



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Agenda

Visit Fort Bragg

Tuesday, June 9, 2026

3:30 PM

Town Hall, 363 N. Main Street
and Via Video Conference

MEETING CALLED TO ORDER

ROLL CALL

COMMITTEE MEMBERS PLEASE TAKE NOTICE

Committee Members are reminded that pursuant to the Council policy regarding use of electronic devices during public meetings adopted on November 28, 2022, all cell phones are to be turned off and there shall be no electronic communications during the meeting. All e-communications such as texts or emails from members of the public received during a meeting are to be forwarded to the City Clerk after the meeting is adjourned.

ZOOM WEBINAR INVITATION

This meeting is being presented in a hybrid format, both in person at Town Hall and via Zoom.

You are invited to a Zoom webinar.

When: Jun 9, 2026 03:30 PM Pacific Time (US and Canada)

Topic: Visit Fort Bragg Committee Meeting

Join from PC, Mac, iPad, or Android:

<https://us06web.zoom.us/j/85635885401>

*And Telephone (*6 mute/unmute, *9 raise hand)*

+1 669 444 9171 US

Webinar ID: 856 3588 5401

To speak during public comment portions of the agenda via zoom, please join the meeting and use the raise hand feature when the Chair or Acting Chair calls for public comment on the item you wish to address. Written public comments may be submitted to sremington@fortbraggca.gov.

1. APPROVAL OF MINUTES

- 1A. [26-272](#) Approve Minutes of Visit Fort Bragg Committee May 12, 2026

Attachments: [VFB MINS 05.12.2026](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

3A. [26-267](#) Discussion and Direction on Improving the Visitor Experience for Fort Bragg

- Attachments:** [Pull Marketing Visitor Engagement](#)
[Att 1 - Project Prioritization Matrix](#)
[Att 2 - Project Prioritization Matrix - Events Prioritization Matrix](#)
[Att 3 - Project Prioritization Matrix - Matrix Instructions](#)

3B. [26-268](#) Receive Update from Idea Cooperative

- Attachments:** [VFB Update](#)

3C. [26-269](#) Receive Update from Visit Mendocino

- Attachments:** [VMC Monthly Update 2026](#)
[Social Slides May 2026](#)

3D. [26-271](#) Receive Oral Update from VFB Special Events Subcommittee

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

STATE OF CALIFORNIA)
)ss.
 COUNTY OF MENDOCINO)

I declare, under penalty of perjury, that I am employed by the City of Fort Bragg and that I caused this agenda to be posted in the City Hall notice case on June 5, 2026.

 Stephanie Remington
 Administrative Assistant

NOTICE TO THE PUBLIC

DISTRIBUTION OF ADDITIONAL INFORMATION FOLLOWING AGENDA PACKET DISTRIBUTION:

- *Materials related to an item on this Agenda submitted to the Council/District/Agency after distribution of the agenda packet are available for public inspection in the lobby of City Hall at 416 N. Franklin Street during normal business hours.*
- *Such documents are also available on the City of Fort Bragg's website at <http://city.fortbragg.com> subject to staff's ability to post the documents before the meeting*

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It is the policy of the City of Fort Bragg to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities.

If you need assistance to ensure your full participation, please contact the City Clerk at (707) 961-2823. Notification 48 hours in advance of any need for assistance will enable the City to make reasonable arrangements to ensure accessibility.

This notice is in compliance with the Americans with Disabilities Act (28 CFR, 35.102-35.104 ADA Title II).



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Text File

File Number: 26-272

Agenda Date: 6/9/2026

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of Visit Fort Bragg Committee May 12, 2026



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Meeting Minutes Visit Fort Bragg

Tuesday, May 12, 2026

3:30 PM

Town Hall, 363 N. Main Street
and Via Video Conference

MEETING CALLED TO ORDER

Chair called the meeting to order at 3:34 PM.

ROLL CALL

City Staff Present: Public Experience Liaison Adelaide La Torre, Senior Administrative Assistant Crista Munoz, and Administrative Assistant Stephanie Remington.

Present: 5 - Tess Albin-Smith, Lindy Peters, Jon Glidewell, Sabine Hahnbeck and Scott Schneider

Absent: 3 - Stathi Pappas, Barbara Bruce and Ryan Ballou

1. APPROVAL OF MINUTES

1A. [26-199](#) Approve Minutes of Visit Fort Bragg Committee April 14, 2026

Attachments: [VFB MINS 04.14.2026](#)

The minutes were approved by the committee as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. [26-226](#) Discussion and Direction on Improving the Visitor Experience for Fort Bragg

Attachments: [Pull Marketing/Visitor Engagement](#)

[Att 1 - Project Prioritization Matrix](#)

[Att 2 - Project Prioritization Matrix - Events Prioritization Matrix](#)

[Att 3 - Project Prioritization Matrix - Matrix Instructions](#)

John Glidewell presented an updated version of the Project Matrix Spreadsheet with examples of subcommittee initiatives and projects presented. Instruction was given to each committee member to score the provided matrix items and return score sheets to Adelaide La Torre for analysis. A new agenda item was requested to review the scoring sheets next month with discussion for moving forward.

Discussion: Committee members discussed the logistics of how to best utilize the matrix, how to engage the community/capture community ideas, and how the committee will handle and review matrix initiatives in the future.

