

Q1 What is your name?

Answered: 7 Skipped: 0

ANSWER CHOICES	RESPONSES
First Name	100.00% 7
Last Name	100.00% 7
	0.00% 0
	0.00% 0
	0.00% 0

#	FIRST NAME	DATE
1	Tess	8/5/2026 4:37 AM
2	Barbara	8/3/2026 2:07 PM
3	Lindy	7/30/2026 11:24 AM
4	Scott	7/18/2026 12:18 PM
5	Stathi	7/16/2026 2:52 PM
6	Sabine	7/14/2026 2:24 PM
7	Jon	7/14/2026 9:07 AM

#	LAST NAME	DATE
1	Albin-Smith	8/5/2026 4:37 AM
2	Bruce	8/3/2026 2:07 PM
3	Peters	7/30/2026 11:24 AM
4	Schneider	7/18/2026 12:18 PM
5	Pappas	7/16/2026 2:52 PM
6	Hahnbeuck	7/14/2026 2:24 PM
7	Glidewell	7/14/2026 9:07 AM

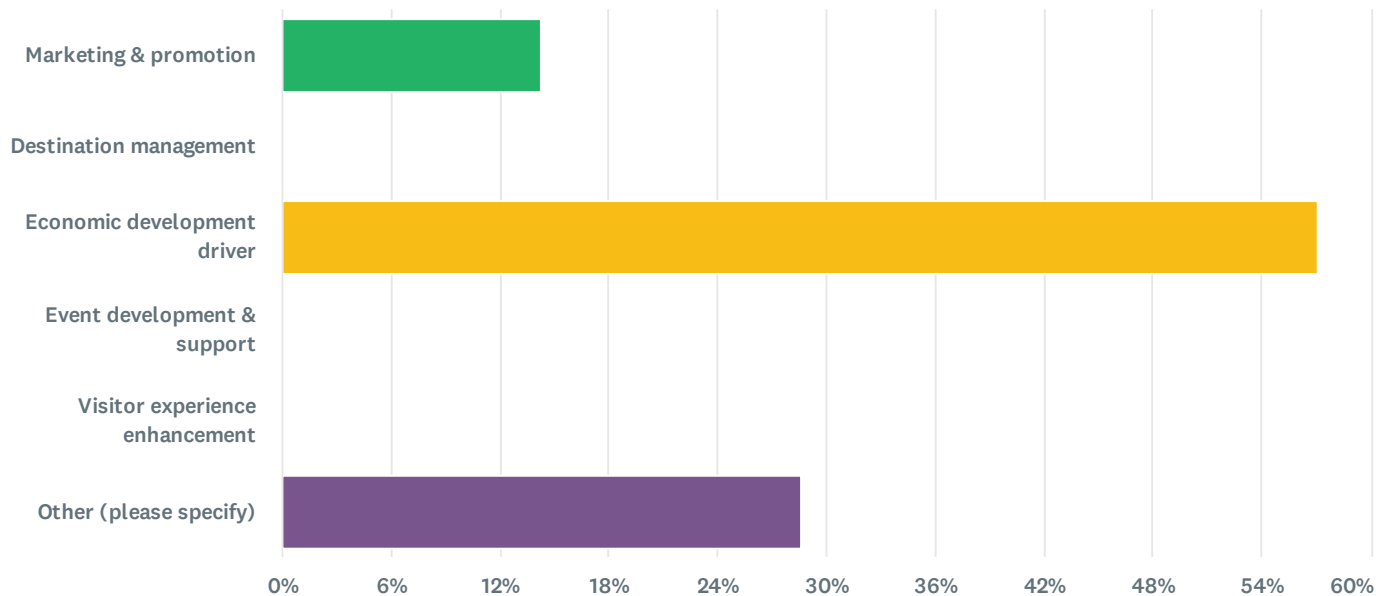
#	DATE
	There are no responses.

#	DATE
	There are no responses.

#	DATE
	There are no responses.

Q2 7 responses

What should be the primary role of Visit Fort Bragg over the next 5–10 years?

