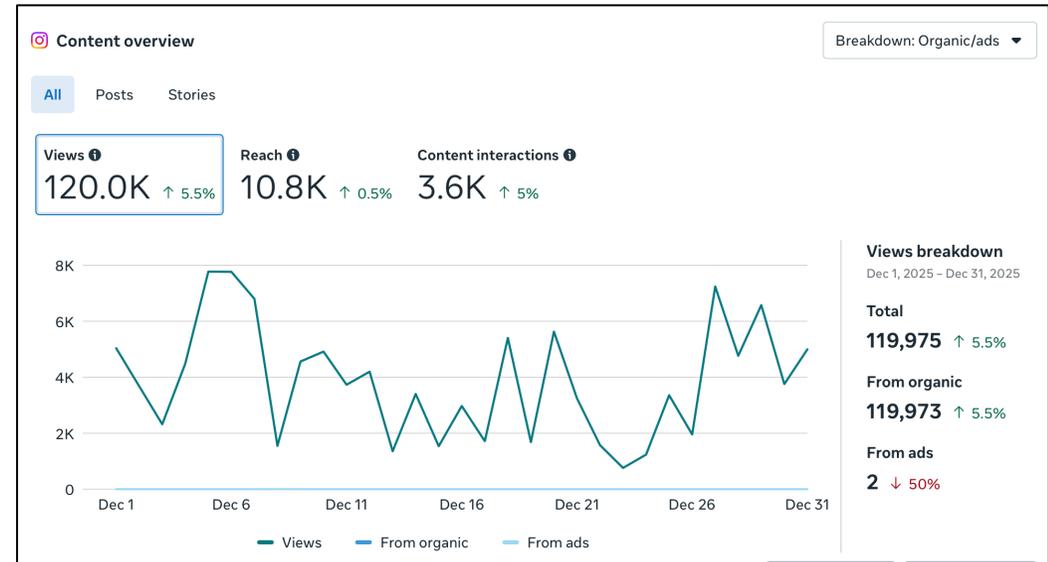
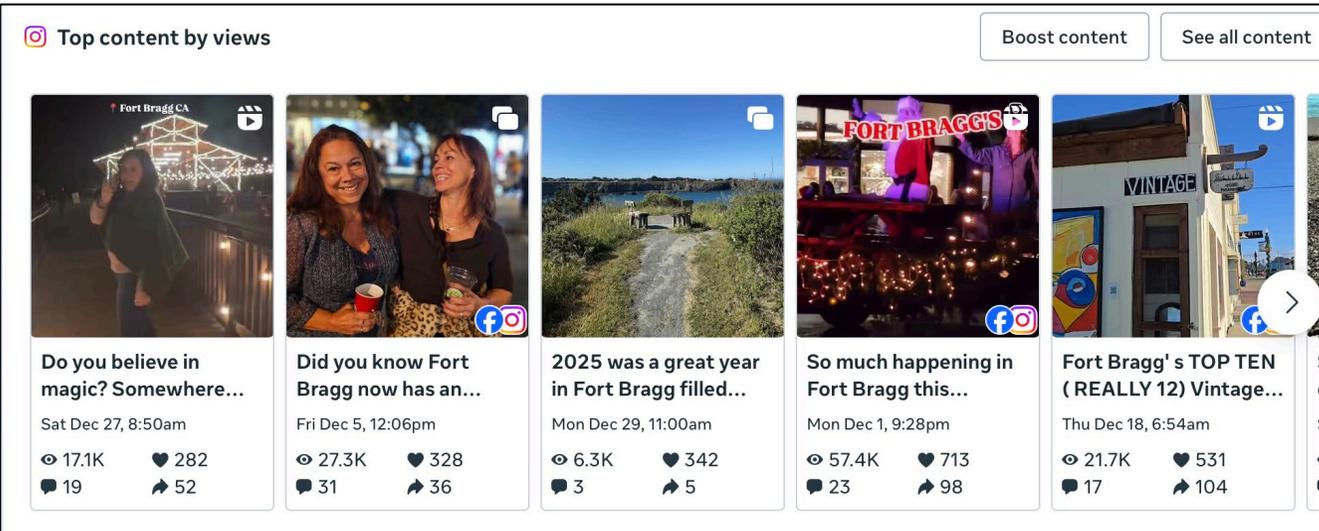
