

APPLICATION

Name: Debra De Graw

Company: [REDACTED]

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

I would like to be on the VFB Committee because I care about the economic growth of the City of Fort Bragg.

As a recent past member of Visit Fort Bragg, I have experience and knowledge of the City's promotional efforts.

2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.

Working to promote the off season to potential visitors will help to fill lodging vacancies, infuse dollars into restaurants, merchant's shops, and services throughout the town. As a year round destination for tourists, the city budget will continue to thrive and we will have a vibrant place to live and work.

3. What are some of your prior board/committee experiences?

Mendocino Coast Chamber of Commerce Board of Directors; Arts Council of Mendocino County Board of Directors; Film Liaisons In California Statewide Board of Directors; Fort Bragg Promotion Committee/ Visit Fort Bragg Committee Vice Chair; and Mendocino County Tourism Commission (also referred to as Visit Mendocino County) one year appointment by Mendocino County Board of Supervisors- Vice Chair.

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

I was the CEO of the Mendocino Coast Chamber of Commerce from 2002-2015. During that time I was charged with managing the Visitor Center, which assisted over 10 thousand visitors a year. I was also charged with running the County Film Commission (a non-funded entity) out of the Mendocino Coast Chamber of Commerce. I saw firsthand what the footprint of filming can do for tourism and the visitor center had numerous requests from visitors about films made in our county and on the coast. A favorite to this day is Overboard, filmed in Fort Bragg.

I was involved in strategic planning and budgeting if not in charge of it, with the Mendocino Coast Chamber of Commerce, Visit Fort Bragg and Mendocino County Tourism Commission. I served on the finance and audit committee of the Mendocino County Tourism Commission and am a firm believer in ethical treatment of public tax dollars.

5. What does success for this Committee look like to you?

By building on the success and creative energy that was a part of the previous Visit Fort Bragg Committee, I see the transient occupancy tax continue to grow. The previous committee enjoyed TOT growth and created positive campaigns through social media. They also assisted promoting the merchant's #I LOVE FORT BRAGG message through tote bags that mirrored the color of our ocean and window clings.