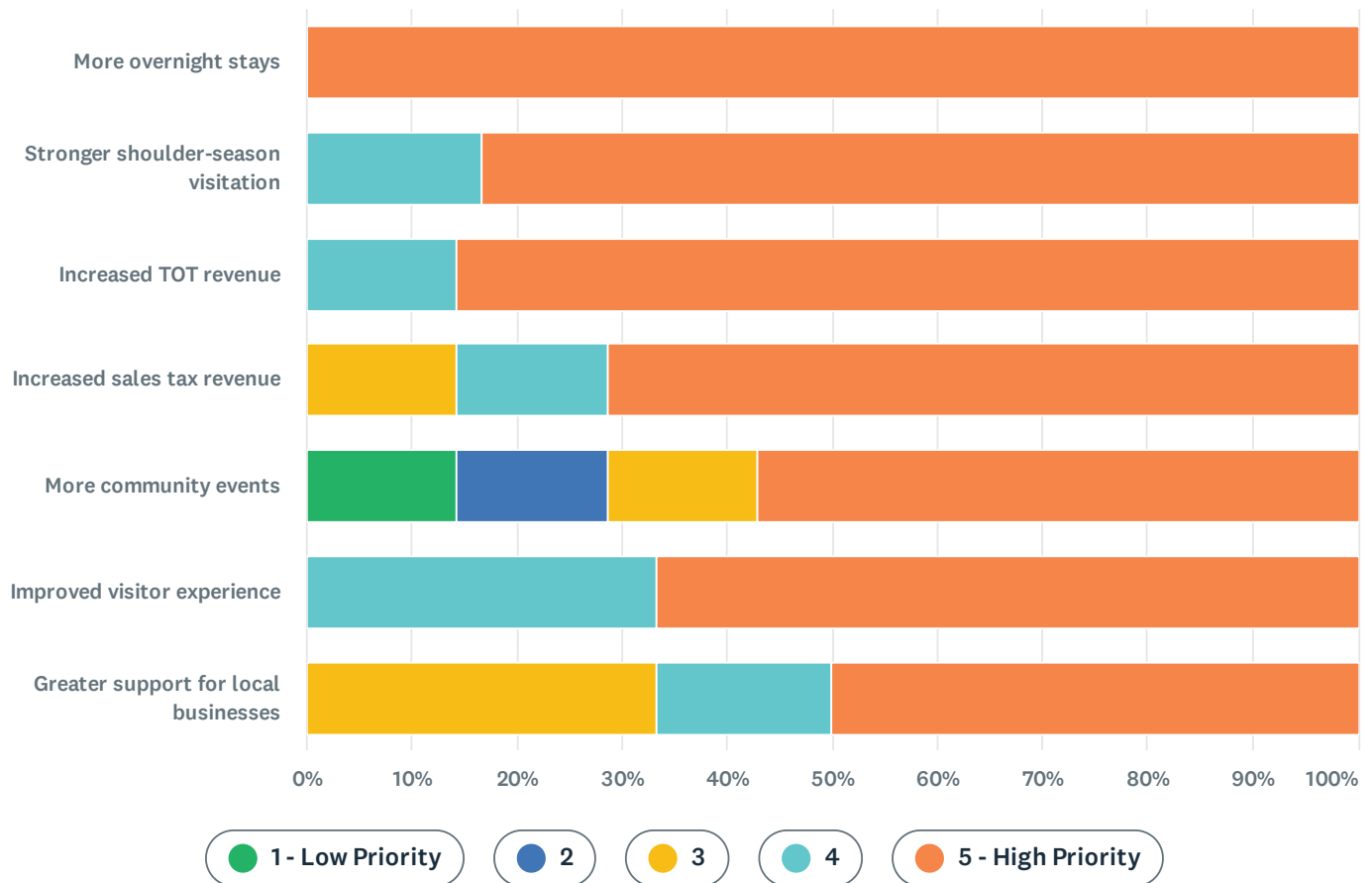


Answer Choices	Percentage	Responses
● Marketing & promotion	14.29%	1
● Destination management	0%	0
● Economic development driver	57.14%	4
● Event development & support	0%	0
● Visitor experience enhancement	0%	0
● Other (please specify)	28.57%	2
Total		7

#	OTHER (PLEASE SPECIFY)	DATE
1	Soliciting Events and ideas for tourism, website oversight, VFB budget oversight	8/5/2026 4:37 AM
2	#s 1, 4, 5	7/14/2026 9:07 AM

Q3 7 responses

Please rate the importance of the following outcomes for tourism investment.