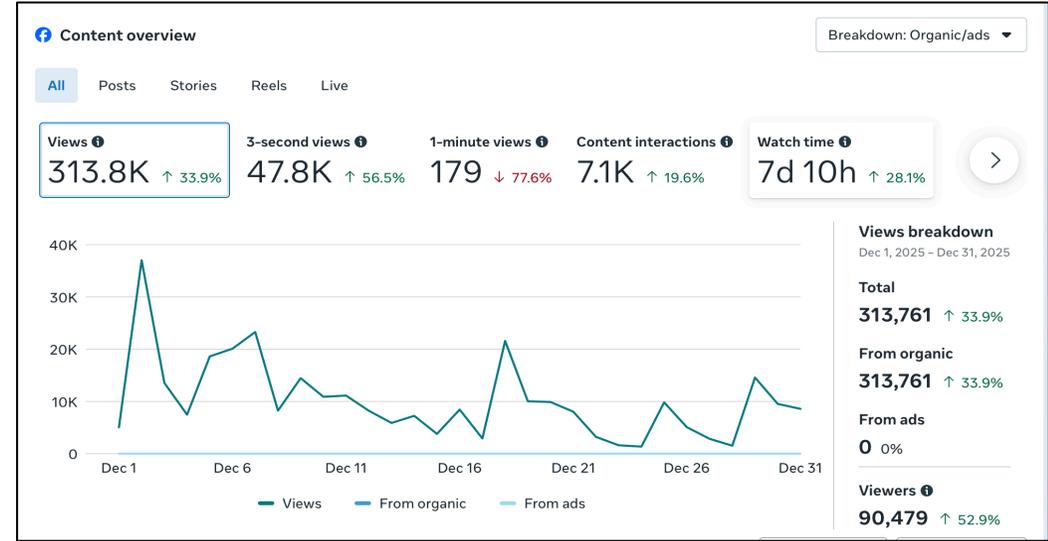
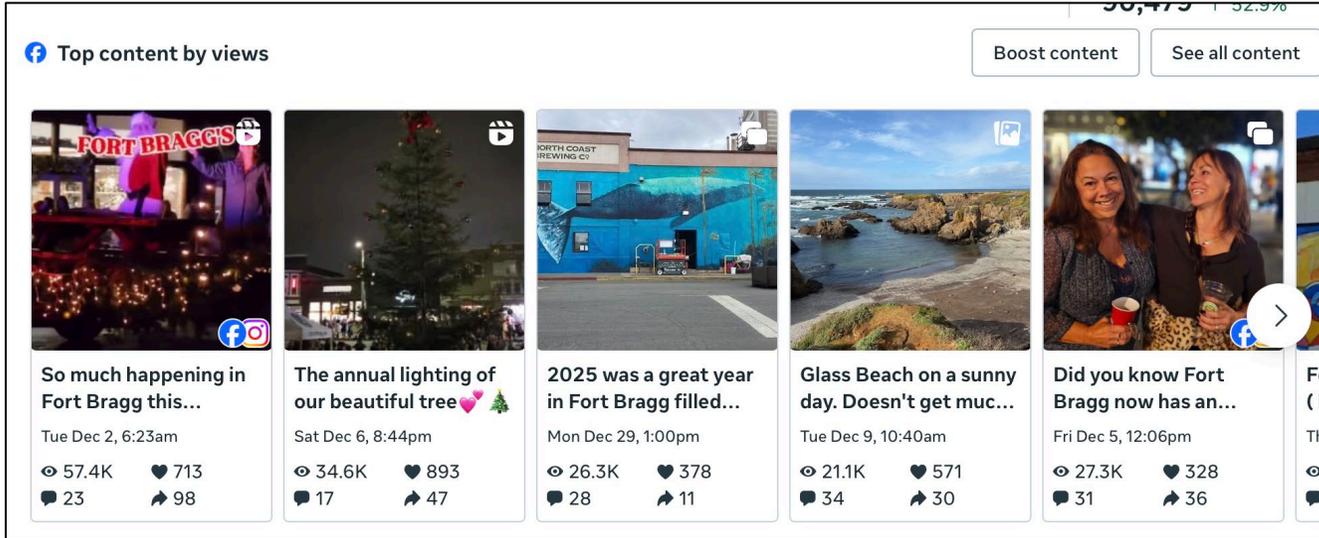
Watch the Weather On the North Coast

