

73 YR 2024

APPLICATION

Name: Robert W. Matson

Company: See attached website and Mendocino Guidebook download.

Mailing Address: [Redacted]

Email Address: [Redacted]

Phone: [Redacted]

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

To be of service to the community and many mom & pop businesses I already serve.

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

To promote organic food production on our small farms, manufacture tiny houses

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

— None and provide housing for tourists and a health in our destination lodging.

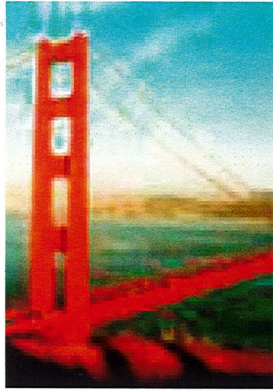
4. What is your experience and expertise in strategic planning, budgeting and destination marketing?

I have published and sold over 100,000 guide books on Northern CA.

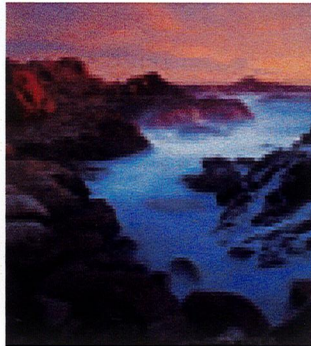
5. What does success for this Committee look like to you?

The Big Picture — a healthy setting by promoting affordable healthy food, affordable housing and lodging — the key to inner and world peace is food & shelter. The Mendocino Coast offers pristine air, good water, lush natural environment and health — cancer cures

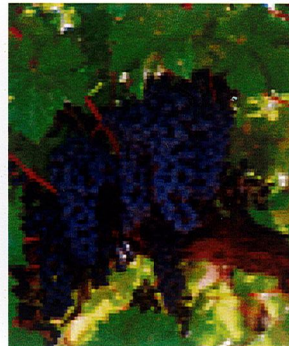
Visit Fort Bragg Received DEC 23 2024



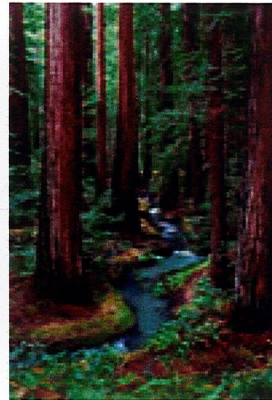
San Francisco



Coast



Wine Country



Redwoods



Mountains

www.northofSF.com

Networking 100's of Mom & Pop Businesses with Millions of Consumers

San Francisco Bay Area, Northern California and Southern Oregon

Transforming what we have into the world we want to live in.

LIVE and TRAVEL WITH LOVE IN YOUR HEART

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NEW RELEASE!

MAKE CHECKS PAYABLE TO: ROBERT W. MATSON

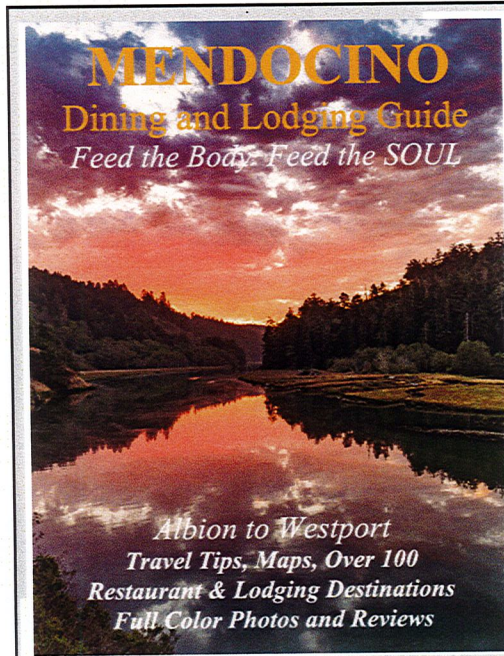
2nd Edition!