	● 1 - Low Priority	● 2	● 3	● 4	● 5 - High Priority	Total
More overnight stays	0% 0	0% 0	0% 0	0% 0	100.00% 6	6
Stronger shoulder-season visitation	0% 0	0% 0	0% 0	16.67% 1	83.33% 5	6
Increased TOT revenue	0% 0	0% 0	0% 0	14.29% 1	85.71% 6	7
Increased sales tax revenue	0% 0	0% 0	14.29% 1	14.29% 1	71.43% 5	7
More community events	14.29% 1	14.29% 1	14.29% 1	0% 0	57.14% 4	7
						45

Visit Fort Bragg Committee Strategic Direction Survey

	 1 - Low Priority	 2	 3	 4	 5 - High Priority	Total
Improved visitor experience	0% 0	0% 0	0% 0	33.33% 2	66.67% 4	6
Greater support for local businesses	0% 0	0% 0	33.33% 2	16.67% 1	50.00% 3	6
						45

#	OTHER (PLEASE SPECIFY)	DATE
1	More solicitation from local event planners for ideas and taking the lead	8/5/2026 4:37 AM

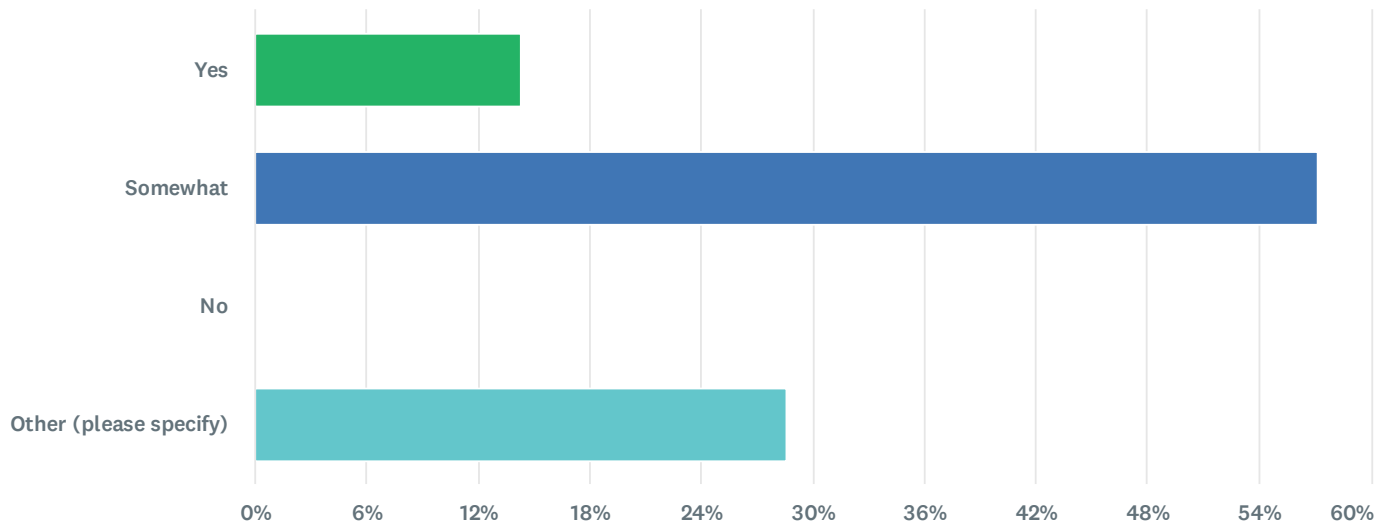
Q4 What opportunities do you see to strengthen year-round visitation?

