



# City of Fort Bragg

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

## Meeting Agenda City Council

**THE FORT BRAGG CITY COUNCIL MEETS CONCURRENTLY  
AS THE FORT BRAGG MUNICIPAL IMPROVEMENT DISTRICT  
NO. 1 AND THE FORT BRAGG REDEVELOPMENT SUCCESSOR  
AGENCY**

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Tuesday, May 26, 2026

6:00 PM

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

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### CALL TO ORDER

### PLEDGE OF ALLEGIANCE

### ROLL CALL

### COUNCILMEMBERS PLEASE TAKE NOTICE

*Councilmembers 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: May 26, 2026 06:00 PM Pacific Time (US and Canada)*

*Topic: City Council Meeting*

*Join from PC, Mac, iPad, or Android:*

*<https://us06web.zoom.us/j/88185987657>*

*Or Telephone dial: 1 669 444 9171 US (\*6 mute/unmute; \*9 raise hand)*

*Webinar ID: 881 8598 7657*

*To speak during public comment portions of the agenda via zoom, please join the meeting and use the raise hand feature when the Mayor or Acting Mayor calls for public comment on the item you wish to address.*

### CLOSED SESSION REPORT

### AGENDA REVIEW

#### 1. MAYOR'S RECOGNITIONS AND ANNOUNCEMENTS

1A. [26-229](#) Presentation of Proclamation Declaring Pride Month

Attachments: [24-LGBTQIA2S+](#)

- 1B. [26-231](#) Presentation of Proclamation Honoring the 30th Anniversary of Pacific Textiles Arts

Attachments: [25- Pacific Textiles Arts 30th](#)

## **2. PUBLIC COMMENTS ON: (1) NON-AGENDA, (2) CONSENT CALENDAR & (3) CLOSED SESSION ITEMS**

*MANNER OF ADDRESSING THE CITY COUNCIL: All remarks and questions shall be addressed to the City Council; no discussion or action will be taken pursuant to the Brown Act. No person shall speak without being recognized by the Mayor or Acting Mayor. Public comments are restricted to three (3) minutes per speaker.*

*TIME ALLOTMENT FOR PUBLIC COMMENT ON NON-AGENDA ITEMS: Thirty (30) minutes shall be allotted to receiving public comments. If necessary, the Mayor or Acting Mayor may allot an additional 30 minutes to public comments after Conduct of Business to allow those who have not yet spoken to do so. Any citizen, after being recognized by the Mayor or Acting Mayor, may speak on any topic that may be a proper subject for discussion before the City Council for such period of time as the Mayor or Acting Mayor may determine is appropriate under the circumstances of the particular meeting, including number of persons wishing to speak or the complexity of a particular topic. Time limitations shall be set without regard to a speaker's point of view or the content of the speech, as long as the speaker's comments are not disruptive of the meeting.*

*BROWN ACT REQUIREMENTS: The Brown Act does not allow action or discussion on items not on the agenda (subject to narrow exceptions). This will limit the Council's response to questions and requests made during this comment period.*

*WRITTEN PUBLIC COMMENTS: Written public comments received after agenda publication are forwarded to the Councilmembers as soon as possible after receipt and are available for inspection at City Hall, 416 N. Franklin St, Fort Bragg, during normal business hours. All comments after 2 PM on the day of the meeting will become a permanent part of the agenda packet on the day after the meeting or as soon thereafter as possible. Kindly identify emails as "public comment" otherwise they may be considered correspondence to Councilmembers. Public comments may be submitted to [cityclerk@fortbraggca.gov](mailto:cityclerk@fortbraggca.gov).*

## **3. STAFF COMMENTS**

## **4. MATTERS FROM COUNCILMEMBERS**

## **5. CONSENT CALENDAR**

*All items under the Consent Calendar will be acted upon in one motion unless a Councilmember requests that an individual item be taken up under Conduct of Business.*

- 5A. [26-212](#) Adopt, by Title Only, and Waive Further Reading of Ordinance 1022-2026 Repealing and Replacing Chapter 15.04 (Construction Codes - Adopted by Reference) and Chapter 15.05 (California Fire Code of Title 15 (Buildings and Construction) of the Fort Bragg Municipal Code; Adopting and Incorporating the California Administrative Code, California Building Code, California Residential Code, California Electrical Code, California Mechanical Code, California Plumbing Code, California Energy Code, California Historical Building Code, California Existing Building Code, California Green Building Standards Code, California Referenced Standards Code, California Fire Code, California Wildland-Urban Interface Code; and Adopting Local Findings; and Making Other Technical and Administrative Revisions to Title 15
- Attachments:** [ORD 1022-2026 California Building Standard Code](#)
- 5B. [26-213](#) Adopt, by Title Only, and Waive Further Reading of Ordinance 1023-2026 to Amend Chapter 15.06 of the Fort Bragg Municipal Code to Require Sprinkler Installation in Buildings with Building Permits with Cumulative Valuations of \$125,000 or more, over a three year period
- Attachments:** [ORD - 2023-2026 Fire Sprinkler](#)
- 5C. [26-235](#) Adopt Resolution of the Fort Bragg City Council Adopting Budget Amendment 2025/26-14 for the 4th of July Fireworks Display and Authorizing the City Manager to Execute Contract (Not to Exceed \$50,000)
- Attachments:** [RESO Fireworks Display Budget Amendment 2026-14](#)  
[Att 1 - Exhibit A Scope of Work](#)  
[Att 2 - Exhibit B Budget Amendment 2026-14](#)
- 5D. [26-241](#) Receive and File Minutes of the Visit Fort Bragg Committee Meeting of May 12, 2026
- Attachments:** [VFB 05.12.2026](#)
- 5E. [26-234](#) Receive and File Minutes of the Public Works and Facilities Committee Meeting of March 12, 2026
- Attachments:** [PWF 03122026](#)
- 5F. [26-233](#) Approve Minutes of Special Meeting of May 11, 2026
- Attachments:** [SCCM 05112026](#)
- 5G. [26-232](#) Approve Minutes of May 11, 2026
- Attachments:** [CCM 05112026](#)

## **6. DISCLOSURE OF EX PARTE COMMUNICATIONS ON AGENDA ITEMS**

## **7. PUBLIC HEARING**

**8. CONDUCT OF BUSINESS**

- 8A. [26-210](#) Presentation of Community Retail Survey Results and Consideration of Retail Recruitment and Commercial Revitalization Strategies, Including Consider Adoption of City Council Resolution Approving and Authorizing City Manager to Execute the Professional Services Agreement with The Retail Coach (Amount Not to Exceed \$27,500); CEQA Exemption 15061(b)(3)

**Attachments:** [05262026 Staff Report Retail Recruitment](#)

[Att 1 - RESO Retail Recruitment](#)

[Att 2 - Survey Results](#)

[Att 3 - Retail Coach Proposal](#)

[Att 4 - Professional Services Agreement](#)

[Public Comment](#)

- 8B. [26-244](#) Presentation of the 2025 Annual Police Report

**Attachments:** [Staff Report - 2025 Police Department Annual Report](#)

[FBPD Annual Report 2025](#)

- 8C. [26-246](#) 2026 2nd Annual Blues Festival: Presentation, Recap, and Community Impact

**Attachments:** [Fort-Bragg-Blues-Festival-2026-Presentation-Summary](#)

- 8D. [26-248](#) Receive Presentation on the Tide & Timber Music Festival Concept and Provide Direction for FY 2026-27 Budget Planning

**9. CLOSED SESSION**

**ADJOURNMENT**

*The adjournment time for all Council meetings is no later than 10:00 p.m. If the Council is still in session at 10:00 p.m., the Council may continue the meeting upon majority vote.*

**NEXT REGULAR CITY COUNCIL MEETING:  
6:00 P.M., MONDAY, JUNE 8, 2026**

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 May 20, 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 upon making reasonable arrangements with the City Clerk for viewing same during normal business hours.*
- *Such documents are also available on the City of Fort Bragg's website at <https://city.fortbragg.com> subject to staff's ability to post the documents before the meeting.*

**ADA NOTICE AND HEARING IMPAIRED PROVISIONS:**

*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).*



# City of Fort Bragg

416 N Franklin Street  
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## Text File

File Number: 26-229

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**Agenda Date:** 5/26/2026

**Version:** 1

**Status:** Business

**In Control:** City Council

**File Type:** Proclamation

**Agenda Number:** 1A.

Presentation of Proclamation Declaring Pride Month

# PROCLAMATION

## LGBTQIA2S+ PRIDE

### MONTH

**JUNE 2026**



**WHEREAS**, the month of June is officially celebrated as Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual and Two-Spirit (LGBTQIA2S+) Pride month celebrating the many contributions and accomplishments of LGBTQIA2S+ individuals; and

**WHEREAS**, Fort Bragg is committed to being inclusive and welcoming of all regardless of their sexual orientation and recognizes that we are a diverse community and enriched by this diversity; and

**WHEREAS**, Fort Bragg supports the rights of every citizen to experience equality and freedom from discrimination; and

**WHEREAS**, this month we reconfirm our commitment to do more to support LGBTQIA2S+ rights; and

**WHEREAS**, Pride Month also reminds us that acceptance of LGBTQIA2S+ individuals is different than tolerance of LGBTQIA2S+ individuals; and

**WHEREAS**, today the rights of LGBTQIA2S+ Americans are under relentless attack. Members of the LGBTQIA2S+ community – especially people of color and trans people – continue to face discrimination and cruel, persistent efforts to undermine their human rights. Dangerous anti-LGBTQIA2S+ legislation has been introduced and passed in States across the country, targeting transgender children and their parents and interfering with their access to health care. These unconscionable attacks have left countless LGBTQIA2S+ families in fear and pain; and

**WHEREAS**, the Fort Bragg City Council invites everyone to consider how we can live and work together with a commitment to mutual respect for, understanding, and acceptance of all members of our community; and

**NOW, THEREFORE, I, Jason Godeke**, Mayor of the City of Fort Bragg, on behalf of the entire City Council, do hereby proclaim the month of June 2026 as LGBTQIA2S+ Pride Month.

SIGNED this 26th day of May 2026.

\_\_\_\_\_  
**JASON GODEKE, Mayor**

**ATTEST:**

\_\_\_\_\_  
**Diana Paoli, City Clerk**

No. 24-2026





# City of Fort Bragg

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## Text File

File Number: 26-231

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**Agenda Date:** 5/26/2026

**Version:** 1

**Status:** Business

**In Control:** City Council

**File Type:** Proclamation

**Agenda Number:** 1B.

Presentation of Proclamation Honoring the 30th Anniversary of Pacific Textiles Arts

# PROCLAMATION

## Honoring Pacific Textile Arts' 30th Anniversary



### PACIFIC TEXTILE ARTS

**WHEREAS**, in spring of 1996, Jackie Wollenberg spear-headed an effort to buy an old Victorian house on Alger Street, which has become the Pacific Textile Arts campus; and

**WHEREAS**, under the continued efforts of co-founder Lolli Jacobsen and numerous dedicated volunteers over the last three decades, this arts facility now offers a gallery with new exhibits each month, an extensive catalogued textile library, a major study collection of textiles, a tapestry weaving studio, and a large classroom for meetings, events, and workshops; and

**WHEREAS**, Pacific Textile Arts is an all-volunteer educational nonprofit, existing to support, share, and celebrate the fiber arts through an ongoing program of classes, and a uniquely equipped open studio for work in all aspects of textile arts; and

**WHEREAS**, the 30th anniversary of Pacific Textile Arts is a time to acknowledge its ongoing contribution to local arts education and culture here on the coast (including a celebration at PTA on Friday, June 5<sup>th</sup>); and

**NOW, THEREFORE, I, Jason Godeke**, Mayor of the City of Fort Bragg, on behalf of the entire City Council, do hereby recognize and congratulate Pacific Textile Arts on the momentous occasion of its 30th anniversary, and extend our deep appreciation for its ongoing contributions to the Fort Bragg community.

