

VFB Committee Application

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Caitlin Alexander

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Why would you like to be on the Visit Fort Bragg Committee?

1. To continue the successful travel promotion for the City of Fort Bragg.

Briefly describe your vision for Fort Bragg's tourism economy over the next 3-5 years.

2. Lodging has, in recent years, been sold out during the summer months leaving no room for increased tourism during this time. Working to keep this success continuing should remain a focus for VFB. Increasing tourism in the Spring, Fall and Winter over the next years is important.

What are some of your prior board/committee experiences?

3. VFB Chair two plus years, VFB member three plus years. VFB increased social media engagement substantially, very much an overwhelming success, by contracting with the local Chamber of Commerce to handle all social media promotion. VFB created a radio ad campaign that ran for several seasons in the Sacramento, Chico and Redding areas which reached millions of people. VFB had Trim Lab Media create a promotional video which runs on the FortBragg.com website and VFB's Facebook page. VFB planned to run this video in movie theaters in the Sacramento area and possibly as television ads. Over the last several years the City of Fort Bragg has enjoyed increased TOT and sales tax revenue reflecting VFB's successful promotion efforts.

What is your experience and expertise in strategic planning, budgeting and destination marketing?

4. While I have experience in destination marketing as a member of the VFB committee, the purpose of the VFB committee, to my mind, is to engage stakeholders in the community, those who directly benefit from a successful promotion campaign, so as to include our in-depth understanding of what's happening in Fort Bragg as it pertains to tourism to maximize the effectiveness of travel marketing. Having specific experience in destination marketing, while a plus, is more appropriately a prerequisite for outside contractors hired for this task.

What does success for this Committee look like to you?

5. Maintaining the substantial increase of visitors to Fort Bragg during the summer months and increasing tourism during the "off" months would be a sure sign of success for VFB. Ensuring TOT funds are efficiently and wisely spent (and with integrity) and that outside contractors fulfill their contractual obligations, timelines and deadlines are also important to the success of VFB.