Website: <http://www.northofs.com>

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MENDOCINO DINING and LODGING GUIDE



6	\$60.00	35%
10	\$100.00	35%
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48	\$436.00	40%
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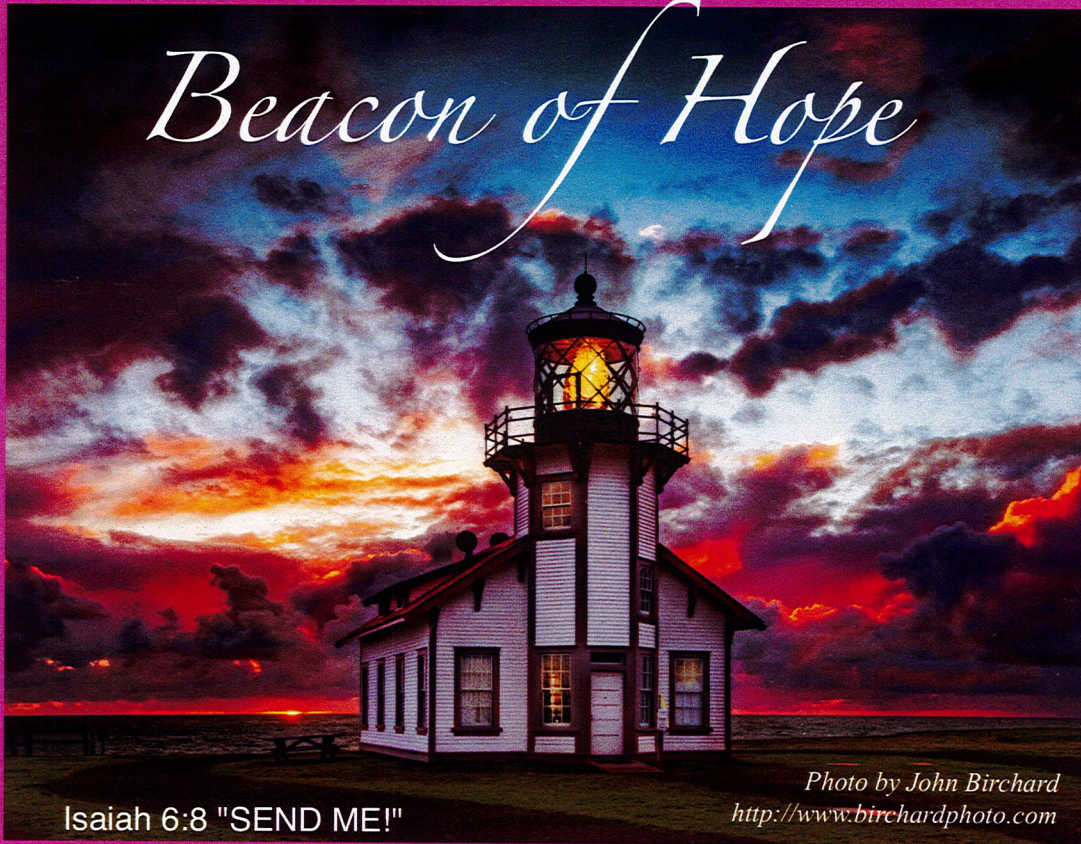
SEA WOLF PUBLISHING / Robert W. Matson
 P.O. Box 150
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Travel and Health

Over 50 Full Color Photographs, City and County Maps! Dining, Lodging, Galleries, Wine, Camping, the Healing Arts, State Parks and Travel Safety
Reviews by travel expert Robert W. Matson

Beacon of Hope



Isaiah 6:8 "SEND ME!"

Photo by John Birchard
<http://www.birchardphoto.com>

Then I heard the voice of the Lord saying, "Whom shall I send?
And who will go for us?" And I said, "Here am I. Send me!"

Besides offering crystal clear air, living water, full spectrum sunlight and the tallest trees on earth, the Mendocino Coast is home to numerous quality restaurants and comfortable lodging destinations.