SIGNED this 26th day of May, 2026

\_\_\_\_\_  
**JASON GODEKE, Mayor**

**ATTEST:**

\_\_\_\_\_  
**Diana Paoli, City Clerk**

No. 25-2026





# City of Fort Bragg

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## Text File

File Number: 26-212

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**Agenda Date:** 5/26/2026

**Version:** 1

**Status:** Business

**In Control:** City Council

**File Type:** Ordinance

**Agenda Number:** 5A.

Adopt, by Title Only, and Waive Further Reading of Ordinance 1022-2026 Repealing and Replacing Chapter 15.04 (Construction Codes - Adopted by Reference) and Chapter 15.05 (California Fire Code of Title 15 (Buildings and Construction) of the Fort Bragg Municipal Code; Adopting and Incorporating the California Administrative Code, California Building Code, California Residential Code, California Electrical Code, California Mechanical Code, California Plumbing Code, California Energy Code, California Historical Building Code, California Existing Building Code, California Green Building Standards Code, California Referenced Standards Code, California Fire Code, California Wildland-Urban Interface Code; and Adopting Local Findings; and Making Other Technical and Administrative Revisions to Title 15

BEFORE THE CITY COUNCIL OF THE CITY OF FORT BRAGG

**AN ORDINANCE REPEALING AND REPLACING CHAPTER 15.04 (CONSTRUCTION CODES – ADOPTED BY REFERENCE) AND CHAPTER 15.05 (CALIFORNIA FIRE CODE) OF TITLE 15 (BUILDINGS AND CONSTRUCTION) OF THE FORT BRAGG MUNICIPAL CODE; ADOPTING AND INCORPORATING THE CALIFORNIA ADMINISTRATIVE CODE; CALIFORNIA BUILDING CODE; CALIFORNIA RESIDENTIAL CODE; CALIFORNIA ELECTRICAL CODE; CALIFORNIA MECHANICAL CODE; CALIFORNIA PLUMBING CODE; CALIFORNIA ENERGY CODE; CALIFORNIA HISTORICAL BUILDING CODE; CALIFORNIA EXISTING BUILDING CODE; CALIFORNIA GREEN BUILDING STANDARDS CODE; CALIFORNIA REFERENCED STANDARDS CODE; CALIFORNIA FIRE CODE; CALIFORNIA WILDLAND-URBAN INTERFACE CODE; AND ADOPTING LOCAL FINDINGS; AND MAKING OTHER TECHNICAL AND ADMINISTRATIVE REVISIONS TO TITLE 15**

**ORDINANCE NO. 2022-2026**

**WHEREAS**, the City of Fort Bragg (City) is a general law city under California state law and its rights, powers, privileges, authority, and functions are established through the state constitution and the state law; and

**WHEREAS**, Every three years, the State of California adopts updated building codes referred to as the California Building Standards Code for the protection of the public; and

**WHEREAS**, the State-adopted 2025 California Building Standards Codes became effective on January 1, 2026; and

**WHEREAS**, the City seeks to amend its Municipal Code to adopt the 2025 California Building Standards Codes by reference; and

**WHEREAS**, the 2025 California Building Standards Code has been amended and adopted by the California Building Standards Commission in order to establish uniform standards for the construction and maintenance of buildings, electrical systems, plumbing systems, mechanical systems and fire and life safety systems; and

**WHEREAS**, the City of Fort Bragg (City) has adopted the 2022 Editions of the California

Building Standards Code, California Plumbing Code, California Mechanical Code, California Uniform Housing Code, California Electric Code, California Administrative Code, and the California Energy Code; and

**WHEREAS**, Government Code § 50022 *et seq.* and California Health & Safety Code § 17922 authorizes cities to enact ordinances adopting any code by reference; and

**WHEREAS**, in accordance with Government Code § 50022.3, a properly noticed public hearing concerning adoption of the Codes referenced above has been held prior to adoption of this Ordinance; and

**WHEREAS**, California Health & Safety Code § 17958.5 authorizes cities and counties to modify the California Building Standards Codes by adopting more restrictive standards and modifications if such standards and modifications are accompanied by express findings that they are reasonably necessary because of local climatic, geologic and topographic conditions; and

**WHEREAS**, cities and counties may adopt amendments to clarify local administration of the 2025 California Building Standards Code, so long as those modifications do not change the building standards without required findings; and

**WHEREAS**, prior to the effective date of this Ordinance, the City Clerk shall file a copy of the Ordinance, with the California Building Standards Commission.

**NOW, THEREFORE, the City Council ordains as follows:**

**Section 1. Legislative Findings.** The City Council hereby finds as follows:

1. The City of Fort Bragg's Municipal Code Chapters 15.04, 15.05 have undergone a review by staff to identify inconsistencies and inaccuracies as well as consistency with the 2025 California Building Standards Code.
2. The Code should represent the current state of all legislative actions taken by the City Council.
3. The Code should reflect current legislative actions of the City Council and the means by which the City is operated and must be accurate and consistent to aid staff, residents and various other persons in making determinations on Code related issues.
4. Pursuant to §§ 17958.5 and 17958.7 of the California Health and Safety Code, the City Council makes the express finding that each of the modifications and changes to building standards set forth herein is needed and is reasonably necessary because of local climatic, geological and topographical conditions. Fort Bragg is a rural coastal city located between approximately 39- and 40-degrees latitude. It is subject to severe rainstorms or windstorms that have and could result in localized flooding and flood hazards. The City has potentially active seismic hazards in close proximity. Its location creates some degree of isolation and some difficulty in the transportation of building materials and in obtaining skilled and expert assistance for the construction or rehabilitation of rural dwellings. The City of Fort Bragg has typically had a moderate climate with a medium risk of wildfire. However, in recent years, there have been multiple significant wildfires to the east and south of Fort Bragg, presenting a considerable wildfire urban interface challenge for the City. Additionally, evacuation options are limited by the ocean to the west, the forest to the east, and bridges spanning rivers on both the north and south ends of the City.

5. There is no possibility that the adoption of this ordinance will have a significant impact on the environment, and therefore, the adoption of this ordinance is exempt from the California Environmental Quality Act (“CEQA”), pursuant to Section 15061(b)(3) of the California Code of Regulations (CEQA Guidelines) by the general rule that CEQA only applies to “projects” that may have a significant effect on the environment. The proposed Ordinance would amend the Municipal Code related to building standards necessary to protect health and safety. In this case, there is no possibility that the proposed Ordinance would have a significant impact on the environment.

## **Section 2.**

### **TITLE 15 – BUILDINGS AND CONSTRUCTION**

Chapter 15.04 entitled **CONSTRUCTION CODES – ADOPTED BY REFERENCE** is hereby repealed in its entirety and replaced with the following:

#### **CHAPTER 15.04: CONSTRUCTION CODES – ADOPTED BY REFERENCE**

##### Section

- 15.04.010 Purpose
- 15.04.020 Incorporation of reference material
- 15.04.030 Definitions
- 15.04.040 Modifications to the California Building Code
- 15.04.050 Modifications to California Residential Code
- 15.04.060 Modifications to the California Electrical Code
- 15.04.070 Modifications to the California Mechanical Code
- 15.04.080 Modifications to the California Plumbing Code
- 15.04.090 Curbs and Sidewalks
- 15.04.100 Construction and Applicability
- 15.04.110 Construction Permits and Inspection Fees
- 15.04.120 Fire zone defined
- 15.04.130 Fees for permits and inspection
- 15.04.140 Penal provisions

##### **§ 15.04.010 PURPOSE.**

The purpose of this chapter is to provide minimum standards to safeguard life, health, property and public welfare by regulating and controlling building, plumbing, heating and electrical installations of all buildings and structures within the City.

##### **§ 15.04.020 INCORPORATION OF REFERENCE MATERIAL.**

Subject to applicable sections of this title, the following primary and secondary codes are hereby adopted and incorporated into the Fort Bragg City Code by reference and as having the full legal effect as if their respective contents were set forth verbatim herein:

- A. CALIFORNIA ADMINISTRATIVE CODE, 2025 Edition, Part 1, as published by the International Code Council.
- B. CALIFORNIA BUILDING CODE, 2025 Edition, Part 2, Volumes I and II, together with all appendices, as published by the International Code Conference subject to the changes and modifications set forth in Section 15.04.040 and other provisions of this Title.
- C. CALIFORNIA RESIDENTIAL CODE, 2025 Edition, Part 2.5, together with all appendices, as published by the International Code Council, subject to the changes and modifications set forth in Section 15.04.050 and other provisions of this Title.
- D. CALIFORNIA ELECTRICAL CODE, 2025 Edition, Part 3, together with Annex H (Administration and Enforcement) as published by the National Fire Protection Association subject to changes and modifications set forth in Section 15.04.060 and other provisions of this Title.
- E. CALIFORNIA MECHANICAL CODE, 2025 Edition, Part 4, as published by the International Association of Plumbing and Mechanical Officials subject to the changes and modifications set forth in Section 15.04.070 and other provisions of this Title.
- F. CALIFORNIA PLUMBING CODE, 2025 Edition, Part 5, together with Appendix A (Recommended Rules for Sizing the Water Supply System); Appendix B (Explanatory Notes on Combination Waste and Vent Systems); Appendix D (Sizing Storm Water Drainage Systems); Appendix I (Installation Standard); Appendix J (Combination of Indoor and Outdoor Combustion and Ventilation Opening Design), as published by the International Association of Plumbing and Mechanical Officials, subject to the changes and modifications set forth in Section 15.04.080 and other provisions of this Title.
- G. CALIFORNIA ENERGY CODE, 2025 Edition, Part 6, as published by the International Code Council.
- H. CALIFORNIA HISTORICAL BUILDING CODE, 2025 Edition, Part 8, as published by the International Code Council.
- I. CALIFORNIA EXISTING BUILDING CODE, 2025 Edition, Part 10, as published by the International Code Council.
- J. CALIFORNIA GREEN BUILDING STANDARDS CODE, 2025 Edition, Part 11, as published by International Code Council.
- K. CALIFORNIA REFERENCED STANDARDS CODE, 2025 Edition, Part 12, as published by the International Code Council.

L. CALIFORNIA WILDLAND URBAN INTERFACE CODE, 2025 edition of the California Wildland Urban Interface Code is hereby adopted as the Wildland Urban Interface Code of the City of Fort Bragg.

M. CALIFORNIA FIRE CODE, 2025 edition – Part 9, subject to the changes and modifications set forth in Section 15.04 and other provisions of this Title.

