



VFB Concepts to Consider - Visitor Engagement

1. Install fun, low-maintenance photo backdrops or painted "step-in" scenes throughout town to encourage social sharing and visitor photography (e.g., wings, ocean wave murals, a giant postcard).
 - Possible opportunity to incorporate this theme into upcoming mural projects so we can have some "instagrammable" moments.
2. Painted Crosswalks or Sidewalk Stencils - Use bright, artistic designs or local wildlife motifs (whales, starfish, etc.) to jazz up pedestrian crossings or sidewalks. Adds a splash of color and local character; quickly livens the streetscape.
3. Place oversized Adirondack chairs in strategic locations - creates fun photo opportunities and resting spots (paint them in weather-resistant coastal colors).
 - Maybe on the corners of Laurel and Franklin in DTFB.
4. Install clear, attractive vehicle-friendly signage along Main Street (Highway 1) to indicate nearby public ocean access points, coastal trails, scenic viewpoints, and beach parking areas.
 - Visitors driving through Fort Bragg often don't know which side streets lead to coastal parking or the Coastal Trail entrances. Prominent signs make it obvious where to turn, prompting better accessibility to our greatest visitor serving asset!
5. Commission local artists to paint utility boxes or trash receptacles with colorful scenes - transforms necessary infrastructure into art.
 - Example: Containers at Wiggly Giggly park.
6. Create "sunset spotting stations" with simple wooden frames that align perfectly with the sunset - encourages evening visits and more "Instagrammable Moments".
 - We could select some great spots along the coastal trail.
7. Lindy's Hanging Flower Baskets Downtown: Install decorative hanging flower baskets along street lamp posts and building fronts throughout downtown.
 - Encourage local businesses to "adopt a basket," sponsoring maintenance or seasonal replanting.

8. Create "selfie spots" with mounted phone holders and suggested photo compositions - makes it easier for groups to take photos together.
9. Organize monthly window decorating contests for local shops based on seasonal themes to keep storefronts fresh and encourage window shopping.
10. Outdoor Seating "Pockets" - Create small seating areas with benches, colorful chairs, or even recycled driftwood benches in underused corners or wide sidewalks. Enhances pedestrian comfort, encourages longer visits downtown, and can be dressed up with potted plants or local art.
11. Musical Moments - Place a few weather-resistant, free-play pianos or interactive xylophones in public spaces. Encourages spontaneous performances, creates a lively atmosphere, and can be started with donated instruments.
12. Install weatherproof wooden swing seats at key coastal viewing points - simple but creates memorable moments and photo opportunities.
13. Create nautical-themed bike racks throughout downtown (shaped like anchors or waves) - functional yet adds to the coastal character.
14. Install small wind-powered kinetic sculptures along the coastal trail - creates movement and interest with minimal maintenance.

Each of these ideas:

- Requires relatively modest investment
- Can be implemented fairly quickly
- Adds to the overall visitor experience
- Creates opportunities for social media sharing
- Enhances the coastal town character
- Requires minimal ongoing maintenance
- Could be sponsored by local businesses to offset costs
- Builds on Fort Bragg's existing charm