Answered: 6 Skipped: 1

#	RESPONSES	DATE
1	Unusual events in the shoulder season, like Dog or Cat shows or Festivals, Chowder Tasting, Spelling Bee, Surfing contest, swim or homemade watercraft races in the Noyo Harbor, showcase tournament Timberwolf, celebrity sports event, beach volleyball tournament	8/5/2026 4:37 AM
2	Definitely feel like we need better bathrooms and signs more parking, i really feel like we need to keep promoting Fort Bragg individually. Specifically mentioned fort bragg and not the mendocino coast and not mendocino	8/3/2026 2:07 PM
3	More marketing to our target markets including public relations, web advertising/search optimization. Help tell the emotional story of Fort Bragg, reminding people to visit in all times of the year.	7/18/2026 12:18 PM
4	Greater promotion of winter and flank season activities	7/16/2026 2:52 PM
5	Special events which generate a following	7/14/2026 2:24 PM
6	Push market to a carefully defined target audience in order to fill off-peak periods when demand is not at capacity.	7/14/2026 9:07 AM

Q5 7 responses

Is the current marketing strategy aligned with the City's goals?

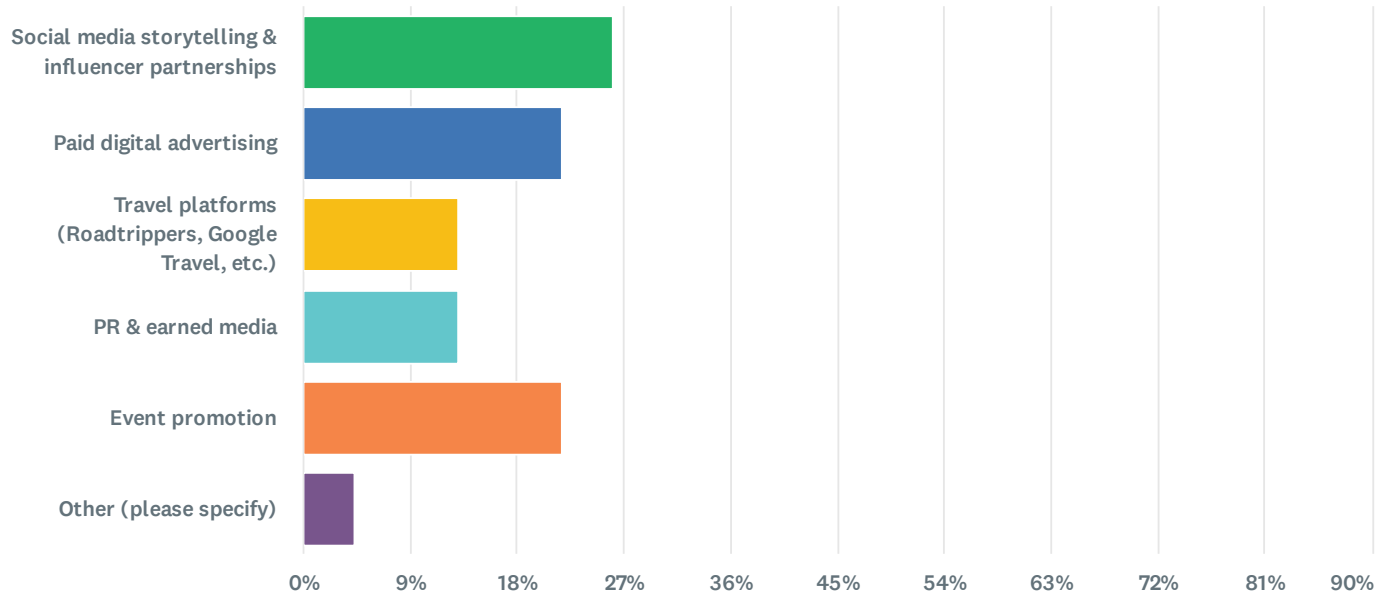


Answer Choices	Percentage	Responses
● Yes	14.29%	1
● Somewhat	57.14%	4
● No	0%	0
● Other (please specify)	28.57%	2
Total		7

#	OTHER (PLEASE SPECIFY)	DATE
1	too much emphasis on hiring our events to be done	8/5/2026 4:37 AM
2	What marketing strategy? I haven't seen one so can't answer this question.	7/18/2026 12:18 PM

Q6 7 responses

Which marketing approaches should be prioritized? (Select up to 3)