#### **§ 15.04.030 DEFINITIONS.**

Whenever any of the following names or terms are used in any of the compilations adopted by reference by this chapter such names or terms shall have the following meanings:

**BUILDING OFFICIAL** refers to the Community Development Director of the City or his or her contracted official or designee;

**ENFORCEMENT AGENCY** shall refer to the Building Inspection Department of the City or designated department or entity.

#### **§ 15.04.040 MODIFICATIONS TO THE CALIFORNIA BUILDING CODE.**

The California Building Code, 2025 Edition, as adopted in §15.04.020(B) is adopted with the following changes and modifications:

Section 105.3.2 shall be amended to read as follows:

Time limitation of application. An application for a permit for any proposed work shall be deemed to have been abandoned one (1) year after the date of filing, unless such application has been pursued in good faith as determined by the Building Official. The applicant must request an extension in writing and demonstrate justifiable cause. The Building Official may grant one or more extensions in time, for periods of not more than 180 days each. Each extension requires payment of a fee established by the City Council.

Section 105.5 shall be amended to read as follows:

Expiration: Every permit issued shall become invalid if the work on the site authorized by such permit is not commenced within one (1) year (365 calendar days) after the issuance of said permit and an inspection resulting in an approval of the work has not been obtained; or if after the first inspection approval of the work does not receive an inspection resulting in an approval every year (365 calendar days). However, this provision will not apply if the permit was issued to legalize previously unpermitted construction. In those cases, the timelines for the permit to remain valid will correspond with any timelines the Department has set for compliance. Extensions may be granted as indicated in this section. The submittal of revisions to issued permits, if pursued in good faith as determined by the Building Official, shall extend the building permit 180 calendar days from the submittal of the revisions.

For permits which have not expired, the Building Official is authorized to grant one or more extensions of time for periods not more than 180 days each. The extension shall be requested in writing and will only be granted upon demonstration of justifiable cause, as determined by the Building Official.

Permits may be renewed if they have been expired for less than five (5) years, and/or have a vested interest, as determined by the Building Official. In order to renew action on an expired permit, the permit holder shall pay a reinstatement fee established by the City Council.

Section 109.6 shall be amended to read as follows:

#### Refunds.

1. The Building Official may authorize the refunding of any fee paid hereunder which was erroneously paid or collected.
2. The Building Official may authorize the refunding of not more than 80 percent of the permit fee paid when no work had been done under a permit issued in accordance with this code provided that the request for refund is made by written application by the original permittee not later than one year after the date of issuance of the permit.
3. The Building Official may authorize the refunding of not more than 80 percent of the plan review fee paid when an application for a permit for which a plan review fee has been paid is withdrawn or canceled before any plan reviewing is done.
4. The Building Official shall not authorize the refunding of the plan review fee paid except upon written application filed by the original permittee no later than one year after the date of fee payment.

Appendix H: Signs: Section H101.1 shall be amended to include the following as a second paragraph:

Notwithstanding any other provision of this appendix, all external lighting for signs shall be designed to be shielded or downcast in order to minimize the illumination of the nighttime sky.

Appendix H: Signs: Section H101.2 shall be amended to read as follows:

Signs exempt from permits. The following signs are exempt from the requirements to obtain a permit before erection:

1. Non-illuminated signs painted on exterior surface of existing permitted or legal nonconforming buildings or structures.
2. Temporary signs announcing the sale or rent of property.
3. Signs erected by transportation authorities.
4. Projecting signs not exceeding 2.5 square feet (0.23 m<sup>2</sup>).
5. The changing of moveable parts of an approved sign that is designed for such changes, or the repainting or repositioning of display matter shall not be deemed an alteration.
6. Temporary signs on grade that are no higher than 7 feet in height above grade and no more than 32 square feet in size.

Exemption from the permit requirements of this Section shall not be deemed to grant authorization for any work done in any manner in violation of the provisions of Titles 17 or 18 of the Fort Bragg Municipal Code, or any other laws or ordinances of this jurisdiction.

Appendix H: Signs: Section H105.3 shall be amended to read as follows:

Wind load. Signs shall be designed and constructed to withstand wind pressure as provided for in Chapter 16. Exception: The Building Official may waive the engineering design requirements for signs if he/she finds that the signs will not create a hazard to private or public property due to the type, size, location or placement of the sign.

Appendix H: Signs: Section H105.4 shall be amended to read as follows:

Seismic load. Signs designed to withstand wind pressures shall be considered capable of withstanding earthquake loads, except as provided for in Chapter 16. Exception: The Building Official may waive the engineering design requirements for signs if he/she finds that the signs will not create a hazard to private or public property due to the type, size, location or placement of the sign.

## **§ 15.04.050 MODIFICATIONS TO THE CALIFORNIA RESIDENTIAL CODE**

The California Residential Code, 2025 Edition as adopted in Section 15.04.020 (C) of this Chapter, is adopted with the following changes and modifications.

Section R105.3.2 shall be amended to read as follows:

Time limitation of application. A permit application for any proposed work shall be deemed to have been abandoned, unless such application has been pursued in good faith as determined by the Building Official. The applicant must request an

extension in writing and demonstrate justifiable cause. The Building Official may grant one or more extensions in time, for periods of not more than 180 days each. Each extension requires payment of a fee established by the City Council.

Section R105.5 shall be amended to read as follows:

Expiration: Every permit issued shall become invalid if the work on the site authorized by such permit is not commenced within one (1) year (365 calendar days) after the issuance of said permit and an inspection resulting in an approval of the work has not been obtained; or if after the first inspection approval the work does not receive an inspection resulting in an approval every year (365 calendar days). However, this provision will not apply if the permit was issued to legalize previously unpermitted construction. In those cases, the timelines for the permit to remain valid will correspond with any timelines the Department has set for compliance. Extensions may be granted as indicated in this section. The submittal of revisions to issued permits, if pursued in good faith as determined by the Building Official, shall extend the building permit 180 calendar days from the submittal of the revisions.

For permits which have not expired, the Building Official is authorized to grant one or more extensions of time, for periods of not more than 180 days each. The Extension shall be requested in writing and will only be granted upon demonstration of justifiable cause, as determined by the Building Official.

Permits may be renewed if they have been expired for less than five (5) years, and/or have a vested interest, as determined by the Building Official. In order to renew action on an expired permit, the permit holder shall pay a reinstatement fee established by the City Council.

Section R108.5 shall be amended to read as follows:

Refunds.

1. The Building Official may authorize the refunding of any fee paid hereunder which was erroneously paid or collected.
2. The Building Official may authorize the refunding of not more than 80 percent of the permit fee paid when no work had been done under a permit issued in accordance with this code provided that the request for refund is made by written application by the original permittee not later than one year after the date of issuance of the permit.
3. The Building Official may authorize the refunding of not more than 80 percent of the plan review fee paid when an application for a permit for which a plan review fee has been paid is withdrawn or canceled before any plan reviewing is done.
4. The Building Official shall not authorize the refunding of the plan review

fee paid except upon written application filed by the original permittee no later than one year after the date of fee payment.

#### **§ 15.04.060 MODIFICATIONS TO THE CALIFORNIA ELECTRICAL CODE.**

The California Electrical Code, 2025 Edition, as adopted in Section 15.04.020 (D) of this Chapter, is adopted with the following changes and modifications.

Annex H, Section 80.15 Electrical Board is deleted.

Annex H, Section 80.19(E) shall be amended to read as follows:

- (E) Fees and Fee Refunds.
  - (1) Any political subdivision that has been provided for electrical inspection in accordance with the provisions of Article 80 may establish fees that shall be paid by the applicant for a permit before the permit is issued.
  - (2) The Building Official may authorize the refunding of any fee paid hereunder which was erroneously paid or collected.
  - (3) The Building Official may authorize the refunding of not more than 80 percent of the permit fee paid when no work had been done under a permit issued in accordance with this code provided that the request for refund is made by written application by the original permittee not later than one year after the date of issuance of the permit.
  - (4) The Building Official may authorize the refunding of not more than 80 percent of the plan review fee paid when an application for a permit for which a plan review fee has been paid is withdrawn or canceled before any plan reviewing is done.
  - (5) The Building Official shall not authorize the refunding of the plan review fee paid except upon written application filed by the original permittee no later than one year after the date of fee payment.

Annex H, Section 80.19(H) shall be amended to include the following as a new paragraph (4):

- (4) Time limitation of application. A permit application for any proposed work shall be deemed to have been abandoned one (1) year after the date of filing, unless such application has been pursued in good faith as determined by the Building Official. The applicant must request an extension in writing and demonstrate justifiable cause. The Building Official may grant one or more extensions in time, for periods of not more than 180 days each. Each extension requires payment of a fee

established by the City Council.

Annex H, Section 80.19(G)(7) shall be amended to include the following new paragraph (5):

- (5) Expiration: Every permit issued shall become invalid if the work on the site authorized by such permit is not commenced within one (1) year (365 calendar days) after the issuance of said permit and an inspection resulting in an approval of the work has not been obtained; or if after the first inspection approval the work does not receive an inspection resulting in an approval every year (365 calendar days). However, this provision will not apply if the permit was issued to legalize previously unpermitted construction. In those cases, the timelines for the permit to remain valid will correspond with any timelines the Department has set for compliance. Extensions may be granted as indicated in this section. The submittal of revisions to issued permits, if pursued in good faith as determined by the Building Official, shall extend the building permit 180 calendar days from the submittal of the revisions.

For permits which have not expired, the Building Official is authorized to grant one or more extensions of time, for periods of not more than 180 days each. The extension shall be requested in writing, and will only be granted

upon demonstration of justifiable cause, as determined by the Building Official.

Permits may be renewed if they have been expired for less than five (5) years, and/or have a vested interest, as determined by the Building Official. To renew action on an expired permit, the permit holder shall pay a reinstatement fee established by the City Council.

Annex H, Section 80.23, Notices of Violations, Penalties: Subsection (B)(3) is deleted.

Annex H, Section 80.27 Inspector Qualifications is deleted.

#### **§ 15.04.070 MODIFICATIONS TO THE CALIFORNIA MECHANICAL CODE.**

The California Mechanical Code, 2025 Edition, as adopted in Section 15.04.020 (E) of this Chapter, is adopted with the following changes and modifications.

Section 104.3.3 shall be amended to read as follows:

Section 104.3.3 Time Limitation of Application. A permit application for any proposed work shall be deemed to have been abandoned one (1) year after the date of filing, unless such application has been pursued in good faith as determined by the Building Official. The applicant must request an extension

in writing and demonstrate justifiable cause. The Building Official may grant one or more extensions in any time, for periods of not more than 180 calendar days each. Each extension requires payment of a fee as established by the City Council.

Section 104.4.3 shall be amended to read as follows:

Expiration: Every permit issued shall become invalid if the work on the site authorized by such permit is not commenced within one (1) year (365 calendar days) after the issuance of said permit and an inspection resulting in an approval of the work has not been obtained; or if after the first inspection approval the work does not receive an inspection resulting in an approval every year (365 calendar days). However, this provision will not apply if the permit was issued to legalize previously unpermitted construction. In those cases, the timelines for the permit to remain valid will correspond with any timelines the Department has set for compliance. Extensions may be granted as indicated in this section. The submittal of revisions to issued permits, if pursued in good faith as determined by the Building Official, shall extend the building permit 180 calendar days from the submittal of the revisions.

