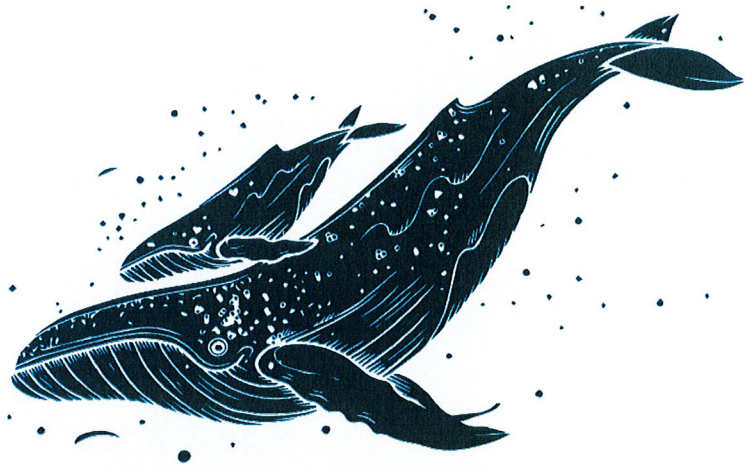


August 9, 2021

Dear Fort Bragg Property/Business Owner,

All property owners and businesses within the Central Business District zoning designation are receiving this mailing. The Central Business District, or "CBD," represents the civic, cultural and commercial center of the City. Our downtown has experienced a number of setbacks in recent years – many related to the decline of logging/fishing industries, impacts of 2009 recession, proliferation of online sales, deferred maintenance of buildings, chronic vacancies or nuisance conditions, and most recently the COVID-19 pandemic.



City Council is implementing a number of economic development tools aimed to support the CBD. The purpose of focusing resources downtown is to help create a sense of place and pride for our community; a vibrant commercial center with lively pedestrian activity that will have a ripple effect throughout the City, strengthening our economy and neighborhoods.

Active and engaged community members and businesses are key to our success. Please consider volunteering on one of the many subcommittees, such as Business Outreach Team, Community Event Planning, Downtown Walking Tours, Bee City USA or the Downtown Clean-up Team. Participate in various Council Committee meetings held at Town Hall and via Zoom, such as Visit Fort Bragg Committee (3rd Tuesday, 3pm) or the Community Development Committee (4th Tuesday, 3pm). And of course, please tune in to our regularly scheduled City Council meetings (2nd and 4th Monday at 6pm).

Finally, we invite you to join us at Town Hall, 363 N Main Street on Saturday morning, September 11th to learn more about downtown revitalization efforts, sign-up for committees, meet staff, Council and your neighbors. Coffee and pastries will be provided. We look forward to seeing you and thank you in advance for taking time to complete the enclosed questionnaire and mailing it back. A complete list of enclosed materials includes:

- Message from Council
- Property Compliance Form
- CBD Programs and Resources
- Council CBD Toolkit
- Invitation to CBD Outreach Event – September 11th 8:00-10:00am at Town Hall
- Comment/Suggestion/Questionnaire with pre-paid, self-addressed return envelope

Sincerely,

A blue ink signature of Bernie Norvell.

Bernie Norvell
Mayor

A blue ink signature of Jessica Morsell-Haye.

Jessica Morsell-Haye
Vice Mayor

A blue ink signature of Teresa K. Albin-Smith.

Teresa K. Albin-Smith
Councilmember

A blue ink signature of Lindy Peters.

Lindy Peters
Councilmember

A blue ink signature of Marcia Rafanan.

Marcia Rafanan
Councilmember