Public Comment: Chris Heart

3B. [26-215](#) Receive Update from Idea Cooperative and Presentation on Music Festival

Attachments: [Att 1 - Idea Cooperative Update](#)

Tom Kavanaugh and Melissa Holberton presented Idea Cooperative statistics and reports on Visit Fort Bragg website traffic, social media use, and event calendars. Future projects include kids and families listicles, beach maps, and girl's weekend destination promotion. Music Festival is proposed as a single day event for September 26, 2026 at multiple proposed locations. Preliminary estimated budget reviewed. City Council presentation will be given in June for approval.

Discussion: Committee members discussed the feasibility of budgeting with ticket sales percentages instead of flat payments. Idea Cooperative may possibly plan for a fall back date in the spring of 2027 if Council has concerns for the event.

Public Comment: None.

3C. [26-216](#) Receive Update from Visit Mendocino

Attachments: [Att 1 - April 2026 Social Slides](#)

[Att 2 - VMC Monthly Update May 2026](#)

Scott Schneider presented information on Visit Mendocino activities and media outreach.

Discussion: None.

Public Comment: None.

3D. [26-217](#) Receive Oral Update from VFB Special Events Subcommittee

Adelaide La Torre presented on current city events including First Friday on June 5th (with enacted Entertainment Zones) and Blues Festival. Adelaide asked for input on what days would be best for a Special Visit Fort Bragg at the end of the month. May 28th at 3:00 PM was bookmarked for the Special meeting date and time, pending approval from quorum.

Discussion: None.

Public Comment: None.

4. MATTERS FROM COMMITTEE / STAFF

Lindy Peters discussed the successful use of the Noyo Headlands space for Blues Festival. Parking was difficult; next event we may look into using MTA for bussing services. Tess Albin-Smith inquired on Blues Festival cost rundowns, possible profit can for Blues Festival can be allocated back to Visit Fort Bragg. Sabine Hahnbueck requested Blues Festival ticket sales and attendance for the event.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 5:05 PM.



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Status: Business

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File Type: Staff Report

Agenda Number: 3A.

Discussion and Direction on Improving the Visitor Experience for Fort Bragg

Visit Fort Bragg

Pull Marketing / Visitor Engagement

I'm hoping we can continue to...

- Expand on our vision strategy as a small town DMO
- Build a distinctive sense of place that gets talked about
- Develop ambiance
- Offer unique local experiences
- Craft memorable moments that prompt visitors to tell friends and family about their experience, turning them into destination advocates
- Create Instagram-worthy photo opportunities that visitors organically share, spreading authentic destination content