The Noyo Center's Crow's Nest Live Cam offers a continuous view of the coast near Fort Bragg.

View



December Social



Sustaining Google Performance Max Brand Campaign

Audience:

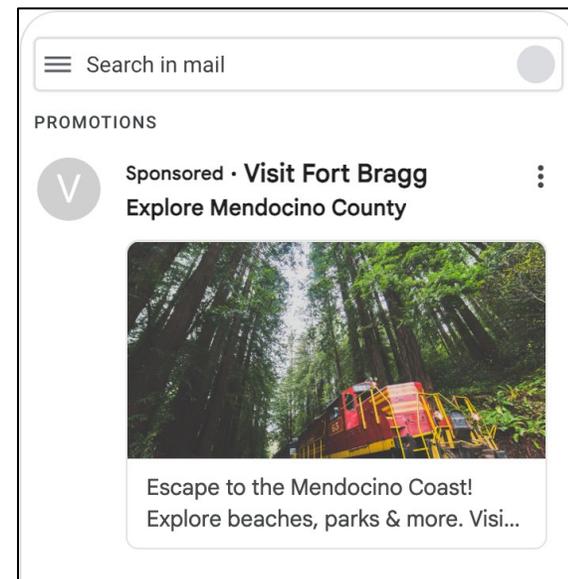
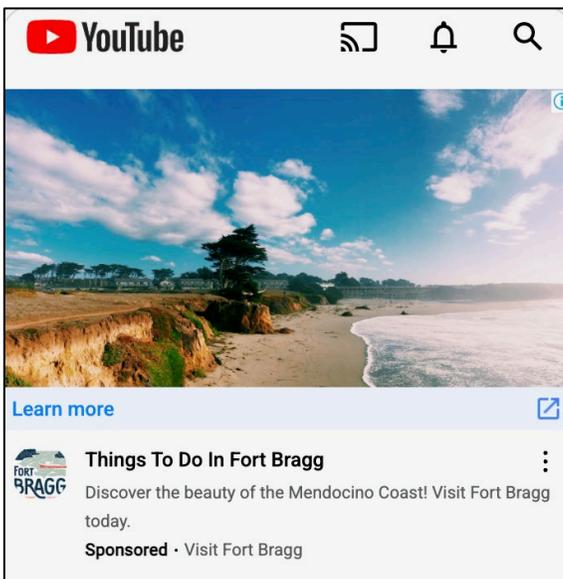
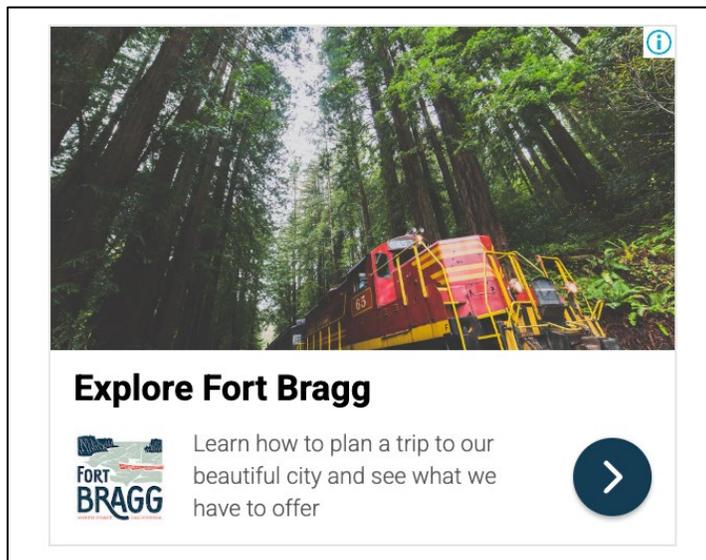
- California wide to western Nevada
- Ages 25-55
- Families, food/beverage, coastal vacations, mtn. biking, hiking, beach getaways