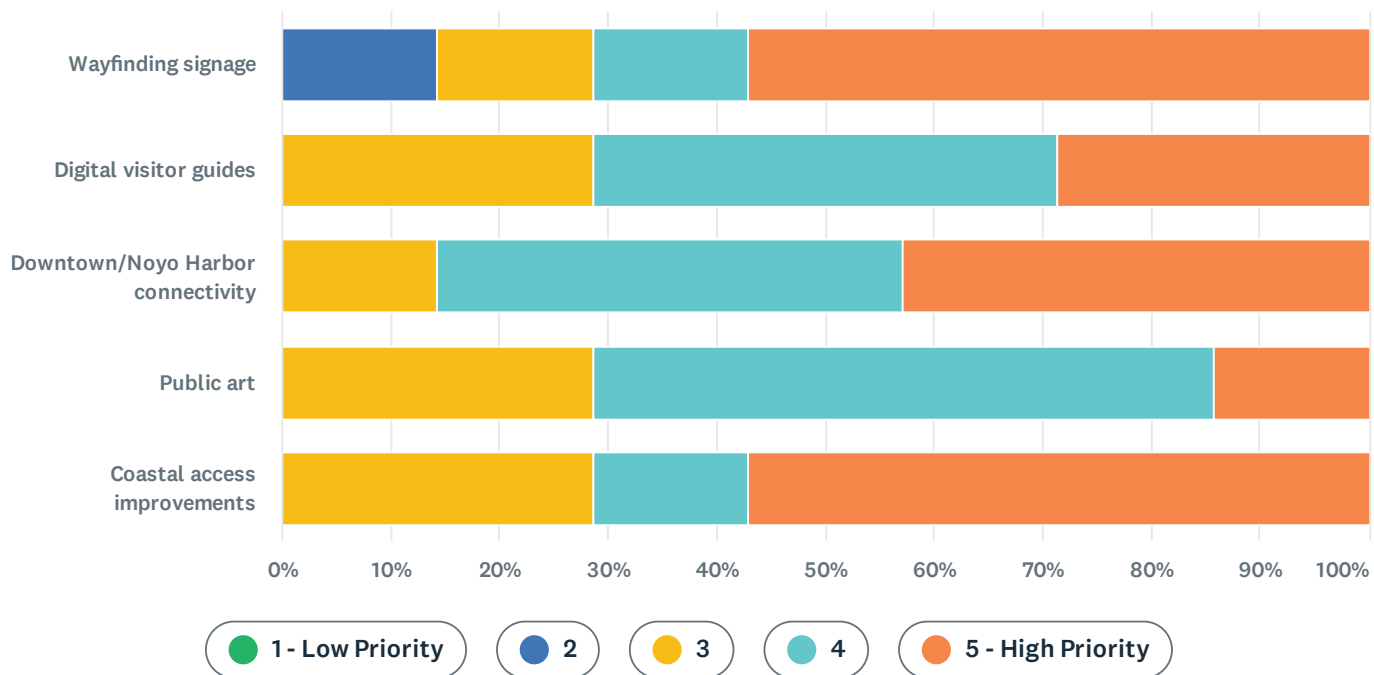


Answer Choices	Percentage	Responses
● Social media storytelling & influencer partnerships	26.09%	6
● Paid digital advertising	21.74%	5
● Travel platforms (Roadtrippers, Google Travel, etc.)	13.04%	3
● PR & earned media	13.04%	3
● Event promotion	21.74%	5
● Other (please specify)	4.35%	1
Total		23

#	OTHER (PLEASE SPECIFY)	DATE
1	Let locals try to bring in crowds with their ideas	8/5/2026 4:37 AM

Q7 7 responses

Please rate the importance of the following visitor experience improvements.