1. Instagrammable Murals



1. Instagrammable Murals



2. Enhanced Crosswalks





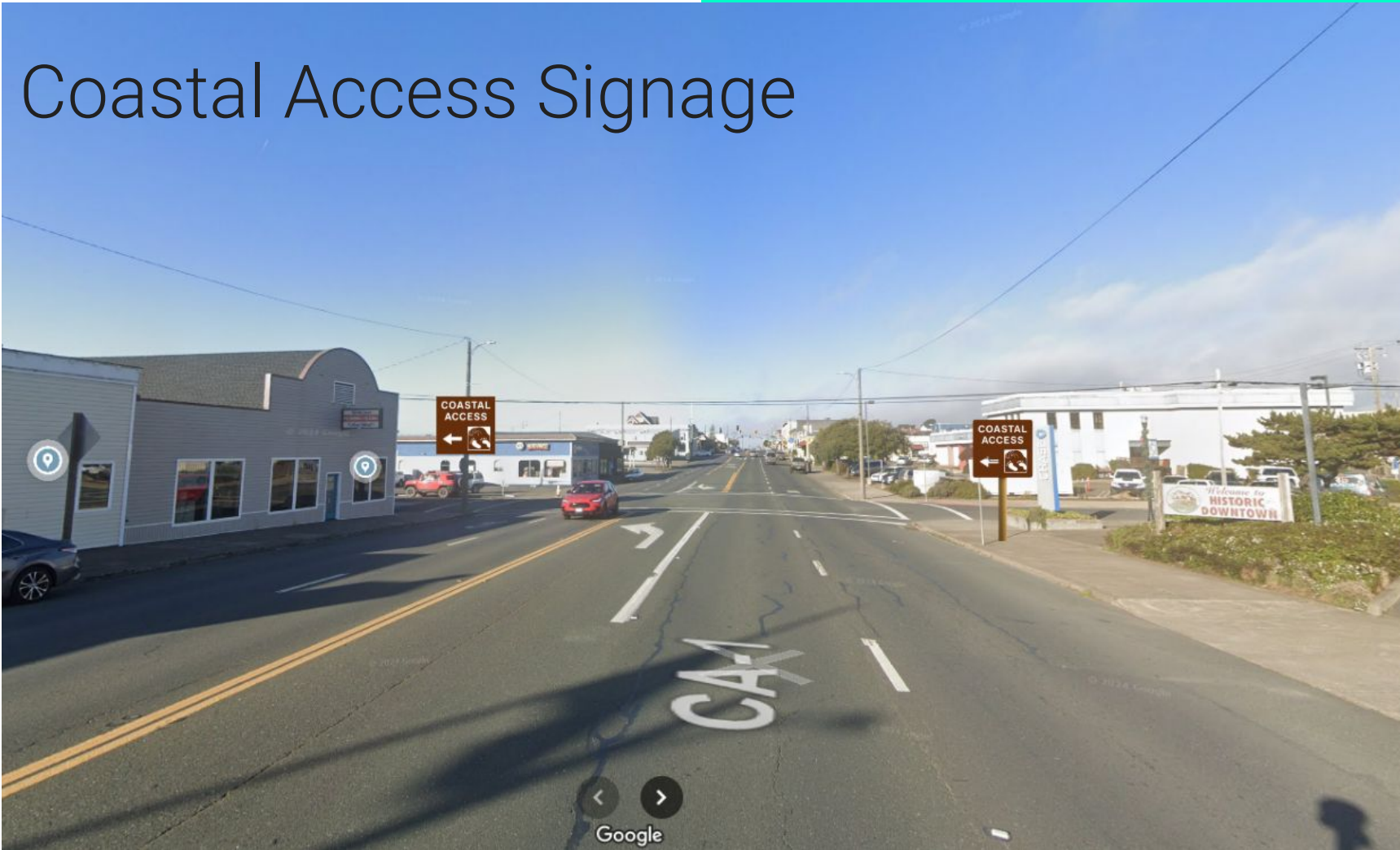
3. Oversized Adirondacks



3. Oversized Adirondacks



4. Coastal Access Signage



6. Sunset Spotting Station



6. Sunset Spotting Station



7. Lindy's Flower Baskets



More brainstorm



- Create "selfie spots" with mounted phone holders and suggested photo compositions - makes it easier for groups to take photos together.
- Organize monthly window decorating contests for local shops based on seasonal themes to keep storefronts fresh and encourage window shopping.
- Outdoor Seating “Pockets” - Create small seating areas with benches, colorful chairs, or even recycled driftwood benches in underused corners or wide sidewalks. Enhances pedestrian comfort, encourages longer visits downtown, and can be dressed up with potted plants or local art.
- Musical Moments - Place a few weather-resistant, free-play pianos or interactive xylophones in public spaces. Encourages spontaneous performances, creates a lively atmosphere, and can be started with donated instruments.

More brainstorm



- Install weatherproof wooden swing seats at key coastal viewing points - simple but creates memorable moments and photo opportunities.
- Create nautical-themed bike racks throughout downtown (shaped like anchors or waves) - functional yet adds to the coastal character.
- Install small wind-powered kinetic sculptures along the coastal trail - creates movement and interest with minimal maintenance.

Each of these ideas...

- Requires relatively modest investment
- Can be implemented fairly quickly
- Adds to the overall visitor experience
- Creates opportunities for social media sharing
- Enhances the coastal town character
- Requires minimal ongoing maintenance
- Could be sponsored by local businesses to offset costs
- Builds on Fort Bragg's existing charm



Project Name	Submitted By	Strategic Fit (1-5)	Visitor Impact (1-5)	Feasibility (1-5)	Budget Tier (\$-\$\$\$)	Total Score
Photo Backdrops / Step-In Scenes (Murals)	Jon Glidewell	3	5	4	\$\$	12
Painted Crosswalks & Sidewalk Stencils	Jon Glidewell	3	3	3	\$\$	9
Oversized Adirondack Chairs (DTFB)	Jon Glidewell	3	5	3	\$\$	11
Vehicle-Friendly Coastal Access Signage (Hwy 1)	Jon Glidewell	5	2	2	\$\$\$	9
Artist-Painted Utility Boxes & Receptacles	Jon Glidewell	2	3	5	\$	10
Sunset Spotting Stations (Coastal Trail)	Jon Glidewell	4	5	5	\$	14
Public Art Trail - Whale Sculptures (Town-Wide Installation)	Ryan Ballou	4	5	3	\$\$	12
Walk-Up "Fort Bragg" Letter Sign Statue	Ryan Ballou	3	5	3	\$\$\$	11
Little Mini Mural Project (Artist-Painted Chalkboard A-Frames)	Sabine Brunner	4	4	4	\$\$	12

Event Name	Submitted By	Strategic Fit (1-5)	Visitor Impact (1-5)	Feasibility (1-5)	Budget Tier (\$-\$\$\$)	Total Score
Tacos & Brews on the Headlands (Off Season), Description	Degraw / Bruce	5	5	2	\$\$\$	12
Annual Vintage Market (Shoulder Season)	Sabine Brunner	4	4	4	\$\$	12

Objective: To objectively rank visitor engagement initiatives based on strategic alignment, economic impact, and feasibility.									
1. Strategic Fit (1-5) Does this align with our core mission to increase overnight stays and extend the tourist season?									
1: Low alignment (Mainly serves locals; low tourism draw)									
3: Moderate alignment (Enhances town vibe but may not drive trips)									
5: High alignment (Directly drives "heads in beds" or extends length of stay)									
2. Visitor Impact / "Stickiness" (1-5) Does this create a memorable experience or "Instagrammable" moment that drives loyalty/word-of-mouth?									
1: Low impact (Passive or unnoticed by visitors)									
3: Moderate impact (Nice to have, but not memorable)									
5: High impact (Creates unique memories, photos, or UGC sharing)									
3. Feasibility (1-5) How realistic is execution given our current staff, volunteers, and time?									
1: Low feasibility (Requires heavy ongoing management or specialized skills we lack)									
3: Moderate feasibility (Achievable with some strain on resources)									
5: High feasibility (Plug-and-play; minimal ongoing oversight required)									
4. Budget Tiers									
\$: Under \$2,500 (Discretionary / Low Risk)									
\$\$: \$2,500 - \$10,000 (Requires Budget Approval)									
\$\$\$: \$10,000+ (Major Capital Project / Grant Funding Needed)									



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Agenda Date: 6/9/2026

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Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

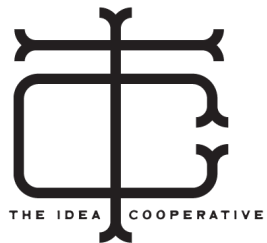
Agenda Number: 3B.