For permits which have not expired, the Building Official is authorized to grant one or more extensions of time, for periods of not more than 180 days each. The extension shall be requested in writing and will only be granted upon demonstration of justifiable cause, as determined by the Building Official.

Permits may be renewed if they have been expired for less than five (5) years, and/or have a vested interest, as determined by the Building Official.

To renew action on an expired permit, the permit holder shall pay a reinstatement fee established by the City Council.

Expiration of Plan Review. A permit application for any proposed work shall be deemed to have been abandoned one (1) year after the date of filing, unless such application has been pursued in good faith as determined by the Building Official. The applicant must request an extension in writing and demonstrate justifiable cause. The Building Official may grant one or more extensions in time, for periods of not more than 180 days each. Each extension requires payment of a fee established by the City Council.

Section 104.5, Subsection 104.5.3 Fee Refunds shall be amended to read as follows:

#### Fee Refunds.

1. The Building Official may authorize the refunding of any fee paid hereunder which was erroneously paid or collected.
2. The Building Official may authorize the refunding of not more than 80 percent of the permit fee paid when no work had been done under a permit issued in accordance with this code provided that the request for refund is made by written application by the original

permittee not later than one year after the date of issuance of the permit.

3. The Building Official may authorize the refunding of not more than 80 percent of the plan review fee paid when an application for a permit for which a plan review fee has been paid is withdrawn or canceled before any plan reviewing is done.
4. The Building Official shall not authorize the refunding of the plan review fee paid except upon written application filed by the original permittee no later than one year after the date of fee payment.

#### **§ 15.04.080 MODIFICATIONS TO THE CALIFORNIA PLUMBING CODE.**

The California Plumbing Code, 2025 Edition, as adopted in Section 15.04.020 (F) of this Chapter, is adopted with the following changes and modifications:

Section 104.4.3 shall be amended to read as follows:

Expiration: Every permit issued shall become invalid if the work on the site authorized by such permit is not commenced within one (1) year (365 calendar days) after the issuance of said permit and an inspection resulting in an approval of the work has not been obtained; or if after the first inspection approval the work does not receive an inspection resulting in an approval every year (365 calendar days). However, this provision will not apply if the permit was issued to legalize previously unpermitted construction. In those cases, the timelines for the permit to remain valid will correspond with any timelines the Department has set for compliance. Extensions may be granted as indicated in this section. The submittal of revisions to issued permits, if pursued in good faith as determined by the Building Official, shall extend the building permit 180 calendar days from the submittal of the revisions.

For permits which have not expired, the Building Official is authorized to grant one or more extensions of time, for periods of not more than 180 days each. The extension shall be requested in writing and will only be granted upon demonstration of justifiable cause, as determined by the Building Official.

Permits may be renewed if they have been expired for less than five (5) years, and/or have a vested interest, as determined by the Building Official. To renew action on an expired permit, the permit holder shall pay a reinstatement fee established by the City Council.

Expiration of Plan Review. A permit application for any proposed work shall be deemed to have been abandoned one (1) year after the date of filing, unless such application has been pursued in good faith as determined by the Building Official. The applicant must request an extension in writing and demonstrate justifiable cause. The Building Official may grant one or more extensions in time, for periods of not more than 180 days each. Each extension requires payment of a fee established by the City Council.

Section 104.5.3 shall be amended to read as follows:

Fee Refunds.

1. The Building Official may authorize the refunding of any fee paid hereunder which was erroneously paid or collected.
2. The Building Official may authorize the refunding of not more than 80 percent of the permit fee paid when no work had been done under a permit issued in accordance with this code provided that the request for refund is made by written application by the original permittee not later than one year after the date of issuance of the permit.
3. The Building Official may authorize the refunding of not more than 80 percent of the plan review fee paid when an application for a permit for which a plan review fee has been paid is withdrawn or canceled before any plan reviewing is done.
4. The Building Official shall not authorize the refunding of the plan review fee paid except upon written application filed by the original permittee no later than one year after the date of fee payment.

Section 603.5.7 shall be amended to read as follows:

Outlets with Hose Attachments. Potable water outlets with hose attachments, other than water heater drains, boiler drains, and clothes washer connections, shall be protected by a nonremovable hose bibb-type backflow preventer, a nonremovable hose bibb-type vacuum breaker, or by an atmospheric vacuum breaker installed not less than 6 inches (152 mm) above the highest point of usage located on the discharge side of the last valve. In climates where freezing temperatures occur, a listed self-draining frost-proof hose bibb with an integral backflow preventer or vacuum breaker shall be used. One exterior hose bibb supplied by potable water shall be installed on each structure containing a Group R, Division 3 or Division 1 Occupancy.

**§ 15.04.090 CURBS AND SIDEWALKS.**

A. Curbs and sidewalks shall be required and constructed along the frontage of any public street, upon any lot, parcel or piece of ground upon which any new construction in excess of 250 square feet of floor space is being built; or upon which any alteration or improvements are being

made the cost of which exceeds 50% of the value of the existing structure prior to the construction of said alterations or improvements.

B. The construction of the sidewalk and curb shall be in conformance with the California Building Code referred to in § 15.04.020 and in conformance with the standards set forth in Chapter 12.04.

C. Curb cuts are to be utilized such that road or parking lot runoff drains to a landscaped feature.

#### **§ 15.04.100 CONSTRUCTION AND APPLICABILITY.**

The regulations and provisions contained in the body of this title shall prevail over any inconsistent provision contained in any primary or secondary code adopted hereby; provided, however, that in the case of inconsistent regulations, no regulation shall prevail which is less stringent than the regulations established by the State of California.

#### **§ 15.04.110 CONSTRUCTION PERMITS AND INSPECTION FEES.**

Except as otherwise exempted by the California Building Code and/or other City ordinances, no person, firm, or corporation shall erect, construct, enlarge, alter, repair, move, improve, occupy, remove, convert, or demolish any building or structure in the area of the City or cause the same to be done without first obtaining a separate building permit for each such building or structure as required by this title. Permits shall be issued and fees collected by the Building Official or their designee. City fees are established by City Council Resolution and may be amended periodically. Building Department fees are collected separately by Mendocino County Planning and Building Services and by 4LEAF, Incorporated, a third-party building services provider. The County's master fee schedule is approved by the Mendocino County Board of Supervisors, while 4LEAF, Inc's fees are set by contract with the City of Fort Bragg.

#### **§ 15.04.120 FIRE ZONE DEFINED.**

For the purpose of this chapter the entire City is Fire Zone Three.

#### **§ 15.04.130 FEES FOR PERMITS AND INSPECTION.**

Except as otherwise exempted by the California Building Code or City ordinance, no person, firm or corporation shall erect, construct, enlarge, alter, repair, move, improve, occupy, remove, convert or demolish any building or structure, or install, alter or repair any plumbing, heating or electrical items, without first obtaining a permit or combination of any such permits for each such building or structure. Applicants for permits shall pay the applicable City of Fort Bragg fees at the time of filing, as established by the fee schedule currently on file with the City Clerk. Applicants may choose to have their plans routed to Mendocino County Planning and Building Services or to the City's third-party provider, 4LEAF, Inc., for plan-check and inspection services. Fees for Mendocino County are determined by the County's Master Fee Schedule. Fees for 4LEAF are set by its contract with the City. A copy of the current fee schedules are available through the City Clerk.

**§ 15.04.140 PENAL PROVISIONS.**

A. The Building Official of the City or the Acting Building Inspector as designated by the City Manager shall have the authority to issue citations for violations of the following chapters of this code:

1. Chapter 15.04 (Construction Codes – Adopted by Reference);
2. Chapter 15.08 (Building and Fire Department Permits);
3. Chapter 15.12 (House Numbering);
4. Title 17 (Chapters 17.10 through 17.98);
5. Title 18 (Chapters 18.10 through 18.98).

B. The persons designated in subsection (A) of this section (hereinafter referred to as Building Official) shall have the power to issue citations within the City pursuant to those sections of this code set forth in subsection (A) of this section. The Building Official is authorized by the ordinance codified in this section to arrest persons, without a warrant, whenever the Building Official has reasonable cause to believe that the person to be arrested has committed a misdemeanor in his or her presence which is a violation of state statute or City ordinance which the Building Official has a duty to enforce.

C. In any case in which a person is arrested pursuant to subsection (A) or (B) of this section, and the person arrested does not demand to be taken before a magistrate, the Building Official making the arrest shall prepare a written notice to appear and release the person on his or her promise to appear, as prescribed by Chapter 5C (commencing with Section 853.6) of the California State Penal Code. The provisions of such chapter (5C of the Penal Code) shall thereafter apply with reference to any proceeding based upon the issuance of a written notice to appear pursuant to this authority.

D. Violations of Chapters 15.04, 15.08, 15.12, Title 17, and Title 18 are declared to be infractions, and upon conviction thereof are punishable as provided in Chapter 1.12.

**Section 3.**

Chapter 15.05 entitled **CALIFORNIA FIRE CODE** is hereby repealed in its entirety and replaced with the following:

**CHAPTER 15.05: CALIFORNIA FIRE CODE**

Section

- 15.05.010 Edition adopted
- 15.05.020 Application of chapter
- 15.05.030 Appeals

### **§ 15.05.010 EDITION ADOPTED.**

Subject to applicable sections of this title, the following primary and secondary codes are hereby adopted and incorporated into the Fort Bragg City Code by reference and as having the full legal effect as if their respective contents were set forth verbatim herein:

- A. The California Fire Code, California Code of Regulations, Title 24, Part 9, 2025 Edition, and its appendices, subject to amendments, changes or modifications as set forth in this chapter, or otherwise in the Fort Bragg Municipal Code. This chapter shall be known as the “Fort Bragg Fire Code” and shall be referred to in this chapter as “the code.”
- B. Where no applicable standards or requirements are set forth in the above-mentioned code, or contained within other laws, codes, regulations or ordinances adopted by the City, compliance with applicable standards of the National Fire Protection Association (NFPA) or other nationally recognized fire safety standards as are approved shall be deemed as prima facie evidence of compliance with the intent of this chapter.
- C. A copy of the code referenced above, in its latest form, is on file in the office of the Fire Chief.

### **§ 15.05.020 APPLICATION OF CHAPTER.**

This chapter shall apply to all buildings, structures, areas, and occupancies within the City of Fort Bragg. Pursuant to Cal. Health and Safety Code §§ 13145 and 13146, the Fire Chief, or his or her authorized representative, shall enforce the provisions of this chapter and all other building standards and regulations relating to fire and panic safety that have been formally adopted by the State Fire Marshal for the prevention of fire and for the protection of life and property against fire or panic.

### **§ 15.05.030 APPEALS.**

Whenever the Fire Chief or his or her authorized representative refuses to grant a permit applied for, or when it is claimed that certain provisions of the International Fire Code, the California Fire Code and/or Fort Bragg Municipal Code do not apply, the applicant may appeal the decisions to the Fire Appeals Board no later than 15 days of the refusal or claim. The Fire Appeals Board shall be appointed by the Fort Bragg Fire Protection Authority.

**Section 4.** Severability. If any section, subsection, sentence, clause or phrase of this Ordinance is for any reason held by a court of competent jurisdiction to be invalid or unconstitutional, such decision shall not affect the validity of the remaining portions of the Ordinance. The City Council of the City of Fort Bragg hereby declares that it would have passed this Ordinance and each section, subsection, sentence, clause and phrase thereof irrespective of the fact that one or more sections, subsections, sentences, clauses or phrases may be held invalid or unconstitutional.

