

FORT BRAGG

NORTH COAST CALIFORNIA



Visit Fort Bragg Committee Application

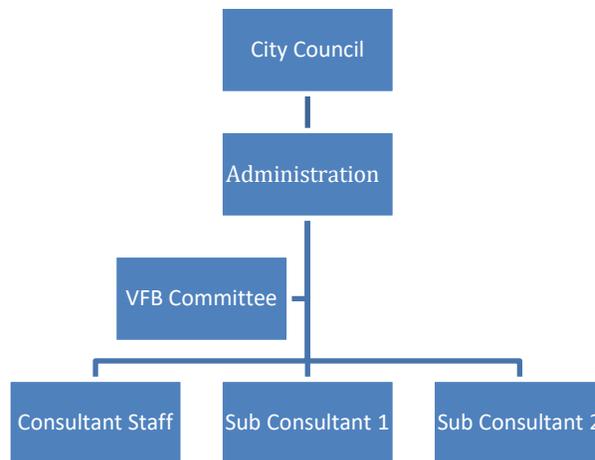
Visit Fort Bragg inspires visitors to enjoy Fort Bragg through comprehensive and collaborative outreach, ultimately increasing visitor spending and stimulating the local economy.

The City of Fort Bragg is currently seeking committed, inspired big-picture thinkers to help bring the mission to life. Applicants should represent some aspect of Fort Bragg’s Tourism Economy with a focus on the lodging industry.

Board Commitment: Currently meetings will be held monthly. Meetings are regularly scheduled for the second Tuesday of every month at 3:30 pm.

This Committee is subject to the Ralph M. Brown Act. Members are expected to fully comply with all applicable laws and regulations related to the Brown Act. (assistance with adherence to the Brown Act will be provided by City staff). As the Committee is subject to the “Brown Act”, information on this application is subject to the CA Public Records Act and related regulations.

The Committee is comprised of 5-7 community members serving staggering terms of 2 years.



Applications are due Friday, January 3, 2025. To submit an application or for more information please contact Cristal Munoz at cmunoz@fortbragg.com or (707) 961-2823 x103.

Only completed applications will be reviewed by the Visit Fort Bragg Committee during their regular meeting on January 14, 2025. Applicants are encouraged to attend the meeting in person and be prepared to address any questions from the committee. Supplemental materials supporting the application are strongly encouraged and may enhance the review process. In the event of a tie, the City Manager will cast the deciding vote.

APPLICATION

Name:

Company:

Mailing Address:

Email Address:

Phone Number:

- 1. Why would you like to be on the Visit Fort Bragg Committee?**
- 2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.**
- 3. What are some of your prior board/committee experiences?**
- 4. What is your experience and expertise in strategic planning, budgeting and destination marketing?**
- 5. What does success for this Committee look like to you?**

Jon Glidewell

Visit Fort Bragg Committee Application

December 6th, 2024

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

I am passionate about Fort Bragg's growth and development as a premier tourism destination. As a regional operations manager for a group of hotels in the area, I have firsthand experience of the opportunities and challenges within our tourism sector. Joining the Visit Fort Bragg Committee would allow me to contribute my knowledge and expertise to enhance the visitor experience, support local businesses, and strengthen the community's economic vitality.

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

My vision for Fort Bragg's tourism economy is to uncover and implement innovative ways to effectively promote our destination while highlighting and enhancing access to our strongest tourism assets, such as the stunning coastline, unique cultural heritage, and vibrant local businesses. I envision a strategic focus on improving visitor infrastructure to ensure every tourist experiences a seamless, enjoyable, and memorable stay, fostering increased destination loyalty and lifetime value. By curating consistently high-quality experiences, we can grow visitation, extend visitor stays, and strengthen Fort Bragg's position as a must-visit destination. Through these efforts, I see Fort Bragg evolving into a beacon of sustainable tourism growth that benefits both visitors and the local community.

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

- Executive Director; Mendocino County Lodging Association (October 2022, Ongoing)
- Chairperson | Mendocino County Visitor Services Committee (September 2019, Ongoing)
- Chairperson | Mendocino County Business Improvement District Advisory Board (November 2018, Ongoing)
- Committee Member | USC Alumni Ambassador Committee for the Hospitality & Tourism graduate program (2022, Ongoing)
- Prior Committee Member | Visit Fort Bragg DMO (October 2017 – November 2019)

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

With a master's degree in Hospitality & Tourism from USC and over a decade of leadership experience in hotel management, I bring a robust skill set in strategic planning and budgeting. I have overseen the development of marketing campaigns that increased occupancy rates and revenue at multiple properties. My expertise also includes creating partnerships with destination marketing organizations to align campaigns with regional branding efforts, optimizing ROI for stakeholders while delivering memorable visitor experiences.

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

Success for the Visit Fort Bragg Committee involves a measurable increase in visitor satisfaction and spending, paired with tangible benefits for the local community. This includes creating jobs, supporting local businesses, and enhancing the infrastructure that serves both visitors and residents. Additionally, success means fostering a sense of pride and ownership within the community, ensuring that tourism growth aligns with the values and aspirations of Fort Bragg's residents.