Receive Update from Idea Cooperative

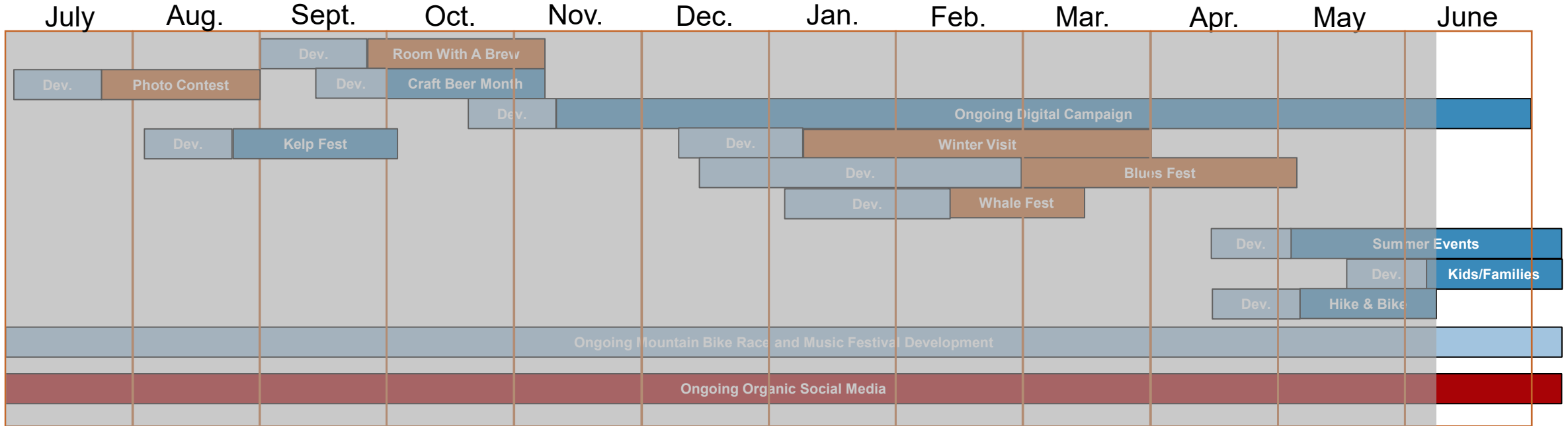


Marketing Campaign Monthly Update

June 9, 2026



**Preliminary
Promotional Calendar
2025 > 2026**



Major Promotion

- Hotel Involvement
- Landing Page
- Paid Media
- Organic Social
- Newsletter
- Conversion CTA