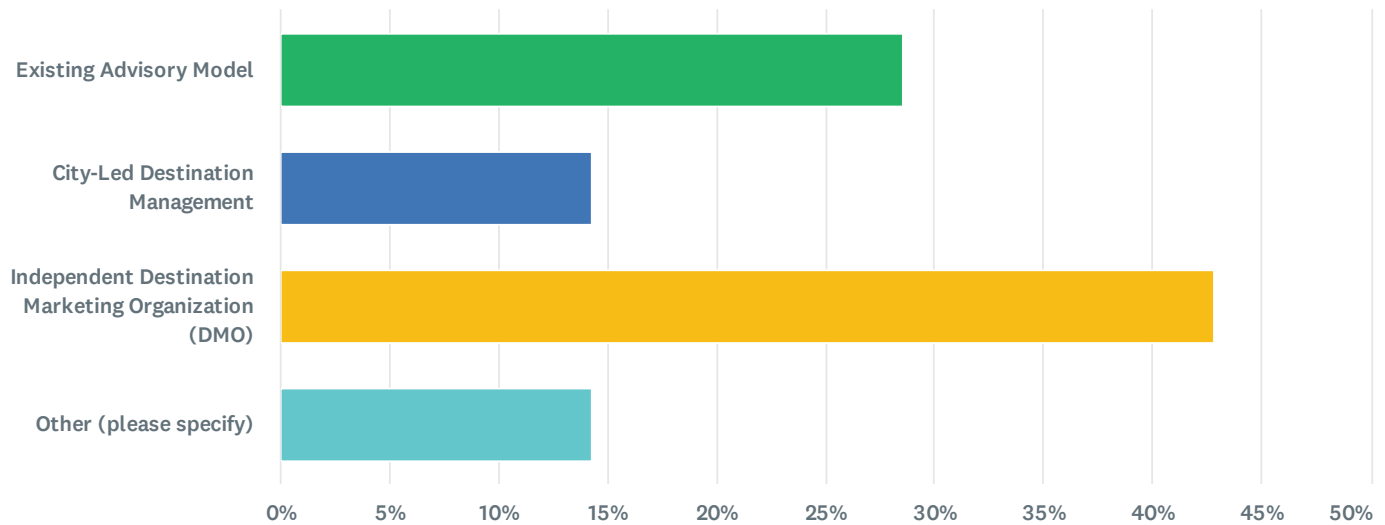


	1 - Low Priority	2	3	4	5 - High Priority	Total
Wayfinding signage	0% 0	14.29% 1	14.29% 1	14.29% 1	57.14% 4	7
Digital visitor guides	0% 0	0% 0	28.57% 2	42.86% 3	28.57% 2	7
Downtown/Noyo Harbor connectivity	0% 0	0% 0	14.29% 1	42.86% 3	42.86% 3	7
Public art	0% 0	0% 0	28.57% 2	57.14% 4	14.29% 1	7
Coastal access improvements	0% 0	0% 0	28.57% 2	14.29% 1	57.14% 4	7
						35

#	OTHER (PLEASE SPECIFY)	DATE
1	Historic and other walking tours (headphones)	8/5/2026 4:37 AM
2	Private businesses will best drive this, support their growth and success.	7/16/2026 2:52 PM

Q8 7 responses

Which organizational model best positions Fort Bragg for long-term success?



Answer Choices	Percentage	Responses
● Existing Advisory Model	28.57%	2
● City-Led Destination Management	14.29%	1
● Independent Destination Marketing Organization (DMO)	42.86%	3
● Other (please specify)	14.29%	1
Total		7