To Date Performance (October 1 > December 8):

- Clicks: 1,665
- Impressions: 25,909
- CTR: 6.43%
- Cost per click: \$.05
- Spend: \$86.14

****1665 clicks from 25,909 impressions shows strong and consistent traffic, and indicates highly relevant targeting and ad messaging**

****Performance indicates opportunity to scale spend if works in the budget**



Miscellaneous

Listicle: Vintage/Thrift Shopping

Beach Map – at hotels

New Pages:

- Stories: next up: Thanksgiving Coffee

Entertainment Zone Destination: Social media and eNewsletter

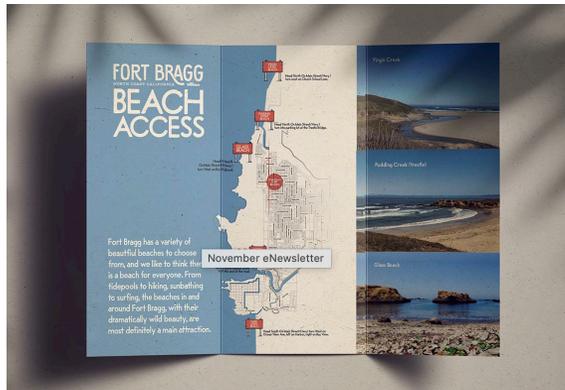
Progress on Blues Fest:

- Band Page live
- Full Ticket Sales Feb. 1

Winter Visit Campaign: January 1 – March 31

- Participating hotels: Beachcomber, Surf & Sand, Anchor Lodge, Noyo Harbor Inn
- Working on securing Prize Packets with gift certificates from Fort Bragg businesses
- Paid media: Google display ad campaign, Meta
- Organic Social

Home Page: switching this week to Winter Visit and Promo



Red's Blues Band

With Special Guest Kenny Marchese on Oudtar

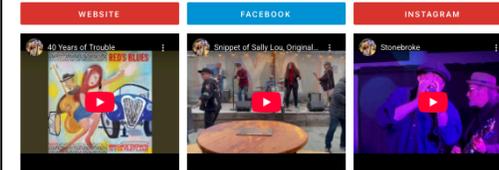


Red's Blues Band is a four-piece Sacramento Blues Hall of Fame band featuring Beth Reid Grigsby, aka Sacramento Red, on lead vocals and harmonies, RW Grigsby, bass and vocals, Doug Cummings, guitar/harmonica and vocals and Tim Wilbur, drum/percussion and vocals. Plus, they often have special guests on their shows. Guitarist Kenny Marchese, also a member of the Sacramento Blues Hall of Fame, will be a special guest for the Fort Bragg Blues Festival. They play traditional blues, as well as a lot of original Americana/Roots music. Beth and RW founded Red's Blues in 2012. The band has released four CDs, and recently released two original digital singles in September, '25, available on their website and all outlets.

Over the years their CDs have featured some of Northern California's finest guest artists, such as Rick Estrin, Steve Freund, Jon Lawton, Johnny Burgin, Sid Morris, Mark Hummel, John Cocuzzi, Kyle Rowland, sax players Nancy Wright and Terry Hancock, Kid Andersen of Greaseland fame, Anson Funderburgh, Mike Keller and Wes Starr, many of whom have performed with them live multiple times. RW is also the bassist on the 2014 Grammy-nominated and BMA-winning CD, Remembering Little Walter by Mark Hummel and the Blues Survivors. He was nominated for a BMA "Bass instrumentalist" Award in 2017.

Accolades & Accomplishments:

Red's Blues has earned recognition for their authentic and high-quality blues sound. They've received Positive Reviews in major publications including Blues Blast Magazine, Living Blues Magazine, and Blue Notes Magazine. Red's Blues are highly praised by blues luminaries: Charlie Musselwhite called their album 'You Knock Me Out' "fine laid-back enjoyable blues" and a "joy to listen to." And Critic Mick Martin lauded the same album as "gritty and refreshing," noting it was authentic blues, not disguised rock. The band has received local award nominations. Reviewers, such as Professor Johnny P's Juke Joint Magazine, specifically highlight vocalist Beth "Red" Grigsby as the "real star of the vocals."