**Section 5. Effective Date and Publication.** This ordinance shall be and the same is hereby declared to be in full force and effect from and after thirty (30) days after the date of its passage. Within fifteen (15) days after the passage of this Ordinance, the City Clerk shall cause a summary of said Ordinance to be published as provided in Government Code §36933, in a

newspaper of general circulation published and circulated in the City of Fort Bragg, along with the names of the City Council voting for and against its passage.

**The foregoing Ordinance was introduced by Councilmember Peters at a regular meeting of the City Council of the City of Fort Bragg held on April 27, 2026, and adopted at a regular meeting of the City of Fort Bragg held on May 26, 2026, by the following vote:**

**AYES:  
NOES:  
ABSENT:  
ABSTAIN:  
RECUSE:**

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**Jason Godeke  
Mayor**

**ATTEST:**

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**Diana Paoli  
City Clerk**

**PUBLISH: May 14, 2026 and June 11, 2026 (by summary).  
EFFECTIVE DATE: July 11, 2026.**



# City of Fort Bragg

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

## Text File

File Number: 26-213

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**Agenda Date:** 5/26/2026

**Version:** 1

**Status:** Business

**In Control:** City Council

**File Type:** Ordinance

**Agenda Number:** 5B.

Adopt, by Title Only, and Waive Further Reading of Ordinance 1023-2026 to Amend Chapter 15.06 of the Fort Bragg Municipal Code to Require Sprinkler Installation in Buildings with Building Permits with Cumulative Valuations of \$125,000 or more, over a three year period

**BEFORE THE CITY COUNCIL OF THE CITY OF FORT BRAGG**

**AN ORDINANCE TO AMEND  
CHAPTER 15.06 OF THE FORT  
BRAGG MUNICIPAL CODE TO  
REQUIRE SPRINKLER INSTALLATION  
IN BUILDINGS WITH BUILDING  
PERMITS WITH A CUMULATIVE  
VALUATION OF \$125,000 OR MORE,  
OVER A THREE-YEAR PERIOD.**

**ORDINANCE NO. 2023-2026**

**WHEREAS**, the 2025 California Building Standards Code has been amended and adopted by the California Building Standards Commission; and

**WHEREAS**, the California Fire Code, which is Part 9 of the California Building Standards Code, was part of the triennial amendment and adoption by the California Building Standards Commission; and

**WHEREAS**, the City of Fort Bragg (“City”) wishes to adopt building code regulations in accordance with law and to use the most updated regulations to regulate building construction within the City; and

**WHEREAS**, the City of Fort Bragg (“City”) wishes to adopt fire code regulations in accordance with law and to use the most updated regulations for fire protection within the City; and

**WHEREAS**, Government Code § 50022 *et seq.* authorizes cities to enact ordinances adopting any code by reference; and

**WHEREAS**, the City wishes to adopt the California Fire Code, California Code of Regulations, Title 24, Part 9, 2025 Edition, by reference into Chapter 15.05 of the Fort Bragg Municipal Code (California Fire Code) after conducting a public hearing on April 27, 2026; and

**WHEREAS**, because of the City’s unique climatic, geologic, and topographic conditions, the City made amendments and additions to the California Fire Code, California Code of Regulations, Title 24, Part 9, 2025 Edition; and

**WHEREAS**, the City of Fort Bragg (“City”) has determined that Chapter 15.06 (Automatic Fire Sprinkler and Alarm Systems) of the Fort Bragg Municipal Code (“Code”), as proposed, reflects the modifications most beneficial to the health, safety and welfare of the City and the City Council desires the same modifications to the California Fire Code, California Code of Regulations, Title 24, Part 9, 2025 Edition; and

**WHEREAS**, because of the City’s unique climatic, geologic, and topographic conditions, the City desires to make amendments and additions to the building and fire code regulations, as set forth in Ordinance XXX-2026; and

**WHEREAS**, pursuant to California Health and Safety Code § 17958, 13143.5, and 18941.5 the City Council of the City of Fort Bragg determined that a departure from the California Fire Code, Part 9 of the California Building Standards Code, 2025 Edition, is reasonably necessary because of local climatic, geologic and/or topographic conditions.

**WHEREAS**, the City of Fort Bragg (“City”) has determined that Chapter 15.06 (Automatic Fire Sprinkler and Alarm Systems) of the Fort Bragg Municipal Code (“Code”), should 1) clearly require that the valuation of all building permits over a three-year period should be summed to determine the valuation threshold; and

**WHEREAS**, the City of Fort Bragg, has determined that all costs, except for re-roofing, associated with rehabilitation of a building should be included in the valuation amount, as public health and safety are paramount concerns of local government and every reasonable opportunity should be taken to ensure that Fort Bragg’s vulnerable commercial buildings have sprinklers installed as part of any series of rehabilitation activities over a three-year period of more than \$125,000 in value in order to protect life and property from the threat of fire; and

**WHEREAS**, amending Chapter 15.06 will assist in administering the City’s fire sprinkler and alarm systems ordinance and improve compliance with the ordinance by property owners; and

**WHEREAS**, pursuant to California Health and Safety Code sections 18941.5, 17958, and 13143.5 the City Council of the City of Fort Bragg hereby finds that the amendments adopted herein are reasonably necessary because of local climatic, geologic and topographic conditions; and

**WHEREAS**, the City Council has determined that the following changes should be made to the Chapter for consistency, accuracy and ease of use by the City’s staff and citizens.

**WHEREAS**, on April 27, 2026, the City Council held a City Council meeting and discussed this item and agreed that the valuation calculation should be calculated on a cumulative basis over a three-year period, and that costs associated with re-roofing an existing building should be excluded from this valuation calculation; and

**WHEREAS**, prior to the effective date of this Ordinance, the City Clerk shall file a copy of the Ordinance, with the California Building Standards Commission.

**NOW, THEREFORE, the City Council ordains as follows:**

**Section 1. Legislative Findings.** The City Council hereby finds as follows:

1. The City of Fort Bragg’s Municipal Code Chapters 15.05 and 15.06 have undergone a review to identify inconsistencies and inaccuracies as well as consistency with the 2025 California Building Standards Code.
2. The Code should represent the current state of all legislative actions taken by the City Council.
3. Chapter 15.06 is used by City staff to determine when fire sprinklers and alarm systems are required as part of any project that requires a building permit.
4. Modifications and changes to the California Fire Code, as set forth in Chapter 15.05 of the Fort Bragg Municipal Code, are required in order to provide specific and greater protections to the public health, safety and welfare than are afforded by the California Building Standards Code due to local climatic, geological, and topographical conditions. The legislative findings for such modifications and changes are made pursuant to California Health and Safety Code § 17958.7 as set forth in Exhibit A of the Staff report and by this reference incorporated herein.
5. Chapter 15.06 is used by City staff to determine when fire sprinklers and alarm systems are required as part of any project that requires a building permit.
6. The Code should reflect current legislative actions of the City Council and the means by which the City is being operated and must be accurate and consistent to aid staff, residents and various other persons in making determinations on Code-related issues.
7. Amending Chapter 15.06 in the manner described in this ordinance is in the public interest for it

will ensure that sprinklers are installed as part of any cumulative major commercial building rehabilitation of more than \$125,000 in value over a three-year period and will thereby help to protect life and property from damage by structural fires.

8. Legislative Findings.

The City Council of the City of Fort Bragg finds that in order to best protect the health, safety and welfare of the citizens of the City of Fort Bragg, the standards of building within the City must conform with state law except where local climatic, geological, and topographic conditions warrant more restrictive regulations. Therefore, the City Council should adopt the current state building codes, contained in California Building Standards Code Title 24, and other uniform codes governing the construction and regulation of buildings and structures with the modifications and amendments contained herein.

Pursuant to California Health and Safety Code Section 17958.7, the City Council makes the factual findings set forth herein and finds that the amendments made in this ordinance to the California Building Standards Code Title 24, Part 9, are reasonably necessary because of the local climatic, geological or topographical conditions.

9. Climatic Findings:

Fort Bragg has climatic conditions which are unique in character. The City is subject to year-round coastal winds including storm conditions. Winter storms with gale-force winds often cause trees to fall onto roadways used for access by emergency fire equipment and personnel. Average yearly rainfall for the district is 42 inches which occurs from October to April and results in lush vegetation growth. During summer months, the morning also spurs vegetation growth. Natural vegetation creates hazardous fuel conditions that cause grassland and brush land fires each year. Afternoon winds can move a fire quickly in any part of the City, particularly during times of high temperatures and low humidity. The City has suffered from drought conditions, which reduces available water for firefighting.

10. Geological Findings:

Fort Bragg, located on the northern California coast, has warm summer days and severe winters. The City is located in a rural setting with rugged coastline forming its western boundary and rugged mountainous areas forming its eastern boundaries. The City has potentially active seismic hazards in close proximity.

11. Topographical Findings:

The Fort Bragg Fire Protection Authority District is an all-volunteer district that covers seventy-five square miles with elevations from zero to one thousand feet above sea level. The City of Fort Bragg includes many narrow and some dead-end roads causing maneuverability restrictions for fire equipment. Surrounding fire districts are all volunteer and the request for mutual aid requires as long as 30 minutes for the first engine to respond to the scene of a fire. The permanent population in the District is dramatically increased by tourism in the summer months causing an increased burden on fire department personnel and equipment. Heavily traveled State Highway One runs the length of the City and is the only continuous North/South route along the coast.

12. There is no possibility that the adoption of this ordinance will have a significant impact on the environment, and therefore, the adoption of this ordinance is exempt from the California Environmental Quality Act ("CEQA"), pursuant to Section 15061(b)(3) of the CEQA Guidelines (Title 14, Chapter 3 of the California Code of Regulations). Enacting minor changes to the City's Code pertaining to automatic fire sprinkler and alarm systems cannot have a significant effect

on the environment. The changes to the City’s Municipal Code are minor in nature and do not create substantive changes to land use or the California Fire Code. Subsequent planning and building permit applications will be subject to environmental review at that time. Thus, there is no further environmental review necessary at this time.

**Section 2.**

Chapter 15.06 entitled **AUTOMATIC FIRE SPRINKLER AND ALARM SYSTEMS** is hereby repealed in its entirety and replaced with the following:

**CHAPTER 15.06: AUTOMATIC FIRE SPRINKLER AND ALARM SYSTEMS**

Section

- 15.06.010 Purpose
- 15.06.020 Definitions in general
- 15.06.030 Automatic fire sprinkler systems required
- 15.06.050 Exemptions and waivers
- 15.06.060 Annual inspection and maintenance
- 15.06.070 *Reserved*
- 15.06.080 Fire alarm systems defined and required
- 15.06.090 Violations

**§ 15.06.010 PURPOSE.**

A. The California Fire Code, California Code of Regulations, Title 24, Part 9, 2025 Edition, as modified and amended from time to time, establishes certain standards for automatic fire extinguishing systems. A copy of the Code, in its latest form, is on file in the office of the Fire Chief.

B. The purpose of this chapter is to provide regulations establishing minimum standards for automatic fire sprinkler systems where the standards are not specifically covered by the California Fire Code. Where specific standards are provided by the California Fire Code and provide a greater degree of fire protection than the provisions of this chapter, those standards shall apply. In those cases where the California Fire Code, does not provide specific standards, the terms of this chapter shall apply.