You'll enjoy farm to table cuisine, fresh seafood right off the boat, pet friendly havens, fishing and kayaking.

Toast the sunset with award winning organic wines, stroll or meditate in the magnificent forests and rejuvenate in the heath spas.

Surround yourself with Love. . .

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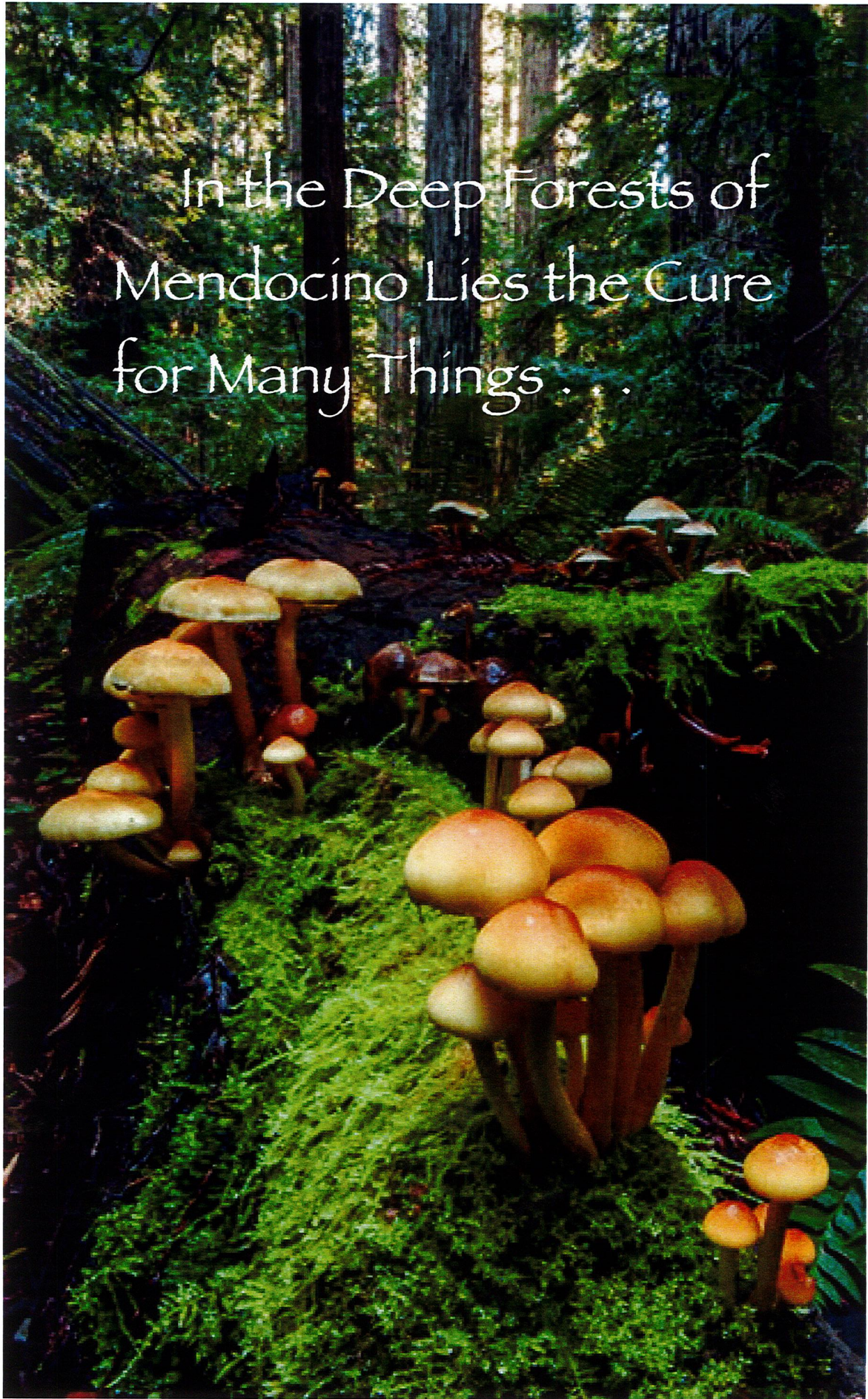
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In the Deep Forests of
Mendocino Lies the Cure
for Many Things . . .