Minor Promotion

- Landing Page
- Organic Social
- Newsletter

Campaign Development

VisitFortBraggCa.com

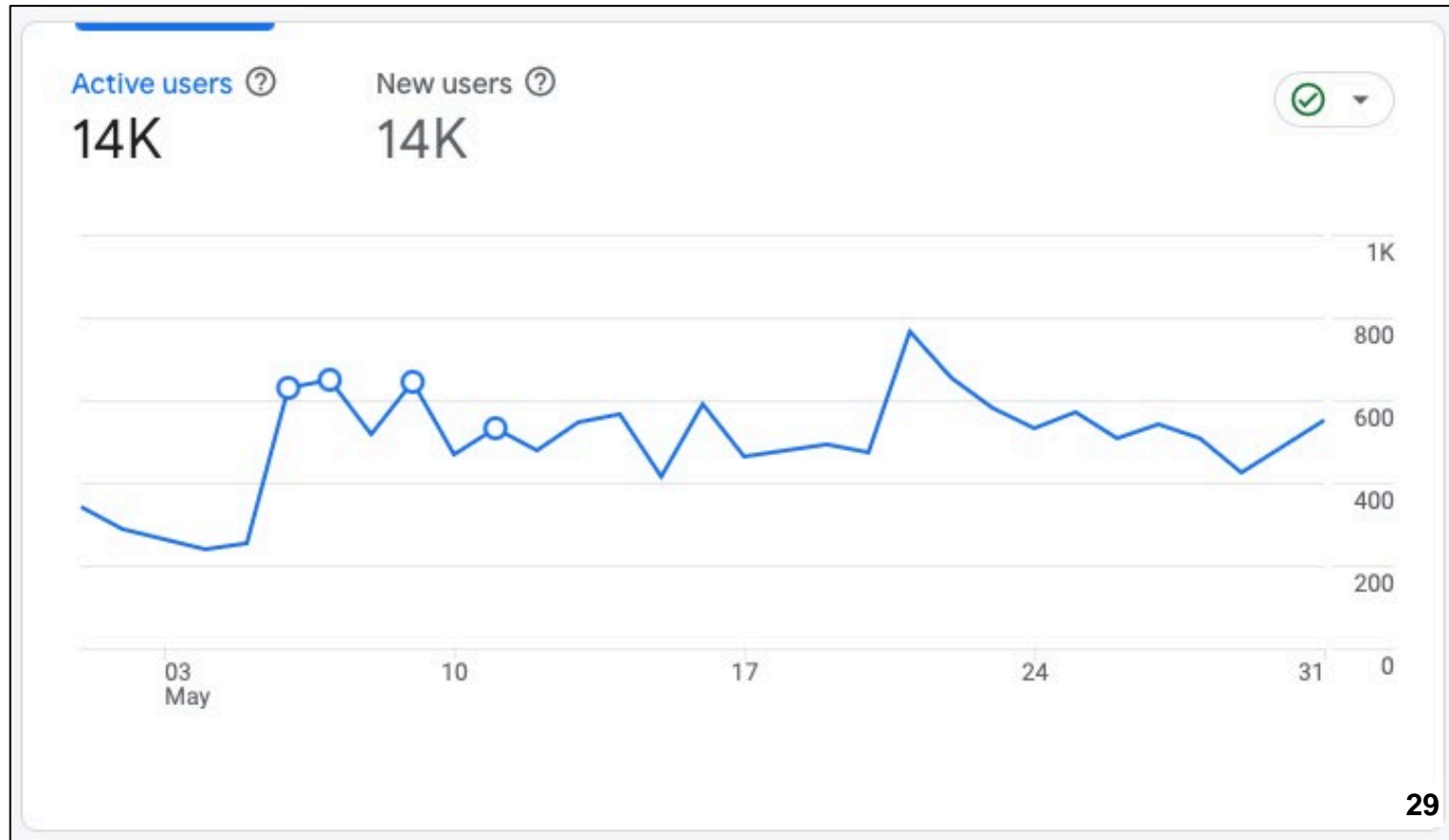
MONTHLY SITE TRAFFIC

Google Analytics

- April 2026 – 11K
- May 2025 – 8.6K
- May 2024 – 7.3K

May 2026

	Page path and screen class	Views	Active users
<input checked="" type="checkbox"/>	Total	31,202 100% of total	14,413 100% of total
<input type="checkbox"/>	1 /	10,525 (33.73%)	7,614 (52.83%)
<input type="checkbox"/>	2 /events/	2,316 (7.42%)	1,679 (11.65%)
<input type="checkbox"/>	3 /top-10-things-to-do-with-girlfriends-in-and-around-fort-bragg/	898 (2.88%)	782 (5.43%)
<input type="checkbox"/>	4 /glass-beach/	894 (2.87%)	786 (5.45%)
<input type="checkbox"/>	5 /thank-you/	766 (2.45%)	529 (3.67%)
<input type="checkbox"/>	6 /plan-your-trip/play/beaches/	756 (2.42%)	626 (4.34%)
<input type="checkbox"/>	7 /plan-your-trip/stay/hotels/	682 (2.19%)	487 (3.38%)
<input type="checkbox"/>	8 /fort-bragg-independence-day-fireworks/	661 (2.12%)	471 (3.27%)
<input type="checkbox"/>	9 /about-fort-bragg/	525 (1.68%)	443 (3.07%)
<input type="checkbox"/>	10 /the-worlds-largest-salmon-bbq/	522 (1.67%)	264 (1.83%)



May Activity:

- Kids/Families
- Hike/Bike
- Listicle > VisitCA
- New Business Pages
- Summer Kick-Off
- Summer events promotions



FORT BRAGG
NORTH COAST CALIFORNIA 



Summer's Here- Time to Make Plans

Fort Bragg pops with weekly markets, big summertime celebrations, and ocean-side adventures, all summer long. Kick it off at the [Summer Kick Off](#) on June 5.

EXPLORE

May Email

- 10,168 Deliveries (+185)
- 2,664 Total Opens (+1,201)
- 18.3% Open Rate
- 515 Total Clicks (+211)
- 5.1% Click Rate (+2.1%)

Total Contacts: **12,185 (+452)**

Click performance

May 21, 2026 - June 8, 2026

Top links clicked

https://visitfortbraggca.com/events/	335	38.91%
https://www.noyocenter.org/live-web-c...	187	21.72%
https://visitfortbraggca.com/plan-you...	72	8.36%
https://visitfortbraggca.com/summer-k...	71	8.25%
https://visitfortbraggca.com/laura-sp...	60	6.97%

View this email in your browser

FORT BRAGG

NORTH COAST CALIFORNIA



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Fort Bragg pops with weekly markets, big summertime celebrations, and ocean-side adventures, all summer long. Kick it off at the [Summer Kick Off](#) on June 5.

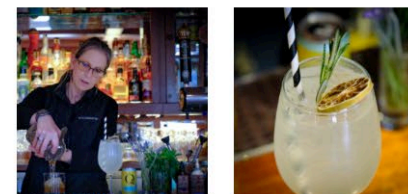
EXPLORE



First Fridays are Here to Stay

Every first Friday of every month, the community of Fort Bragg comes together downtown to celebrate with an activated entertainment zone featuring shops open late, music, and activities for the whole family.

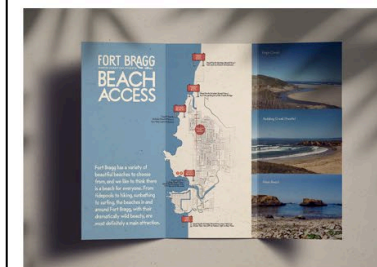
LEARN MORE



The Bartender and her Bitters

Meet the North Coast veteran bar manager behind the bar and proprietary bitters collection at [Harborview Bistro and Bar](#).

Read the Story



Life's a Beach in Fort Bragg

Experience Fort Bragg's beaches, where miles of golden sands meet dramatic cliffs, sparkling tide pools, and ocean-washed sunsets. From Glass Beach's colorful sea glass to the expansive shores of Mackerricher State Park, each stop offers easy family-friendly fun, wildlife sightings, and photo-worthy moments along the Pacific.

BOOK YOUR STAY NOW



Ongoing Festivities

Weekly Wednesday Farmer's Markets continue throughout the year, as do Downtown First Friday celebrations.