C. The intent of this chapter is to apply those fire protection standards which will provide the residents and property owners of the City the greatest degree of fire protection which is reasonable under the circumstances. All buildings are subject to the provisions of this chapter.

**§ 15.06.020 DEFINITIONS IN GENERAL.**

Definitions contained in the California Fire Code, California Code of Regulations, Title 24, Part 9, 2025 Edition, shall apply to this chapter unless specifically amended. Whenever any of the following names or terms are used in any of the compilations adopted by reference by this chapter such names or terms shall have the following meanings:

**APPEAL AUTHORITY.** As defined in Municipal Code Chapter 1.06.

**BUILDING.** Any building or group of buildings that requires a sprinkler under this ordinance or the California Fire Code, California Code of Regulations, Title 24, Part 9, 2025 Edition.

**BUILDING PERMIT VALUATION.** The value of repairs, maintenance and remodel work as determined by the Building Department through their plan review process. The Building Permit Valuation will include the total of all active building permits for the Building at the same location, excluding separate permits to install automatic fire sprinkler systems or to install a new roof.

**§ 15.06.030 AUTOMATIC FIRE SPRINKLER SYSTEMS — REQUIRED.**

A. All new Buildings shall have an automatic fire sprinkler system installed, unless specifically

exempted in accordance with § 15.06.050.

B. Buildings in existence prior to the adoption of this Code shall be subject to the requirements for automatic fire sprinkler systems upon the change of occupancy to a higher hazard level as defined by the Fire Marshal.

1. Existing commercial and multifamily buildings which are remodeled, added to, or altered, including maintenance and repair activities, when the valuation of the cost of such work within any 36-month period exceeds \$125,000, shall have an automatic fire sprinkler system installed. The sprinkler system shall be connected with the City's water service as determined by the Director of Public Works. Roof replacement costs will not be calculated in the \$125,000 limit. The \$125,000 valuation will be determined by the Building Department through their plan review process and completed on the application for any building permit. The \$125,000 valuation is in 2025 dollars, the actual valuation amount shall be calculated based on the California Construction Cost Index adjustment for the year the permit is issued.

2. The Fire Marshal shall: 1) review the building permit, plans and Building Permit Valuation at the time of the building permit application submittal; and 2) review the building permit, any applicable building permit application and plans upon any change in scope of work or modification to the building permit application to determine if the Building Permit Valuation of the proposed work and all work completed on the Building for all active building permits exceeds the adjusted \$125,000 threshold.

3. If the Building Permit Valuation exceeds the threshold, the Fire Marshal shall require installation of fire sprinklers per this chapter prior to approval of the building permit or final inspection.

**§ 15.06.050 EXEMPTIONS AND WAIVERS.**

A. All 1- and 2-family dwellings and detached utility ("U" occupancy) buildings are exempted from the requirement to install automatic fire sprinkler systems.

B. The Fire Chief may grant exemptions for the automatic fire sprinkler system requirements for new construction by placing such conditions upon construction and/or use of the building so as to reduce the fire risk to a diminished level and by making a finding that the use of structure would present low or no fire risk. Examples:

1. Portable fire extinguisher or Class 2 standpipe installation;
2. Providing 1-hour resistive occupancy separation for equipment rooms;
3. Sprinklers undesirable because of nature of the contents in the room/area, the items being noncombustible or not exposed to other rooms/areas.

**§ 15.06.060 ANNUAL INSPECTION AND MAINTENANCE**

The owner of any Building in which automatic fire alarm systems or fire sprinkler systems have been installed shall have the systems inspected and maintained per NFPA 25 and shall provide a report of the inspection to the Fire Chief.

**§ 15.06.070**

*Reserved.*

**§ 15.06.080 FIRE ALARM SYSTEMS DEFINED AND REQUIRED.**

A. **FIRE ALARM SYSTEM** means all devices, controls, and circuits, together with the energy necessary to sound the alarm, electrically supervise the system, and activate the alarm bells, trouble bells or trouble signals.

B. Every new Building shall have installed an approved, automatically operated fire alarm system designed to warn all occupants simultaneously. In addition, the Fire Chief may require that

this system be monitored in the manager’s quarters and/or by a supervising station as defined in NFPA 72. The Fire Chief may also require the installation of a manually operated fire alarm system.

C. All required fire alarm systems shall be installed in accordance with NFPA 72.

D. Exceptions to this section are all “U” occupancies. These exceptions do not apply to 1- and 2-family dwellings within a building that otherwise requires an alarm system (i.e., commercial occupancy below a dwelling).

**§ 15.06.090 VIOLATIONS.**

Failure to comply with the requirements of this chapter is hereby declared to be unlawful and a public nuisance and shall be subject to the remedies and penalties established by Municipal Code Chapter 6.12.

**Section 4. Severability.** If any section, subsection, sentence, clause or phrase of this Ordinance is for any reason held by a court of competent jurisdiction to be invalid or unconstitutional, such decision shall not affect the validity of the remaining portions of the Ordinance. The City Council of the City of Fort Bragg hereby declares that it would have passed this Ordinance and each section, subsection, sentence, clause and phrase thereof irrespective of the fact that one or more sections, subsections, sentences, clauses or phrases may be held invalid or unconstitutional.

**Section 5. Effective Date and Publication.** This ordinance shall be and the same is hereby declared to be in full force and effect from and after thirty (30) days after the date of its passage. Within fifteen (15) days after the passage of this Ordinance, the City Clerk shall cause a summary of said Ordinance to be published as provided in Government Code §36933, in a newspaper of general circulation published and circulated in the City of Fort Bragg, along with the names of the City Council voting for and against its passage.

**The foregoing Ordinance was introduced by Councilmember Peters at a regular meeting of the City Council of the City of Fort Bragg held on April 27, 2026, and adopted at a regular meeting of the City of Fort Bragg held on May 26, 2026, by the following vote:**

- AYES:**
- NOES:**
- ABSENT:**
- ABSTAIN:**
- RECUSE:**

\_\_\_\_\_  
**Jason Godeke**  
**Mayor**

**ATTEST:**

\_\_\_\_\_  
**Diana Paoli**  
**City Clerk**

**PUBLISH:** May 14, 2026 and June 11, 2026 (by summary).  
**EFFECTIVE DATE:** July 11, 2026.



# City of Fort Bragg

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

## Text File

File Number: 26-235

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**Agenda Date:** 5/26/2026

**Version:** 1

**Status:** Business

**In Control:** City Council

**File Type:** Resolution

**Agenda Number:** 5C.

Adopt Resolution of the Fort Bragg City Council Adopting Budget Amendment 2025/26-14 for the 4th of July Fireworks Display and Authorizing the City Manager to Execute Contract (Not to Exceed \$50,000)

**RESOLUTION NO. \_\_\_\_-2026**

**Adopt Resolution of the Fort Bragg City Council Adopting Budget Amendment 2025/26-14 for the 4th of July Fireworks Display and Authorizing the City Manager to Execute Contract (Not to Exceed \$50,000)**

**WHEREAS**, for many years Fort Bragg's Independence Day fireworks display has lit up the sky (or fog) over Noyo Bay, thrilling spectators from near and far; and

**WHEREAS**, the City completed a successful request for proposals back in 2024 for a fireworks provider; and

**WHEREAS**, Pyro Spectacular, Inc. was awarded the contract and has provided an incredible and safe fireworks display; and

**WHEREAS**, these displays have always lit up the Fort Bragg skies on the Saturday evenings after the World Famous Salmon BBQ; and

**WHEREAS**, this year the 4<sup>th</sup> of July falls on a Saturday which is the most expensive day to hold the fireworks as Pyro Spectacular, INC resources as spread out too many cities; and

**WHEREAS**, the cost for having the Independence Day fireworks display is now requiring \$15,000 more than budgeted; and

**WHEREAS**, Exhibit A shows the proposed Scope of Work and costs associated with this Independence Day fireworks display to be held on the 4<sup>th</sup> of July; and

**WHEREAS**, a Budget Amendment (BA 2025/26-14) is required to add additional funds to the contract attached hereto as Exhibit B; and

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Fort Bragg does hereby approve Budget Amendments (BA 2025/26-14) and approves Professional Services Agreement with Pyro Spectacular, INC and authorizes the City Manager to execute the same (Amount Not to Exceed \$50,000)

**The above and foregoing Resolution was introduced by Councilmember \_\_\_\_\_, seconded by Councilmember \_\_\_\_\_, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 26<sup>th</sup> day of May 2026, by the following vote:**

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

\_\_\_\_\_  
**JASON GODEKE**  
Mayor

**ATTEST:**

\_\_\_\_\_

**Diana Paoli  
City Clerk**



# Order Confirmation

Page	1 of 1
Order No.	SO50962
Order Date	3/26/2026

Pyro Spectaculars North Inc  
 PO Box 2329  
 Rialto CA 92377  
 United States

**Sold to**  
 FORT BRAGG, CITY OF  
 ADELAIDE TORRE  
 416 N FRANKLIN STREET  
 FORT BRAGG CA 95437  
 United States

**Ship To**  
 SOUTH FACING BLUFF FACING NOYO HARBOR  
 @ NOYO HEADLANDS PARK  
 C5JP+JW  
 FORT BRAGG CA  
 United States

Account Number	Customer PO #	Event Type	Event Date
CUS-2638		JULY 4TH 2026	7/4/2026

QTY	PRODUCT DESCRIPTION	AMOUNT
1	SPECIAL FIREWORKS DISPLAY INITIAL PAYMENT DUE ON APRIL 29, 2026	\$45,000.00

<b>Total</b>	<b>\$45,000.00</b>
<b>Initial Payment Due</b>	<b>\$22,500.00</b>





# City of Fort Bragg

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

## Text File

File Number: 26-241

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**Agenda Date:** 5/26/2026

**Version:** 1

**Status:** Consent Agenda

**In Control:** City Council

**File Type:** Committee Minutes

**Agenda Number:** 5D.

Receive and File Minutes of the Visit Fort Bragg Committee Meeting of May 12, 2026



# City of Fort Bragg

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

## Meeting Minutes Visit Fort Bragg

---

Tuesday, May 12, 2026

3:30 PM

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

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### 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 Cristal Munoz, and Administrative Assistant Stephanie Remington.

**Present:** 5 - Tess Albin-Smith, Lindy Peters, Jon Glidewell, Sabine Hahnbueck and Scott Schneider1

**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.



# City of Fort Bragg

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

## Text File

File Number: 26-234

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**Agenda Date:** 5/26/2026

**Version:** 1

**Status:** Consent Agenda

**In Control:** City Council

**File Type:** Committee Minutes

**Agenda Number:** 5E.

Receive and File Minutes of the Public Works and Facilities Committee Meeting of March 12, 2026



# City of Fort Bragg

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

## Meeting Minutes Public Works and Facilities Committee

---

Thursday, March 12, 2026

4:00 PM

Town Hall, 363 N. Main Street

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### MEETING CALLED TO ORDER

Committee Member Godeke called this meeting to order at 4:00 PM.

### ROLL CALL

Committee Members Jason Godeke and Scott Hockett present. City Staff; Public Works Director John Smith, Assistant Director- Engineering Chantell O'Neal, and Administrative Assistant Lisi Horstman.

