

APPLICATION

Name: John Scott

Company: [REDACTED]

Mailing Address: [REDACTED]

Email Address: [REDACTED]

Phone Number: [REDACTED] [REDACTED]

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

I would like to take part in helping the community flourish in its growth for tourism. I believe I can be an asset to the committee with my experiences both personally and professionally.

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

Things grow across the board. As tourists bring money into our city, our hotels, shops, restaurants, camping, fishing, and our one of a kind attractions prosper. More of these establishments arise. This boosts the construction industry as new establishments are built and/or revived. In turn a snowball effect will be created, as every business will see these same tourist dollars being spent over and over again in the community.

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

I sat on several executive boards in television production, many of which were solely responsible for developing creative formats to target specific demographics. For a time I was Vice President of Production for Pilgrim Studios Inc. with 20-25 shows in production. During that time we had "board meetings" bi-weekly. It's not the same persay as a city committee, but it has some parell qualitys.

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

I was as a Television Producer for over 15 years, more specifically, a Line producer for "The Ultimate Fighter". Responsible for the budget, I was involved in every inch of planning and executing the show. During my career I helped grow the brand from 2 million (bought in 2000) to 4 billion (sold in 2017). Although it was not a physical destination that I was marketing, I have knowledge of evolving something to thrive in a media platform.

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

A diverse group of people who come together to execute a single vision; To grow Fort Bragg's tourism by creating a perfect picture of the amazing place that our town is and all that it has to offer. Success is representing this entire spectrum to the tourism market during every season for every economic range.