



## Visit Fort Bragg Committee Application

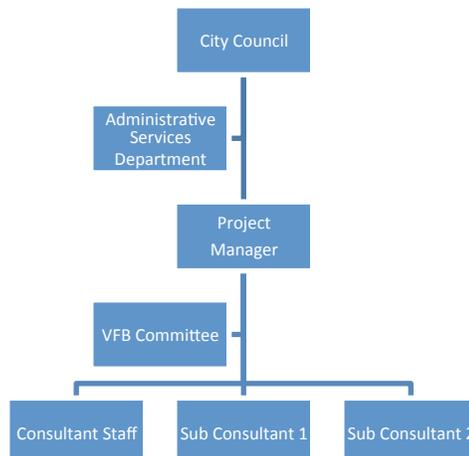
Visit Fort Bragg inspires visitors to enjoy Fort Bragg through comprehensive and collaborative outreach, ultimately increasing visitor spending and stimulating the local economy.

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 (owners and/or managers of lodging establishments).

Committee Commitment: Currently meetings will be held once per quarter in collaboration with the City's Community Development Committee. Meetings are regularly scheduled for the 4<sup>th</sup> Wednesday of the month at 3:00pm.

This Committee is subject to the Ralph M. Brown Act. Members are expected to fully comply with all applicable laws and regulations related the Brown Act. (Training will be provided upon request). As the Committee is subject to the "Brown Act", information on this application is subject to the CA Public Records Act and related regulations.

Initial terms for the Committee will be either 18 or 30 months. The long-term goal is to have 5-7 community members serve staggering terms of 2 years. Initial terms, to be chosen by members of the Community Development Committee, will be either 18 months (July 2018 through December 2019) or 30 months (July 2018 through December 2020).



**Applications are due Friday, June 8.** To submit an application or for more information or questions, please contact the VFB Project Manager:

**Aspen Logan, [aspen@mycolormill.com](mailto:aspen@mycolormill.com), 707-964-9645**

Only completed applications will be brought forward to the Community Development Committee for consideration. Supplemental information supporting the application is welcome.

## APPLICATION

**Name:** ALISON DE GRASSI

**Company:** [REDACTED]

**Mailing Address:** [REDACTED]

**Email Address:** [REDACTED]

**Phone Number:** [REDACTED]

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

I have an inherent interest in tourism development in my role as Director of Marketing & Media for Visit Mendocino County. I believe my years of experience at VMC, combined with my 25 years in the county, will serve the committee well in its efforts to further tourism for the City of Fort Bragg.

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

The development and renovation of lodging accommodations, new attractions, and a focus on culinary will better enable Fort Bragg to attract year-round visitation by the growing market of millennials and Gen-X and Y-ers. These audiences will be critical to the City's (and County's) tourism development with the growing decline in the Boomer generation.

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

I am on the board of Near & Arnold's School of Performing Arts & Cultural Education (SPACE) in Ukiah. SPACE is an acclaimed after-school performing arts program serving youth ages infant through 18 with a program that emphasizes diversity, youth leadership, cross-cultural arts, social issues, and exemplary training in the arts. I am the staff representative on VMC's Marketing Committee and also attend all Board of Directors' meetings.

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

I have worked in various capacities at VMC from creating events and festivals to now directing the marketing and media operations for the organization. I have responsibility for marketing, advertising, and PR with a budget (for those ops only) of almost \$1 million. I work with our marketing agency in planning strategic advertising campaigns that will raise awareness of the county as a whole and with our PR agency of record.

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

Success means the Committee is able to work with the Visit Fort Bragg principals to enable smart tactical decisions about the future of tourism in the City. These include initiating research, the creation of a strategic plan with goals and KPIs, instituting measurable outcomes, the development of an informative website with key tourism information, development of a marketing plan, outreach to all stakeholders to gain their cooperation and input.