

## VISIT FORT BRAGG APPLICATION

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

I would like to serve on the Visit Fort Bragg Committee because Fort Bragg and the North Coast have been home to me off and on for more than 25 years. During that time, I've come to deeply value both the community and the balance required to support a healthy tourism economy. I've spent years informally promoting the area, sharing experiences, highlighting local businesses, and bringing positive attention to Fort Bragg simply because I believe in this place. Serving on the committee feels like a natural extension of that long-standing commitment.

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

Over the next three to five years, I envision Fort Bragg continuing to evolve as a thoughtful, year round destination that prioritizes quality experiences, all local businesses, and sustainability. This includes prioritizing off-season visitation, and continuing to elevate the harbor, arts, food, and outdoor recreation, and attracting visitors who respect the community and return often. A strong tourism economy should be resilient, locally grounded, and reflective of Fort Bragg's character.

What are some of your prior board/committee experiences?

Earlier in my career, closer to the turn of the century, I worked with Friendship Park and several other community focused organizations in leadership and advisory capacities. Those experiences provided an early foundation in collaborative governance, operations, and the responsibility that comes with serving the public good.

In more recent years, my contributions have been primarily hands on. I have dedicated significant time to nonprofit and community efforts, including nearly 2,000 hours over the past three years through volunteering and working with the Fort Bragg Food Bank/ Mendo Food Network. Alongside this work, I have focused on promoting the area, supporting and facilitating community events, and helping organizations and local businesses achieve successful outcomes through coordination, marketing support, and on the ground engagement. This experience keeps me closely connected to the practical needs of the community and the real world impact of tourism and events.

### What is your experience and expertise in strategic planning, budgeting and destination Marketing?

My professional background includes more than two decades in hospitality, hotels, wholesale, retail, and service based industries, paired with digital strategy and marketing leadership. I have experience developing strategic plans, managing budgets, and aligning marketing efforts with measurable goals.

I also bring a strong understanding of destination perception and visitor behavior through my work as a Yelp Elite member and as one of the top 10% of Google reviewers worldwide, with over 15 million views. This perspective has given me insight into how travelers make decisions, how destinations are evaluated online, and how storytelling and consistency influence tourism outcomes. It is also why I created my Digital Marketing Company, ClickEthos. The intention is to professionally provide my skills and expertise to local businesses at a reasonable price.

### What does success for this Committee look like to you

Success looks like a tourism strategy that strengthens local businesses, respects residents, and attracts visitors who value what makes Fort Bragg special. It means thoughtful marketing, economic stability, and a collaborative committee that uses data, lived experience, and community input to guide decisions.

From my experience managing local hotels, Fort Bragg consistently fills from May through September with minimal marketing effort. The real opportunity lies in the rest of the year. A successful approach focuses on shoulder-season and off-season visitation so businesses can keep staff employed rather than relying on seasonal layoffs. This attention will strengthen families, keep dollars circulating locally, and will be where the largest increase in overall TOT revenue will come from.

Equally important is promoting experiences across **all** local businesses, not just peak attractions, so visitors are encouraged to explore, dine, shop, and stay throughout the community. This kind of balanced, experience driven tourism supports the central business district and lifts the entire town. As a tourism based economy, success requires a pragmatic, year round strategy that benefits workers, businesses, and residents alike.