### 1. APPROVAL OF MINUTES

- A. [26-103](#) Approve Minutes of February 12, 2026

The Committee Minutes were approved for Council review.

### 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Kendall Smith, Mary Chamberlin, and Jacob Patterson.

### 3. CONDUCT OF BUSINESS

- A. [26-130](#) Discuss Caltrans Project Specific Maintenance Agreement Regarding the Planned Improvement of the State Highway Route (SR) 1

Assistant Director of Engineering Chantell O'Neal presented the report. Committee Members asked clarifying questions. Staff clarified.

Public Comment: Jacob Patterson.

Committee Members provided direction to proceed forward with the Caltrans standard poles painted black at the Laurel and Main Street Intersection. The final maintenance agreement will be presented to the full City Council.

- B. [26-104](#) Director Oral Report on Departmental Activities and Project Updates

Director John Smith provided updates on the following projects and items of interest:

- Broadband Municipal
- Town Hall Retrofit & Bathrooms Project
- PD Retrofit Project
- Dryer Building Rehab
- Biosolids Storage Building
- Facilities Solar Project

- Guest House Repointing
- Veteran's Hall license
- Micro Grid Application
- Bainbridge Park
- CV Starr HVAC
- Fleet & Equipment Update
- Oneka Desal Buoy Project
- Water Treatment Plant Rehab
- Raw Water Line Replacement Project
- Reservoir Project
- Distribution System Master Plan
- Recycled Water Feasibility Study
- Wastewater and Water Priority Projects
- Trash Capture
- Art Wrapped Trash Cans

Public Comment: Paul Clark.

Discussion: Committee Member Hockett asked about the recycled water feasibility study. Committee Member Godeke provided an update on the trash cans at the middle school and asked clarifying questions about the microgrid and biosolids storage.

#### **4. MATTERS FROM COMMITTEE / STAFF**

Committee Member Godeke discussed the Broadband Project.

#### **ADJOURNMENT**

**Committee Member Jason Godeke adjourned the meeting at 4:39 PM.**



# City of Fort Bragg

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

## Text File

File Number: 26-233

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**Agenda Date:** 5/26/2026

**Version:** 1

**Status:** Business

**In Control:** City Council

**File Type:** Minutes

**Agenda Number:** 5F.

Approve Minutes of Special Meeting of May 11, 2026



# City of Fort Bragg

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

## Meeting Minutes Special City Council

*THE FORT BRAGG CITY COUNCIL MEETS CONCURRENTLY  
AS THE FORT BRAGG MUNICIPAL IMPROVEMENT DISTRICT  
NO. 1 AND THE FORT BRAGG REDEVELOPMENT  
SUCCESSOR AGENCY*

Monday, May 11, 2026

5:00 PM

Town Hall, 363 N Main Street  
and Via Video Conference

### SPECIAL CLOSED SESSION

#### CALL TO ORDER

Mayor Godeke called the meeting to order at 5:09 PM

#### ROLL CALL

**Present:** 5 - Mayor Jason Godeke, Vice Mayor Marcia Rafanan, Councilmember Tess Albin-Smith, Councilmember Scott Hockett and Councilmember Lindy Peters

#### 1. PUBLIC COMMENTS ON CLOSED SESSION ITEMS

None.

#### 2. CLOSED SESSION

Mayor Godeke recessed the meeting at 5:10 PM; the meeting reconvened to closed session at 5:13 PM.

##### 2A. [26-221](#)

CONFERENCE WITH LEGAL COUNSEL - ANTICIPATED LITIGATION:  
Significant exposure to litigation pursuant to Paragraph (2) or (3) of  
Subdivision (d) of California Government Code Section 54956.9: One Case.  
Claim of John Naulty

Mayor Godeke reconvened the meeting to Open Session at 5:55 PM and reported that no reportable action was taken on the Closed Session items.

#### ADJOURNMENT

Mayor Godeke adjourned the meeting at 5:55 PM.

\_\_\_\_\_  
JASON GODEKE, MAYOR

\_\_\_\_\_  
Diana Paoli, City Clerk

IMAGED (\_\_\_\_\_)



# City of Fort Bragg

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

## Text File

File Number: 26-232

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**Agenda Date:** 5/26/2026

**Version:** 1

**Status:** Business

**In Control:** City Council

**File Type:** Minutes

**Agenda Number:** 5G.

Approve Minutes of May 11, 2026



# City of Fort Bragg

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

## Meeting Minutes City Council

*THE FORT BRAGG CITY COUNCIL MEETS CONCURRENTLY  
AS THE FORT BRAGG MUNICIPAL IMPROVEMENT DISTRICT  
NO. 1 AND THE FORT BRAGG REDEVELOPMENT  
SUCCESSOR AGENCY*

Monday, May 11, 2026

6:00 PM

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

### CALL TO ORDER

Mayor Godeke called the meeting to order at 6:02 PM

### PLEDGE OF ALLEGIANCE

### ROLL CALL

**Present:** 5 - Mayor Jason Godeke, Vice Mayor Marcia Rafanan, Councilmember Tess Albin-Smith, Councilmember Lindy Peters and Councilmember Scott Hockett

### CLOSED SESSION REPORT

Mayor Godeke reported that no reportable action was taken on the Closed Session Item.

### AGENDA REVIEW

None.

### 1. MAYOR'S RECOGNITIONS AND ANNOUNCEMENTS

**1A. [26-220](#)** Presentation of Mayor's Letter and Plaque Commending Jonathan McLaughlin for Twenty Years of Employment with the City of Fort Bragg

Mayor Godeke read and presented Mayor's Letter and Plaque Commending Twenty Years of Employment to Commander Jonathan McLaughlin.

**1B. [26-209](#)** Presentation of Proclamation Honoring National Police Week, May 10-16, 2026 and Peace Officers Memorial Day - May 15, 2026

Mayor Godeke read and presented the Proclamation Honoring National Police Week and Peace Officers Memorial Day to Officer Gage Farris, Officer Logan James, Commander Jonathan McLaughlin and Police Chief Eric Swift.

**1C. [26-207](#)** Presentation of Proclamation Declaring May 17th-23rd as National Public Works Week

Mayor Godeke presented Proclamation Declaring National Public Works Week to Public Works Director John Smith who thanked public works staff for all their hard work.

**1D. [26-208](#)** Presentation of Proclamation for Water Safety Week

Councilmember Albin-Smith read and presented Proclamation for Water Safety Week to Recreation Supervisor Kimberly Ramey and CV Starr Manager Moneque Wooden.

## **2. PUBLIC COMMENTS ON: (1) NON-AGENDA, (2) CONSENT CALENDAR & (3) CLOSED SESSION ITEMS**

- (1) Dennis Miller, Jenny Shattuck, and Simon Smith.
- (2) None.
- (3) N/A.

## **3. STAFF COMMENTS**

City Clerk Diana Paoli informed the public the City Hall Ballot Box is accepting ballots until June 2, 2026, closing at 8:00 PM sharp. Other options to return ballots are via U.S. Mail and on day of Election June 2, 2026 at two Fort Bragg polling places: Grace Community Church, 1450 East Oak Street and Veterans Memorial Building, 360 N. Harrison Street from 7:00 AM to 8:00 PM.

## **4. MATTERS FROM COUNCILMEMBERS**

Councilmembers shared Fort Bragg Blues Festival success including Free Concert utilizing the new stage at the Bainbridge Park enjoyed by many community members; attended Fort Bragg Fire Protection budget meeting and shared Fire Chief Steve Orsi is retiring at end of 2026 or early 2027, Sonoma Clean Power meeting announced rates will be reduced; future meetings are Public Works Committee Thursday at 4 PM, Visit Fort Bragg Tuesday at 3:30 PM and Parks and Recreation Committee meeting will be 4th Wednesday at 4 PM.

## **5. CONSENT CALENDAR**

### **Approval of the Consent Calendar**

**A motion was made by Councilmember Peters, seconded by Councilmember Hockett, to approve the Consent Calendar. The motion carried by the following vote:**

**Aye:** 5 - Mayor Godeke, Vice Mayor Rafanan, Councilmember Albin-Smith, Councilmember Peters and Councilmember Hockett

- 5A. [26-159](#)** Accept Certificate of Completion for the Town Hall Retrofit and Bathroom Remodel Project and Direct City Clerk to File Notice of Completion

**This Certificate of Completion was accepted on the Consent Calendar.**

- 5B. [26-201](#)** Adopt a Resolution of the Fort Bragg City Council Awarding the Pudding Creek Water Main Paint Project to Dunn Right Painting, Inc. as the Lowest Responsible Bidder, Approving Budget Amendment 2025/26-12, and Authorizing the City Manager to Execute Contract (Not To Exceed \$121,550); Categorical Exemption 15301

**This Resolution was adopted on the Consent Calendar.**

Enactment No: RES 5026-2026

- 5C. [26-206](#)** Approve Minutes of April 27, 2026

---

These Minutes were approved on the Consent Calendar.

## **6. DISCLOSURE OF EX PARTE COMMUNICATIONS ON AGENDA ITEMS**

## **7. PUBLIC HEARING**

## **8. CONDUCT OF BUSINESS**

- 8A.** [26-222](#) Initiation of Community Engagement and Public Scoping for Potential Downtown Park/Town Square and Grant Funding Opportunities

Mayor Godeke introduced Item 8A. City Manager Isaac Whippy presented staff report. Councilmembers asked clarifying questions.

Public Comment: Dennis Miller, Jenny Shattuck, Rayon Ghazal, Mary Rose Kaczorowski, Gabriel Quinn Maroney, and Jacob Patterson.

Direction: Councilmembers supported 300 N. Franklin Civic Plaza Concept and 435 N. Franklin Street Community Green Space, initiation of community engagement and public scoping for grant funding opportunities.

- 8B.** [26-225](#) Presentation of Mill-Site Community Engagement Findings and Economic Development Priorities

Mayor Godeke introduced Item 8B. City Manager Isaac Whippy presented staff report and community survey. Councilmembers asked clarifying questions.

Public Comment: Chris Hart, Mary Rose Kaczorowski, and Jacob Patterson.

**Mayor Godeke recessed the meeting at 7:53 PM; the meeting reconvened to open session at 8:02 PM.**

- 8C.** [26-223](#) Discussion and Provide Direction on Code Enforcement Policy

City Manager Isaac Whippy introduced Item 8C. Assistant Planner and Part-Time Code Enforcement Officer Valerie Stump introduced 4Leaf National Director of Code Enforcement Pete Roque and other staff from 4Leaf Alejandra Molina and Gill Quijada to provide responses to Councilmembers' clarifying questions.

Public Comment: Simon Smith, Jacob Patterson, and Gabriel Quinn Maroney.

Direction: Councilmembers supported Hybrid Model of Code Enforcement focusing on the Central Business District and Vacant Property Registry including staff preparing Priority Policies and Standard Operating Procedures.

