



Marketing Campaign Scope and Update

August 11, 2026



Summer on the Coast

Fort Bragg, Ca

SEE EVERYTHING GOING ON



Integrated Communications Strategy

December 2025

Communications Goals

Ultimately, the goal is to increase local sales and transient tax revenues, and the overall success of our visitor-serving businesses, retailers, and restaurants.

- Increase overall visitation to Fort Bragg, specifically the shoulder seasons of Winter and Spring
- Increase length of stay per visit
- Increase visitor spending per day

Priorities

1. Fewer, Bigger, Hotel-Centric Promotions
2. Conversion Metrics > KPI's
3. Expand Shoulder Season Focus
4. Continued DTFB Support
 - a. Promoting the Downtown Fort Bragg experience of dining and shopping vs. aligning all merchants for Restaurant Week or Gift Guide.
 - b. Continue event support as a way to showcase and drive visitors to DTFB.

KPI's

Quantifiable Engagement & Conversion

- Site traffic through all channels
- Promotional conversion to hotel stays and other targets

Follower Value

- Grow "likely to visit" followers
- Move them from "repeat visitors" and "brand advocates"

Room Bookings

- Direct bookings through VFB promotions

Communications Strategies

New Events:

- Bike Race
- Music Event

Hotelier Engagement & Promotions:

- Breweries
- Winter Visit
- Whale Fest
- Visit Sustainability

Merchant Supporting:

- Holiday Shopping
- Fort Bragg Food
- Downtown Events

Quality Clickbait

- Traditionally effective online engagement tactics
- Done with better strategic and creative direction
- Ex: Listicles (10 winter activities), Multi-media (podcasts, playlists)

Ongoing Paid Media

- Longer running, "learning" online campaigns

Home Page and E-newsletter Refresh

- Strategic – Drive CTR
- Creative – Revised based on messaging evolution

Integrated Communications Strategy

December 2025

Target Description:

- **Destination Shoppers** – always looking for new, interesting places to visit
- **Overnight Getaway Ready** – road trippers who are willing to jump in the car and visit somewhere new
- **Young Families and Spirited Adventurers** – younger people that don't mind a windy road to remote places
- **Eco-Conscious** – love of the outdoor extends to a desire to preserve and the protect natural environment

STRATEGIC POSITIONING CONCEPT

Brand Truths	Target Insights
A Hub for Endless Activities • Close to all the fun things to do on the North Coast • Wide range of activities, from kayaking and cycling to beachcombing and shopping • Lots of places to stay • Own Your Adventure	Too Much To Wing It • Plan ahead to build your Fort Bragg adventure • Whatever kind of experience you enjoy, from leisurely to adventurous, you'll find it here. • Never bored unless you want to be • Rest up, you'll need it.
Neighborly • North Coast Hospitality – A more casual, personal approach • Sense of community – It's part of the attraction	Don't Be A Tourist • When you're here, you're one of us. • Come for the coast. Stay for the community. • It's like your home away from home on the coast.
Where Nature Amazes • Immersed in the sights, sounds and smells of nature • Clean fresh air • Environmentalism • Get closer to nature	Connect With The Land and Ocean • Immersed in the sights, sounds and smells of nature • The sound of the ocean on one side • The call of the mountains on the other • Fresh fish and locally grown produce
Real • Not overly manicured or curated • A little offbeat • Slow pace • Pets welcome	A Haven From Pretension • Feel like you live here • A place where you can be yourself • The coast experience without the coast attitude • Pack for adventure. But leave your baggage behind.
Remote • The California coast without the crowds • A little harder to get to. Even harder to leave. • For the more adventurous	A True Escape • Far enough away to feel removed • Removed enough to leave distractions behind • You'll go home closer
Cultural Outpost • Holdover from coastal artists colonies • For a small town, a surprising amount of music, history, performing arts, fine arts and more	A True Original • Uniquely beautiful natural environment • Interesting and approachable people • A distinctly laid back, easy-going vibe

Positioning Concept:

North Coast Central

Brand Truth

Stepping Off Point

Target Insight

Your Discovery Place

Mantra:

When you come to Fort Bragg, you're right in the center of all your favorite things to do, see, eat, drink and explore on the North Coast. Whether you're into bundling up by the fire, sitting down to a great meal with a stunning view, or getting out into the wilds of nature along the coast or in the redwoods, Fort Bragg has something that calls you back to your favorite home away from home on the coast.



Tourism & Marketing

2025 > 2026 Accomplishments	KPI's (June 2025 to May 2026)	2026 > 2027 Priorities
Increased Paid Media Effectiveness: - New formula improved results, lower cost - Google Max performing and improving Continue & Improve Search Optimized Content: - Multiple Top 10 Listicle Articles - Watering Holes, Vintage Shopping, Girl's Trip Major Shoulder Season Engagement Spike: - January > March Site Visitors 2025: 29k, 2026: 40k Annual Engagement Spike: - June > May Site Visitors 2025: 103k, 2026: 129k Creative Campaign Awareness: "Wander" directions further promoting Fort Bragg as hub for North Coast explorations Hotelier Engagement : - Photo Contest Cash Prize Incentive - Room with a Brew - Voucher program - Winter Visit Prize Incentives	Organic Digital Engagement - eNewsletter –9,000 to 12,000 subscribers - Instagram – 24,700 to 25,500 followers - Facebook – 69,000 to 74,000 followers Paid Media Online Shoulder Season Promotions 405,000 to 641,000 Impressions 6,510 to 21,800 Site Clicks Winter Site Traffic January > March 17,000 – 2022 22,000 – 2023 27,000 – 2024 29,000 – 2025 40,000 - 2026 Site Traffic June > May 62,300 – 2021 > 22 68,400 – 2022 > 23 94,000 – 2023 > 24 103,000 – 2024 > 25 129,000 – 2025 > 2026	Creative Direction: - Continue "Wander" Creative Direction Awareness SEO Focus: - Continue Site Traffic Growth - Sharpen Target Focus Continue to Improve Paid Media Effectiveness: - P-Max Campaign Continuity - Exceed Results in All promotions Major Event Progress: - Music Festival – Spring 2027? - Bike Race – Fall 2027? Shoulder Season Prioritization: - Continue Budget "Bulge" Younger Demographic Skew: - Continue Targeting Younger Audience Increase Hotel ROI: - Engage Additional Hoteliers - Continue Booking Incentives

Campaign Development

Promotions & Budgeting

WHAT GOES INTO OUR MONTHLY CONTRACT

Approximate Breakdown of Services & Allocation