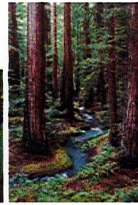
[SAN FRANCISCO BAY AREA](#)



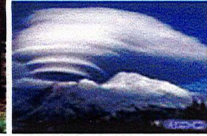
[COAST](#)



[WINE COUNTRY](#)



[REDWOOD FORESTS](#)



[MOUNTAINS](#)

North of San Francisco COUNTIES

- [Del Norte](#)
- [Humboldt](#)
- [Lake](#)
- [Marin](#)
- [Mendocino](#)
- [Napa](#)
- [Shasta](#)
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- [Book Downloads](#)
- [Organic Wine List](#)

MENDOCINO, FORT BRAGG and NOYO HARBOR DINING GUIDE

MENDOCINO DINING GUIDE



Fort Bragg, located 120 miles north of San Francisco, is a mid-sized city with a "small town personality" that was named after a fort built in 1857 on the surrounding ocean headlands. The population today is 7,000 plus and growing. It can be reached from the east by State Highway 20 and State Highway 128 and from the north/south by state Highway One. Rarely does the temperature go over 89 degrees, however days can be

windy and winter storms fierce and exciting.

Visitors can escape the summer heat and stay in a multitude of motels, hotels, bed n breakfast inns, campgrounds and RV parks. Fancy to traditional restaurants satisfy appetites from raw-vegan to steaks and seafood. Check out the Frugal Traveler link below for snacks and meals under \$6.00 and rooms under \$65.00. Those seeking more extravagant and romantic dinners and accommodations will not be disappointed as there are many choices.

Here is [Today's Weather](#), [Today's Tide Chart](#), and [Today's Nighttime Star Chart](#). Enjoy the "Mom & Pop" business's linked to and in some cases reviewed below.


America's Favorite Family Food



PIZZA

ROUND TABLE

PIACI PUB & PIZZA



Large Selection of Craft Beers, Wines, Comfort Food and Gourmet Pizza Indoor, Patio Dining & Orders To Go
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DRAGONFLY
WELLNESS CENTER
ADULT-USE & MEDICINAL CANNABIS
Open everyday, 10 am-7 pm

17975 North Highway 1
Fort Bragg, CA 95437
707.962.0890
dragonflywellness.org

Veterans visiting Dragonfly
for the first time get 15% off.
10% off for vets after that.

Cannabis has been found to help with symptoms of PTSD and tBI.
(This statement has not been reviewed by the State and Drug Administration.)

Wednesday June 5, 2024

*All Seafood
Winemaker Dinner*
5 Course Dinner + Amuse-Bouche

6:00pm
542 N. Main St
Fort Bragg, Ca 95437

707-900-1667
Reservations Needed
Per Person: \$145 W/Pairing
\$95 W/O Pairing



Seehass

Kw Saltwater Grill
Fresh Seafood and Oyster Bar

Summer Hours
Mon - Sat 11:00am - 9:00pm
Sunday 12 noon - 9:00pm

— ARCADE —

Boatyard Shopping Center
Corner of Hwy 1 & 20 Fort Bragg

707-961-0580

Bear's

Pizza & More

- Pizza •
- Beer • Wine •
- 23-Item Salad Bar •
- Pasta •
- Gluten-Free Crust available •
- 1/2 lb Burgers •

We Deliver

If you find the FORT BRAGG - MENDOCINO DINING GUIDE useful then please click Button to the left and DONATE. You will be helping webmaster Robert W. Matson, who winning Travel Author, keep this site up and maintained.