SEE THE FULL CALENDAR OF EVENTS



Share your love of Fort Bragg and the incredible North Coast. Click below to forward this email to your friends so they can see how much is happening in and around Fort Bragg.

FORWARD TO A FRIEND




Watch the Weather On the North Coast

The Noyo Center's Crow's Nest Live Cam offers a continuous view of the coast near Fort Bragg.


VIEW

May Social


Top content by views Boost content See all content




Fresh new look, same iconic harbor...
Sat May 9, 8:33pm
154.8K views, 3.5K likes, 263 comments, 424 shares



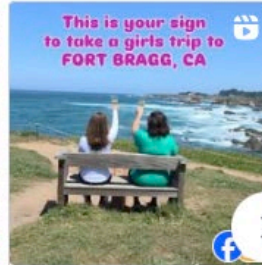
Sea Pal Cove is a longtime Noyo Harbo...
Sun May 31, 6:35am
42.6K views, 1.2K likes, 123 comments, 83 shares



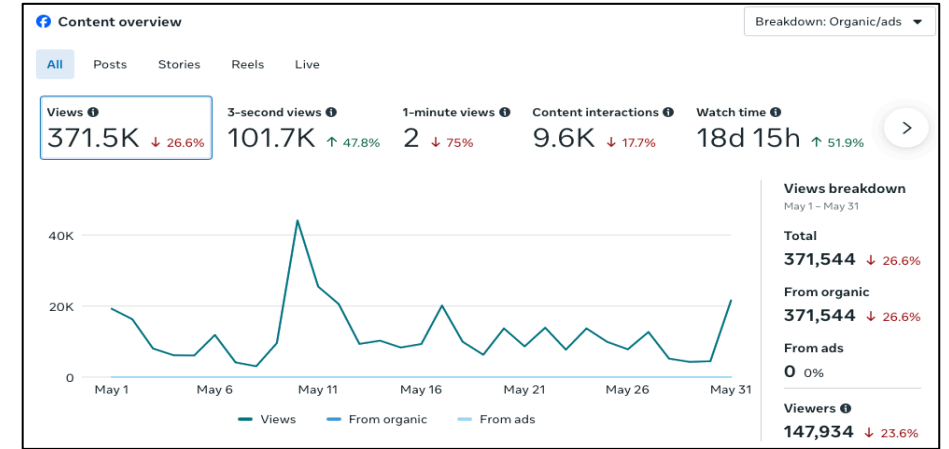
Downtown Fort Bragg isn't complete witho...
Sun May 17, 6:50am
30.3K views, 1.1K likes, 61 comments, 57 shares




Otis R. Johnson Wilderness Park is...
Sun May 24, 9:21am
26.6K views, 553 likes, 55 comments, 76 shares




FORT BRAGG, the perfect GIRLS GET-...
Fri May 1, 6:53am
34.0K views, 1.2K likes, 49 comments, 242 shares



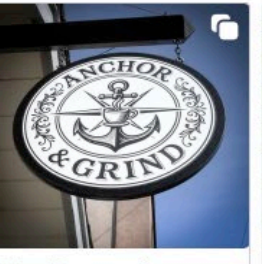
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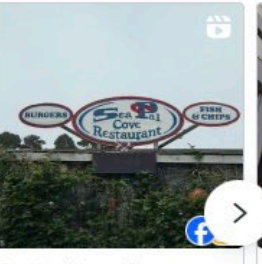
If you're dreaming of the perfect girls'...
Wed May 6, 10:00am
8.7K views, 231 likes, 1 comment, 25 shares



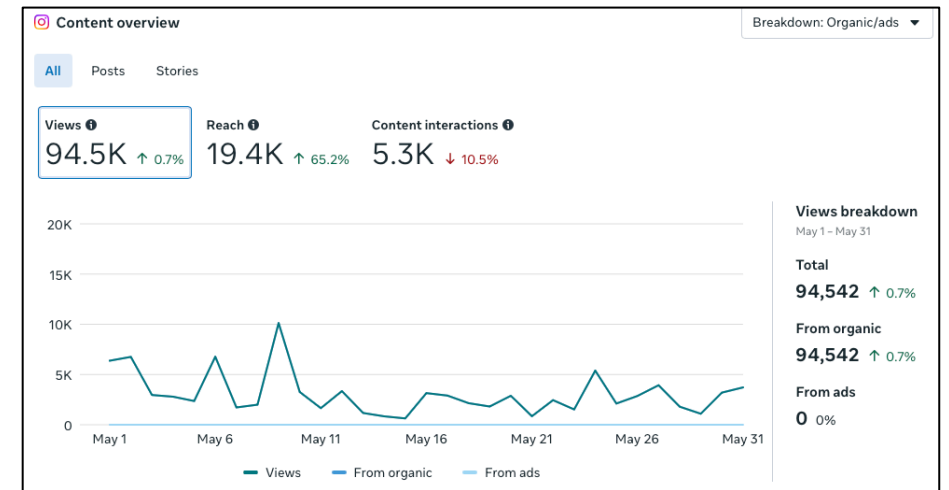
Fort Bragg welcomes two new businesses t...
Sat May 2, 12:00am
5.5K views, 190 likes, 3 comments, 23 shares



Otis R. Johnson Wilderness Park is...
Sun May 24, 8:09am
26.6K views, 553 likes, 55 comments, 76 shares



Sea Pal Cove is a longtime Noyo Harbo...
Sat May 30, 7:31pm
42.6K views, 1.2K likes, 123 comments, 83 shares



Sustaining Google Performance Max Brand Campaign

(no promo campaigns currently in market)

To Date Performance (May 4 – June 9):

- Clicks: 10K
- Impressions: 234K
- CTR: 4.26%
- Average cost per click: \$.11
- Spend: \$30/day, \$1,000 total
- Conversion rate: 8.24%

- **Key Insights:** Campaign is delivering strong performance, generating 8,997 clicks at an efficient \$1.33 CPA for the past 30+ days. With a 7.93% conversion rate and an average CPC of just \$0.11, the campaign effectively captured high-intent branded traffic while maintaining low acquisition costs.
- **Key Takeaways:** The brand performance max campaign continues to be a highly cost-effective channel, driving significant conversion volume (717 conversions) and strong engagement (4.26% CTR) on a relatively modest spend of \$955.07.