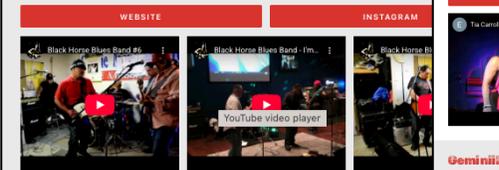
Black Horse Blues Band



Hailing from the heart of Lake and Mendocino Counties, the Black Horse Blues Band (often referred to as B.H.B.B.) is a powerhouse ensemble "amped-up" brand of ferocious blues-rock. Led by Randy Pete Rancharia, member of the Pomo Nation, the band has built a reputation for delivering a gritty, high-energy sound—often da members themselves as "gruff and grime." First formed in the Blackhorse Blues Band has become a staple of the Northern U. and local area musicians, they serve as vital cultural ambassadors bridging their heritage with a high-octane "gruff and grime!" Beyond the stage, B.H.B.B. has solidified their reputation as co through their tireless support of local causes, frequently performing benefits and tribal fundraisers to give back to the community supported them since the early 90s.

Accolades & Accomplishments:

The Blackhorse Blues Band's has earned national acclaim, mo featured on the national radio program Native America Calling for their contribution to the modern Native American sound. and local area musicians, they serve as vital cultural ambassadors bridging their heritage with a high-octane "gruff and grime!" Beyond the stage, B.H.B.B. has solidified their reputation as co through their tireless support of local causes, frequently performing benefits and tribal fundraisers to give back to the community supported them since the early 90s.



Tia Carroll & Her Awesome Band



Born in Richmond, California, Tia Carroll is a powerhouse blues, soul, and R&B vocalist who has been a staple of the San Francisco Bay Area music scene for over three decades. Known for her "sweet blues therapy," Carroll's vocal style is often compared to legends like Tina Turner, Aretha Franklin, and Janis Joplin, yet she maintains a unique, high-energy stage presence that has earned her an international following. Carroll has shared the stage with icons such as Ray Charles, B. King, and Gladys Knight along with Jimmy McCaslin, Sp. Johnson, Sugar Pie DeDelant, Tommy Castro, Elvin Bishop, Igor Prokud and Eric Gale. While she has toured extensively across Europe, Brazil, and Asia, she reached a new milestone in 2021 with the release of 'You Gotta Have It' Recorded at the famous Greaseland Studios in San Jose, the album earned critical acclaim and a Blues Blast Music Award nomination.

Accolades & Accomplishments:

Tia Carroll has amassed an impressive array of honors that reflect her status as a "lady of today's blues." Her professional recognition includes being named the West Coast Female Blues Vocalist of the Year (2007), the Juke Blues Music Foundation's Traditional Blues Woman of the Year (2008), Band Leader of the Year (2009), and R&B Vocalist of the Year (2011). In 2012, she won Best Female Vocalist at the Rock & Roll Hall of Fame Corporate Band competition, and her international influence was solidified with "Blues Contributor" awards in Spain and Brazil. More recently, her 2021 album 'You Gotta Have It' garnered critical acclaim with nominations for 'Soul Blues Album of the Year' at both the Blues Music Awards and the Blues Blast Music Awards, while her lifelong dedication was honored with the prestigious Denise LaSalle Lifetime Achievement Award in 2022.



GeminiDRAGON Featuring Linwood Taylor



GeminiDRAGON the Louisiana vocalist established herself as a fiery baritone who honored the lines of blues, Rock and Soul and paid homage to both the old and the new. By paying one foot in the past but the other foot in the present at the white mental exploring the future. Comparisons to Radio Taylor, Mike Staggs and Tina Turner aside, GeminiDRAGON has established herself as a fierce vocalist with a smoky tone and rich tapestry of textures that evoke visual images of the songs she's singing and the mental emotions of them as well.

Accolades & Accomplishments:

GeminiDRAGON has toured the world and played many of the biggest blues festivals in the U.S. (Newport Blues Festival & North Atlantic Blues Festival 'to Name A Few) Guitarist Linwood Taylor spent many years playing with blues legend Joe Louis Walker and traveled the world with him as well.



Questions? Comments?

FORT BRAGG

NORTH COAST CALIFORNIA 