Donate



MENDOCINO COAST DINING GUIDE

MOM & POP BUSINESSES of ALBION, LITTLE RIVER, MENDOCINO, CASPAR, FORT BRAGG, NOYO HARBOR, CLEONE and WESTPORT



AMERICAN and
SEAFOOD CUISINE
Featured Is
Sea Pal Cove
Dockside Cafe

- Angelina's Bar and Grill
- Cafe One
- Organic Cuisine
- [Cowlicks Ice Cream Parlor](#)
- David's Restaurant & Deli
707-964-1946
- [Egghead's Cafe](#)

ASIAN CUISINE
Featured Is
Taka's Japanese Grill

- [Asian Fusion](#)
- [Sea Valley Cafe](#)
- [Gnar Bar - Chicken, Sushi, Seafood](#)
- [Lee's Chinese](#)
- Nit's Cafe
- [Taka's Japanese Cuisine](#)
- [Viraporn's Thai Cafe](#)

CALIFORNIA and
CONTINENTAL
CUISINE
Featured Is
The Wharf Restaurant

- [Fog Eater Cafe](#)
- [Ledford House](#)
- [Little River Inn](#)
- [MacCallum House](#)
- [Mendocino Hotel](#)
- [Noyo Harbor Inn](#)
- [Noyo River Grill](#)
- [Silver's The Wharf Restaurant](#)

GENERAL STORES
DELI'S and SANDWICH
SHOPS
Featured Is
Albion Store
Deli & Wine Shop

- [Albion Store and Deli](#)
- [New B&C Market Fabulous Food Served Fast](#)
- Bernillo's Pizza & Subs
- [Cleone Market and Grocery](#)
- David's Restaurant & Deli
707-964-1946

- [Gnar Bar - Chicken, Sushi, Seafood](#)
- [Headlands Coffee House](#)
- [Homestyle Cafe](#)
- Jenny's Giant Burgers
- [KW Saltwater Grill Fine Dining, Wild Seafood, Local Ingredients, Local Meats](#)
- [Laurel Street Deli & Desserts](#)
- [Mendocino Cookie Company Coffee Bar & Internet Cafe](#)
- [Miss KJ'S Bangin' Bites](#)
- [North Coast Brewing Tap Room](#)
- [Patterson's Pub](#)
- The Q Your North Coast BBQ Joint
- [Sea Pal Cove Docksides Cafe](#)

- Down Home Foods
- El Yucca Market
- [Harvest Market](#)
- Little River Market & Deli
- Mendocino Market
- [Nello's Market and Deli](#)
- Subway Sandwich Shop
- Westport Community Market & Deli



INTERNATIONAL CUISINE
Featured Is
Good Bones Kitchen
Comfort Food

ITALIAN CUISINE
Featured Is
Luna Ristorante

MEXICAN CUISINE
Featured Is
Los Gallitos Cantina

PIZZA
Featured Is
Bear's Pizza and MORE
(formerly Vinnys)

- [Cafe Beaujolais](#)
- [Caspar Pub House](#)
- [Cucina Verona](#)
- [Gnar Bar - Chicken, Sushi, Seafood](#)
- [Flow Restaurant & Lounge](#)
- [Good Bones Kitchen Comfort Food](#)
- [Mayan Fusion](#)
- [Mendocino Cafe](#)
- [Trillium Cafe](#)

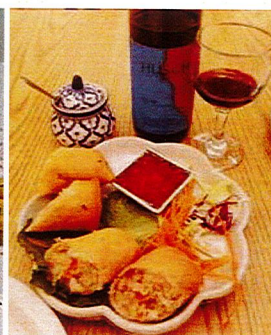
- [Cucina Verona](#)
- [D Aurelio's Pizza n Italian Dinner House](#)
- [LUNA'S Trattoria](#)
- [Piaci Pizza & Brew Pub](#)
- [Round Table Pizza & Buffet](#)
- [Bear's Pizza and MORE! \(formerly Vinnys\)](#)