Plan Your Coastal Escape. Explore mystical redwoods, Glass Beach, and whale watching on the North Coast.

Visit Fort Bragg
www.visitfortbraggca.com/

Cozy Up In Fort Bragg - Plan Your Coastal Escape

Make this winter unforgettable with endless North Coast adventures. Find your perfect getaway with our guide to Fort Bragg's winter activities. Highlights: Trip Planning Option Available, Events Available. Make Inquiries. Plan Your Trip. Check Events.

Play Options

Explore Experiences



Discover North Coast Magic

Make this winter unforgettable with endless North Coast adventures.

Visit Fort Bragg



Ride The Historic Skunk Train

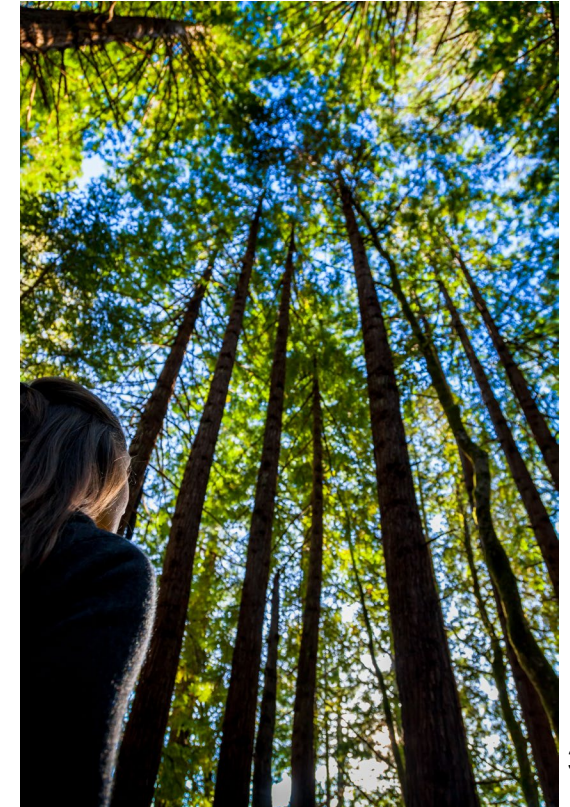
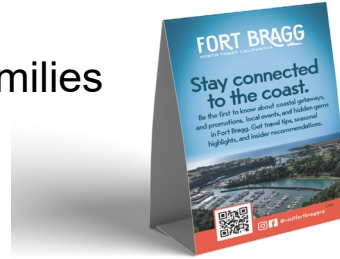


Make this winter unforgettable with endless North Coast adventures.



What's on deck:

- Google Performance Max campaign continues in market
- Listicle: Top 10 Things to do in Fort Bragg with kids/for families
- June eNewsletter: feature story on family activities, plus hike/bike, and Bainbridge park
- New pages: Bainbridge Park and Otis Johnson
- Sign up for the eNewsletter Tent Card: on hold per last meeting
- Music Fest – Retooling for 2027



Questions?

Comments?



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Receive Update from Visit Mendocino

VISIT MENDOCINO

June 2026 VFB Meeting

Stats

- **April Social Media Generated / VMC Ads via Facebook and Instagram – See Attached**

News

- **VMC has brought PR in-house and hired Melodie Hilton as our Director of Public Relations**
- **Recent Give-Away promo increased email sign-ups by approximately 17,000 new subscribers** (*numbers show in World Cup eblast*)
- **VMC ran a paid digital ad promoting Spring & Summer events which included events happening in Fort Bragg** (*including upcoming July 4th events*)

MailChimp eBlasts

Celebrating Film (sent 5/6)

Included links to:

- BookDirect

40,126 delivered

Open Rate: 5.6% (opens 2,249; total opens 3,193) *down from previous eblast*

Unique opens: 9.2%

Per MFF Director, about 30% of attendees were not local

Note: One of the venues for MFF was Coast Cinemas

RESENT Celebrating Film Data (sent 5/9)

7,770 delivered

Open rate: 10.4% (opens 806; total open 1,098)

Unique opens: 6.0%

World Cup – Extra Time (sent 5/26)

Theme: Escape from crowds during World Cup

Included links to:

- The Inn at Newport Ranch
- The Beachcomber Motel
- Bainbridge Park
- CV Starr Aquatic Center
- Spring & Summer Events
- BookDirect

Mentions – no links for:

- The Wharf
- North Coast Brewing
- Tall Guy Brewing

56,538 delivered

Open Rate: 6.7% (opens 3,804; total opens 5,511)

Unique opens: 8.6%

June Pride & More Events (sent 6/1)

Theme: Pride events in Mendocino County + June events

Included links to:

- Mendocino Coast Botanical Gardens
- Fort Bragg Pride (*had to link to VMC event page as nothing on VFB site*)
- BookDirect
- All Events