#	OTHER (PLEASE SPECIFY)	DATE
1	Existing okay, but need to invite public to participate	8/5/2026 4:37 AM

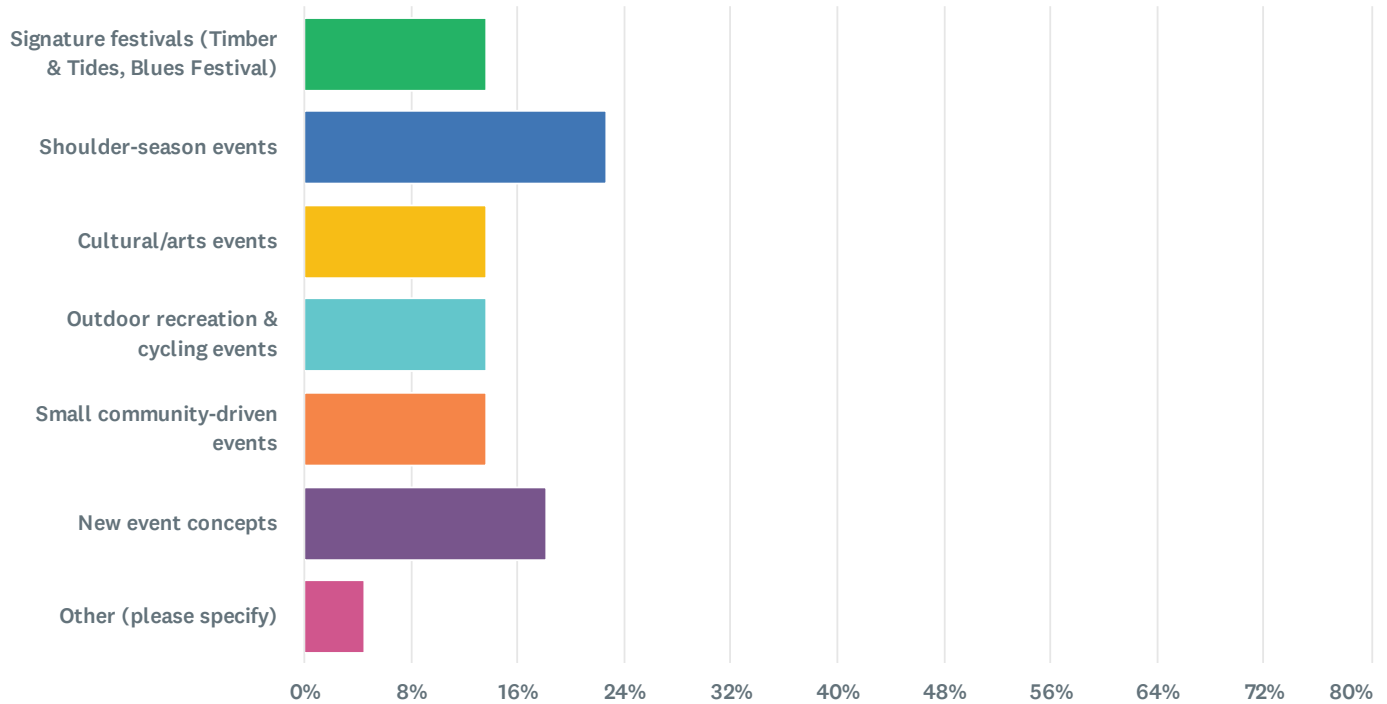
Q9 What concerns or opportunities do you see with your preferred model?

Answered: 4 Skipped: 3

#	RESPONSES	DATE
1	We rely on outside marketing too much. VFB should invite locals to propose events and marketing. VFB should not do events other than small ones--but should have ability to approve or disapprove budget expenditures	8/5/2026 4:37 AM
2	Funding is always a challenge. Promotion needs to get away from city government. At this point, we are a committee that follows the lead of two councilmembers. They do the most talking at meetings, set the agenda and allow for minimal discussion/disagreement at meetings. Destination marketing is a fairly fast-paced, opportunistic function and we need a structure that allows for improved efficiency and effectiveness.	7/18/2026 12:18 PM
3	Needs the right leadership to work.	7/16/2026 2:52 PM
4	Finding the right leader / director	7/14/2026 9:07 AM

Q10 7 responses

Which event types should receive priority funding?



Answer Choices	Percentage	Responses
● Signature festivals (Timber & Tides, Blues Festival)	13.64%	3
● Shoulder-season events	22.73%	5
● Cultural/arts events	13.64%	3
● Outdoor recreation & cycling events	13.64%	3
● Small community-driven events	13.64%	3
● New event concepts	18.18%	4
● Other (please specify)	4.55%	1
Total		22

#	OTHER (PLEASE SPECIFY)	DATE
1	annual events really help	8/5/2026 4:37 AM

Q11 What new partnership opportunities should be explored?

Answered: 6 Skipped: 1

#	RESPONSES	DATE
1	RFP's for events that locals plan and execute including the marketing	8/5/2026 4:37 AM
2	We definitely need to hire some influencers in my opinion Keep partnering with the skunk train and the gardens and maybe even more so. But also have strong hotel relationships	8/3/2026 2:07 PM
3	Visit Mendocino County; Chamber of Commerce; similar destinations in other coastal areas to increase itineraries, partnerships, etc.	7/18/2026 12:18 PM
4	Who are the big fish in the pond actively drawing people here. That is who matters to partner with.	7/16/2026 2:52 PM
5	Partnerships between other cities like Willits and Ukiah, working with other Mendocino County Chambers.	7/14/2026 2:24 PM
6	Strengthen partnerships with Visit Mendocino County, and existing visitor demand drivers like Noyo Harbor, Mendo Parks, Skunk Train and Mendocino Coast Botanical Gardens.	7/14/2026 9:07 AM