- [Angelina's Bar and Grill](#)
- [Cafe One Organic Cuisine](#)
- [Casa del Sol](#)
- [Estrella Mexican Restaurant](#)
- [Good Life Cafe, Deli & Coffeehouse](#)
- [La Playa Restaurant & Bar](#)
- [Los Gallitos](#)
- [Mayan Fusion](#)
- [Noyo River Grill](#)
- [Purple Rose Restaurant & Cantina](#)
- CLOSED**

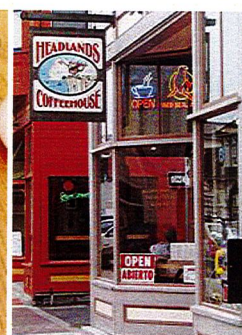
- [Cucina Verona](#)
- [D Aurelio's Pizza n Italian Dinner House](#)
- [Frankies Cafe & Ice Cream Parlor](#)
- [Mountain Mike's Pizza](#)
- [Piaci Pizza & Brew Pub](#)
- [Round Table Pizza & Buffet](#)
- [Bear Pizza and More \(formerly Vinnys\)](#)



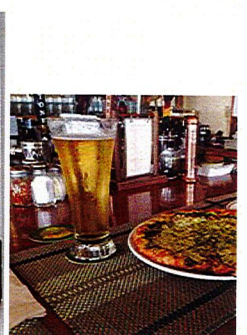
SEAFOOD
Featured Is
KW Saltwater Grill



VEGETARIAN and HEALTH FOODS
Featured Is
Viraporns Thai Cafe



COFFEE HOUSES
Featured Is
Headlands Coffee House



BARS, NIGHTCLUBS and LIVE ENTERTAINMENT
Featured Is
Piaci Pizza & Brew Pub

- [Albion River Inn](#)

- [Asian Fusion Sea Valley Cafe](#)

- [A Frame Espresso Drive Thru](#)

- [Albion River Inn](#)

- Angelina's Bar and Grill
- [Casa del Sol](#)
- [Cucina Verona](#)
- [Dijon Seafood and Grill](#)
- [Gnar Bar - Chicken, Sushi, Seafood](#)
- [Heritage House Resort & Spa](#)
- [KW Saltwater Grill Fine Dining, Wild Seafood, Local Ingredients, Local Meats](#)
- La Playa Mexican
- [Little River Inn](#)
- [Los Gallitos](#)
- [MacCallum House](#)
- Mayan Fusion
- [Mendocino Cafe](#)
- [Mendocino Hotel](#)
- [North Coast Brewing Tap Room](#)
- Noyo Fish Company Cafe
- [Noyo Harbor Inn](#)
- [Noyo River Grill](#)
- [Princess Seafood Restaurant & Market](#)
- The Q Your North Coast BBQ Joint
- [Sea Pal Cove Dockside Cafe](#)
- [Silver's at the Wharf Restaurant](#)
- [Taka's Japanese Cuisine](#)
- Cafe One Organic Cuisine
- Corners of the Mouth
- Down Home Foods
- [Fog Eater Cafe](#)
- [Stanford Inn Raven's Restaurant](#)
- [Viraporn's Thai Cafe](#)
- [DROP IN DONUT & Coffee](#)
- [Good Life Cafe, Deli & Coffeehouse](#)
- [Headlands Coffee House](#)
- [Mendocino Cookie Company Coffee Bar & Internet Cafe](#)
- Starbucks Coffee Cafe
- Angelina's Bar and Grill
- [Cucina Verona](#)
- Dick's Place
- [Heritage House Resort & Spa](#)
- [Kokkos Bar & Entertainment](#)
- [Little River Inn](#)
- [Los Gallitos](#)
- [MacCallum House](#)
- [Mendocino Hotel](#)
- [North Coast Brewing Tap Room](#)
- [Noyo Harbor Inn](#)
- [Noyo River Grill](#)
- Overtime Brewing Pub & Cafe
- [Piaci Pizza & Brew Pub](#)
- [Patterson's Pub](#)
- [Purple Rose Restaurant & Cantina](#)
- [CLOSED](#)
- [Silver's at the Wharf Restaurant](#)

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