56,093 delivered

Open Rate: 6.7% (opens 3,753; total opens 5,337)

Unique opens: 5.7%

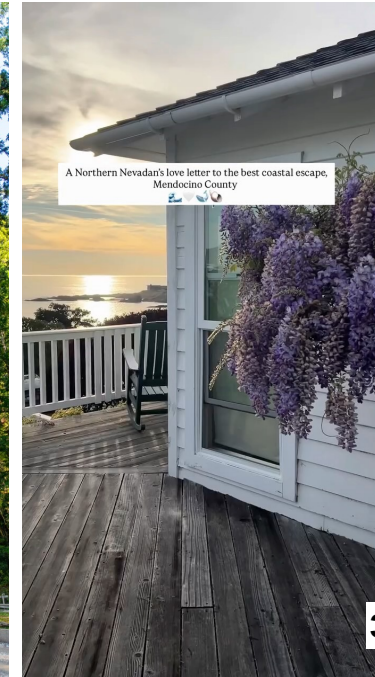
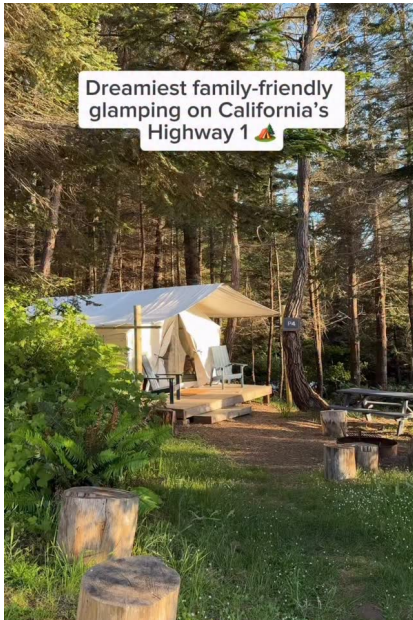
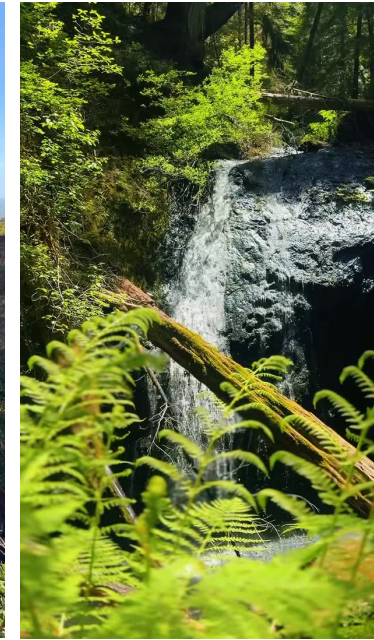
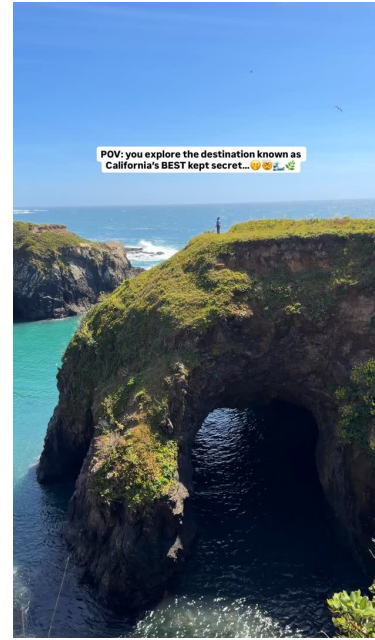
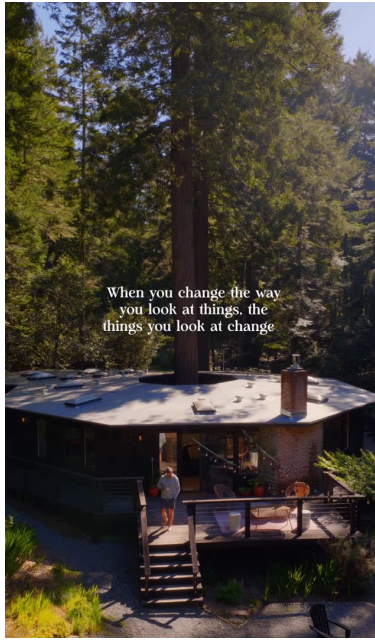
Media

Visiting media:

- Four groups of 2-3 guests each (over next 3 months), with Fort Bragg scheduled and suggested activities including:
 - Skunk Train
 - Botanical Gardens
 - Grey Whale Inn Stay
 - Noyo Harbor Inn Dinner
 - Princess Seafood
 - Tall Guy Brewing
 - Huck's Sliderhouse
 - Schnaubelt Distillery
 - The Wharf Restaurant
 - Mendocino Cove Stay
 - Jug Handle State Natural Reserve
 - Noyo Harbor Walk-About
 - Fort Bragg Mural Walk

SOCIAL MEDIA

- MAY SOCIAL GENERATED 2,642,128 IMPRESSIONS & 18,142 ENGAGEMENTS;
- 'MAGIC IS REAL' META CAMPAIGN: 16,954 CLICKS / \$0.33 CPC
- 'SPRING + SUMMER' META: 19,479 CLICKS / \$0.21 CPC
- 'MAGIC IS REAL' GOOGLE CAMPAIGN GENERATED 27,610 CLICKS / \$0.09 CPC





City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

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Receive Oral Update from VFB Special Events Subcommittee