

RESOLUTION NO. -2026

**RESOLUTION OF THE FORT BRAGG CITY COUNCIL ESTABLISHING THE
“FIRST YEAR FREE: DOWNTOWN EVENTS ACTIVATION INITIATIVE,”
AUTHORIZING A TEMPORARY WAIVER OF LIMITED TERM PERMIT FEES
WITHIN THE CENTRAL BUSINESS DISTRICT, AND ADVANCING THE
CITY’S 2024–2026 DOWNTOWN REVITALIZATION EFFORTS**

WHEREAS, the City of Fort Bragg recognizes that a vibrant and active downtown is essential to the economic health, community identity, and overall quality of life of the community; and

WHEREAS, the City Council has identified economic development, downtown revitalization, and community vibrancy as key priorities within its Strategic Plan; and

WHEREAS, the City has initiated a series of coordinated Downtown Revitalization efforts for 2024–2026, including public space improvements, façade enhancement programs, the establishment of an Entertainment Zone, and policies to support business attraction and retention; and

WHEREAS, events, pop-ups, and temporary activations are a key component of these revitalization efforts, serving to increase foot traffic, support local businesses, and enhance the experience of residents and visitors; and

WHEREAS, permitting costs and administrative processes, even when modest, can create barriers for small businesses, nonprofits, and community members seeking to organize events or activate downtown spaces; and

WHEREAS, cities throughout California and the nation have successfully implemented fee waivers, streamlined permitting, and activation programs to encourage economic activity and community engagement; and

WHEREAS, the City of Fort Bragg is committed to advancing a facilitator-oriented approach to governance, focused on reducing barriers, improving customer experience, and partnering with the community to bring ideas to life; and

WHEREAS, the City has implemented complementary initiatives, including the Entertainment Zone and the Vacant Registry Commercial Program, which together support the City’s broader downtown revitalization strategy; and

WHEREAS, the City Council desires to establish a pilot program as part of its 2024–2026 Downtown Revitalization efforts to encourage increased activity and evaluate program effectiveness over time;

NOW, THEREFORE, BE IT RESOLVED THAT the City Council of the City of Fort Bragg hereby approves:

Section 1. Program Establishment

The City Council hereby establishes the “First Year Free: Downtown Activation Initiative” as part of the City’s broader 2024–2026 Downtown Revitalization efforts, intended to encourage events, pop-ups, and community programming within the Central Business District (CBD) excluding highway one.

Section 2. Fee Waiver

For a period of twelve (12) months from the effective date of this Resolution, Limited Term Permit (LTP) fees and Technical Advisory Committee fees shall be waived for qualifying events located within the Central Business District, as follows:

1. For events that are primarily fundraising in nature and organized and operated by a 501(c) non-profit with their principal office located within the City of Fort Bragg, the City may waive up to a maximum of 30% of applicable permit fees, as determined by the City Manager or designee in his or her sole discretion.
2. For first-time events, events organized for the purpose of or having the effect of materially supporting local businesses, and events which activate vacant or underutilized spaces as determined by the City Manager or designee in his or her sole discretion, the City may waive up to a maximum of 100% of applicable permit fees.

Section 3. Eligibility Requirements:

To qualify for participation in the program, an event shall satisfy all of the following in the City’s Manager or designees sole and absolute discretion:

- Be located within the Central Business District
- Comply with all applicable City requirements and regulations, including health and safety, insurance, and operational standards
- Be open to the public and community
- Be subject to a validly issued Limited Term Permit or an application therefore

Section 4. Implementation and Administration

The City Manager, or their designee, is hereby authorized to:

- Develop and implement administrative procedures necessary to carry out this program
- Work to streamline event permitting processes to improve efficiency and accessibility
- Coordinate with related City initiatives, including the Vacant Registry Commercial Program and other Downtown Revitalization efforts

- Conduct outreach and engagement with businesses, property owners, and community organizations
- Make minor administrative adjustments to program implementation consistent with the intent of this Resolution

Section 5. Program Duration and Evaluation

This program shall be implemented as a twelve (12) month pilot as part of the City’s 2024–2026 Downtown Revitalization efforts. City staff shall monitor program performance and return to the City Council at the conclusion of the pilot period with a report summarizing outcomes, including participation levels, community feedback, and observed impacts on downtown activity, along with recommendations for continuation, modification, or expansion.

Section 6. CEQA Determination:

This action is exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3), as it can be seen with certainty that there is no possibility that the activity may have a significant effect on the environment.

Section 7. Effective Date

This Resolution shall take effect immediately upon adoption.

The above and foregoing Resolution was introduced by _____, seconded by _____, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 13th day of April, 2026, by the following vote:

- AYES:**
- NOES:**
- ABSENT:**
- ABSTAIN:**
- RECUSED:**

JASON GODEKE
Mayor

ATTEST:

Diana Paoli
City Clerk