

FORT BRAGG

NORTH COAST CALIFORNIA



Visit Fort Bragg Committee Application

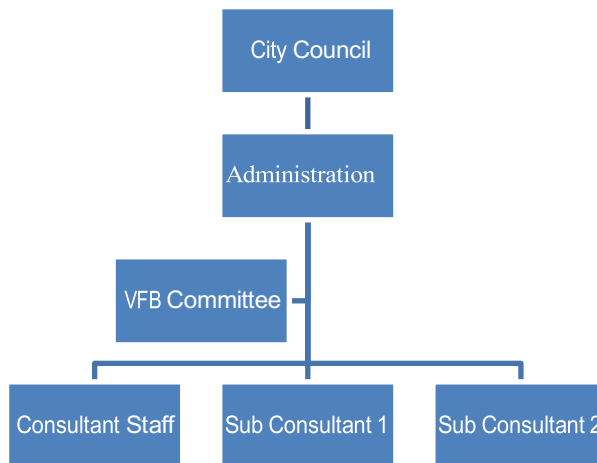
Visit Fort Bragg inspires visitors to enjoy Fort Bragg through comprehensive and collaborative outreach, ultimately increasing visitor spending and stimulating the local economy.

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.

Board Commitment: Currently meetings will be held monthly. Meetings are regularly scheduled for the second Tuesday of every month at 11:00 am.

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

The Committee is comprised of 5-7 community members serving staggering terms of 2 years.



Applications are due Friday, December 22, 2023. Submit completed applications to Cristal Munoz at cmunoz@fortbragg.com or call for more information, (707) 961-2823 x103.

Only completed applications will be brought forward to the Visit Fort Bragg Committee for consideration. Supplemental information supporting the application is welcome.

APPLICATION

Name: Efstathios I. Pappas, MS

Company:
California Western/Skunk Train

Mailing Address:

Email Address:

Phone Number:

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

Fort Bragg relies on tourism to sustain its economy and the well-being of the community. As leadership at a major attraction in the area, it is natural to combine efforts to achieve maximum effectiveness, and thus benefit all stakeholders. Our marketing budget exceeds \$500,000 per year and is highly effective in driving visitors to the area. By combining efforts and strategy, the successes seen at our operation can aid the community and region more explicitly than is currently the case. It is my feeling that any benefit to Fort Bragg is a benefit to my institution and vice versa.

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

My goal is to grow sustainable businesses with living wages and support a healthy community. This can only occur if economic growth, thus visitorship, grows at a sustainable and significant rate. Maintaining this growth will require coordinated effort to foster relevant and desirable products and businesses. By keeping a steady drumbeat of lush imagery and content prominent within the greater public eye, as well as partnering with other DMO's, this transition can be achieved.

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

Heritage Rail Alliance Board Member, Federal Railroad Administration part 230 committee, Peninsular Lumberman's Museum Board Member, etc.

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

I have been senior leadership at heritage railroads for over ten years. I have lead institutions with budgets of five to eight million dollars annually, as well as managed projects with budgets over three to four million. I have managed and worked with marketing departments/firms with annual budgets of over \$750,000. A rewarding aspect of my experiences has been conducting strategic planning retreats for several institutions to better determine outcomes and methods.

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

Success looks like enhanced outreach, greater penetration into previously under exploited markets, and enhanced visitorship to Fort Bragg and nearby attractions. This would be achieved by enhanced digital presence, more regular content generation, and greater collaboration with major stakeholders with significant marketing horsepower to drive business.