## **9. CLOSED SESSION**

## **ADJOURNMENT**

**Mayor Godeke adjourned the meeting at 9:07 PM.**

---

JASON GODEKE, MAYOR

\_\_\_\_\_  
Diana Paoli, City Clerk

IMAGED (\_\_\_\_\_)



# City of Fort Bragg

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

## Text File

File Number: 26-210

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**Agenda Date:** 5/26/2026

**Version:** 1

**Status:** Business

**In Control:** City Council

**File Type:** Staff Report

**Agenda Number:** 8A.

Presentation of Community Retail Survey Results and Consideration of Retail Recruitment and Commercial Revitalization Strategies, Including Consider Adoption of City Council Resolution Approving and Authorizing City Manager to Execute the Professional Services Agreement with The Retail Coach (Amount Not to Exceed \$27,500); CEQA Exemption 15061(b)(3)



## CITY COUNCIL STAFF REPORT

**TO:** City Council

**DATE:** May 26, 2026

**DEPARTMENT:** City Manager's Office

**PREPARED BY:** Isaac Whippy, City Manager

**PRESENTER:** Isaac Whippy, City Manager

**AGENDA TITLE:** Presentation of Community Retail Survey Results and Consideration of Retail Recruitment and Commercial Revitalization Strategies, Including Approval of a Professional Services Agreement with The Retail Coach

### RECOMMENDATION

Receive presentation of the City's Community Shopping and Retail Needs Survey results, discuss redevelopment and economic activation opportunities related to vacant storefronts, including the former Rite Aid building located at 490 S. Franklin Street, and provide direction to staff regarding:

1. Adopt the attached Resolution approving a Professional Services Agreement with The Retail Coach for Retail Recruitment Consulting Services;
2. Provide policy direction regarding vacant storefront activation and redevelopment priorities, including opportunities for the former Rite Aid site; and
3. Direct staff to continue implementation of proactive business attraction and recruitment strategies to support economic development and downtown revitalization efforts.

### BACKGROUND

The City of Fort Bragg continues to prioritize economic development, downtown revitalization, and business attraction through its broader Business Expansion, Attraction and Retention (BEAR) Strategy and 2024–2028 Strategic Plan.

Vacant commercial properties can create economic and visual challenges for a community, reducing pedestrian activity, limiting tax generation, and impacting overall business confidence and community vibrancy. Conversely, strategic redevelopment and business recruitment efforts can transform vacant properties into catalysts for economic activity, employment opportunities, and enhanced quality of life.

One of the most visible vacant commercial sites within the City is the former Rite Aid building located at 490 S. Franklin Street, which has remained vacant since 2025 following the closure of the business.

AGENDA ITEM NO. 8A

Recognizing the importance of community-driven economic development, the City recently conducted a Community Shopping and Retail Needs Survey to better understand:

- Where residents currently shop;
- Retail and service gaps within the community;
- Desired business types; and
- Community preferences regarding the future use of vacant commercial spaces, including the former Rite Aid site.

The survey generated 293 responses from residents living both within Fort Bragg and the surrounding Mendocino Coast region.

The City is also evaluating the use of professional retail recruitment assistance as part of a proactive strategy to fill vacant storefronts and strengthen local economic activity.

## **DISCUSSION AND ANALYSIS**

### **Community Retail Survey Findings**

Survey results indicate strong community interest in expanding local retail and recreation opportunities and reducing the need to travel outside the community for everyday goods and services.

Survey respondents indicated they frequently travel to Ukiah, Santa Rosa, and online retailers to purchase goods not readily available locally.

The survey identified two dominant community needs:

#### **1. Clothing and Apparel Retail – Highest Identified Need**

The most significant unmet retail demand identified through the survey involved clothing and apparel options. Respondents consistently cited the lack of affordable and practical clothing choices serving local residents and families. Clothing and apparel ranked as the top category residents leave Fort Bragg to purchase and emerged as one of the most requested business types desired within the community.

Open-ended responses referenced interest in:

- Affordable clothing retailers
- Family-oriented apparel options
- Mid-size retail concepts
- Ross, TJ Maxx, Marshalls, Kohl's and similar formats
- General merchandise and household goods offerings

Residents repeatedly expressed concern that many current retail offerings cater primarily toward tourism-oriented shopping rather than day-to-day resident needs.

## **2. Recreation and Entertainment Opportunities – Second Major Need**

A second significant theme involved family entertainment and recreation opportunities.

Residents identified a desire for:

- Bowling and arcade uses
- Indoor recreation facilities
- Family entertainment venues
- Youth-oriented activity spaces
- Indoor sports and recreation concepts

Entertainment and recreation uses ranked among the highest desired business categories and appeared repeatedly in Rite Aid-specific responses. Numerous respondents specifically referenced the prior loss of bowling opportunities and identified indoor recreation as a major community need.

Survey responses demonstrate that community members are seeking not only shopping opportunities but also experiential and quality-of-life amenities that create year-round activity and strengthen local community life.

### **Former Rite Aid Site – 490 S. Franklin Street**

The former Rite Aid property located at 490 S. Franklin Street represents not only a prominent vacant commercial site but also a historically important contributor to the City's local economy.

Prior to its closure and resulting vacancy in 2025, Rite Aid consistently ranked among the City's top 25 sales tax producers, serving both local residents and the broader Mendocino Coast region. Its closure created not only a highly visible vacancy along South Franklin Street, but also represented the loss of a significant retail anchor and sales tax generator within the community.

The building's strategic location, established infrastructure, parking availability, and commercial footprint make it one of Fort Bragg's most consequential redevelopment and business attraction opportunities.

As a former high-performing retail site, redevelopment of the property presents an opportunity not only to reactivate a vacant building, but also to restore economic activity, support nearby businesses, increase customer traffic, and recapture local spending that may otherwise leave the community.

The building's:

- Large floorplate
- Existing parking supply

- Visibility
- Established infrastructure
- Flexible commercial layout

create opportunities for adaptive reuse and redevelopment.

Survey respondents identified several preferred concepts for the former Rite Aid building, with strongest support for:

1. Mid-size retail/general merchandise concepts
2. Entertainment and recreation venues
3. Community-oriented or mixed-use activation models

Examples suggested through community feedback included:

- Affordable clothing retail
- Bowling or indoor recreation
- Community recreation uses
- Grocery or specialty retail
- Indoor market or mixed-use concepts
- Youth and family entertainment destinations

While no single use has been identified or proposed by the City at this time, the survey findings provide valuable market and policy direction regarding community priorities.

### **Vacant Storefront Activation and Retail Recruitment Strategy**

Historically, communities have often taken a passive approach to retail recruitment, relying on market conditions alone to fill vacancies.

Increasingly, cities are adopting more proactive economic development strategies involving:

- Market analysis
- Retail recruitment
- Property marketing
- Site readiness
- Stakeholder coordination
- Direct outreach to retailers and developers

As part of this effort, staff has received a proposal from The Retail Coach, a nationally recognized retail recruitment and market analysis firm. Their proposal emphasizes moving beyond static studies and actively recruiting businesses that align with community demand and market conditions.

The Retail Coach proposal includes:

- Retail market and leakage analysis
- Consumer spending analysis
- Mobile location and trade area data
- Retail target identification
- Site inventory and vacancy marketing
- Recruitment outreach to retailers and developers
- Stakeholder engagement
- Conference representation and recruitment support
- Ongoing recruitment tracking and coaching services

The proposal describes an action-oriented recruitment approach designed to help communities capture retail leakage and improve local quality of life through new retail, restaurant, entertainment, and service opportunities.

Staff views this proposal as one potential tool within a broader strategy to:

- Activate vacant storefronts
- Strengthen downtown vitality
- Support property owners
- Recruit businesses aligned with community demand
- Reduce retail leakage and increase local spending

## **STRATEGIC PLAN/CONSISTENCY**

This item supports several City Council Strategic Plan priorities including:

### Economic Development and Vitality

Supporting business attraction, retention, and expansion efforts to create a resilient and diverse local economy.

### Downtown Revitalization and Community Experience

Encouraging investment and activation of commercial properties to strengthen downtown vibrancy and quality of life.

### Fiscal Sustainability

Increasing local spending and expanding the City's long-term sales tax and economic base.

## **FISCAL IMPACT**

Approval of the Resolution would authorize the City Manager to enter into a Professional Services Agreement with The Retail Coach for retail recruitment consulting services.

No fiscal impact is associated with receiving this presentation and providing direction. The Retail Coach proposal estimates a base cost of approximately \$24,000 plus reimbursable expenses for a 12-month recruitment engagement. Some of the funds will be built into FY 26-27 Budget.

## **COMMUNITY ENGAGEMENT**

Community engagement has been central to this effort.

The City conducted a bilingual Community Shopping and Retail Needs Survey during Spring 2026 to gather public input regarding shopping habits, unmet retail needs, and preferences for future business recruitment and redevelopment opportunities.

Survey findings will continue to inform future economic development policy discussions and business attraction efforts.

## **ENVIRONMENTAL ANALYSIS**

This project is exempt under the Common sense exemption pursuant to section 15061(b)(3) because it can be seen with certainty that approval of the recommended actions will result in no significant impact upon the environment.

## **ATTACHMENTS**

- Survey Responses
- Resolution Approving Professional Services Agreement with The Retail Coach
- RetailCoach Proposal

**RESOLUTION NO. -2026**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF FORT BRAGG APPROVING A PROFESSIONAL SERVICES AGREEMENT WITH THE RETAIL COACH FOR CITYWIDE RETAIL RECRUITMENT, VACANT STOREFRONT ACTIVATION, AND COMMERCIAL REVITALIZATION SERVICES AND AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT**

**WHEREAS**, The City Council of the City of Fort Bragg has identified economic development, downtown revitalization, business attraction, fiscal sustainability, and community vitality as strategic priorities within the City's Strategic Plan; and

**WHEREAS**, A healthy and diverse commercial environment contributes to employment opportunities, community vibrancy, local spending, and long-term fiscal stability; and

**WHEREAS**, Vacant and underutilized commercial properties can negatively impact neighborhood appearance, business confidence, pedestrian activity, and local tax generation while reducing opportunities for economic investment and downtown activity; and

**WHEREAS**, The City of Fort Bragg contains several vacant and underutilized commercial properties, including the former Rite Aid building located at 490 South Franklin Street, vacant since 2025, and recognizes these properties as important opportunities for economic investment, business attraction, and downtown revitalization; and

**WHEREAS**, Prior to its closure, Rite Aid consistently ranked among the City of Fort Bragg's top twenty-five sales tax generators, serving as an important commercial anchor and contributor to local economic activity, further demonstrating the economic significance of reactivating key commercial sites throughout the City; and

**WHEREAS**, The City recently conducted a Community Shopping and Retail Needs Survey to better understand resident shopping patterns, unmet retail and service needs, and priorities for future business attraction and redevelopment opportunities; and

**WHEREAS**, The survey generated significant community participation and identified strong demand for expanded clothing and apparel retail opportunities, recreation and entertainment uses, and additional commercial services, while also demonstrating that residents frequently travel outside Fort Bragg or shop online to obtain goods and services not readily available locally; and

**WHEREAS**, The City Council recognizes that addressing retail leakage and commercial vacancies requires a proactive and coordinated strategy involving market analysis, business recruitment, site marketing, stakeholder engagement, and direct outreach to retailers and commercial investors; and

**WHEREAS,** The City Council desires to implement a proactive retail recruitment strategy focused not solely on a single property, but on strengthening Fort Bragg’s broader commercial environment through coordinated business attraction, support for property owners, and activation of vacant storefronts throughout the community; and

**WHEREAS,** The Retail Coach submitted a proposal to provide Retail Recruitment Consulting Services for the City of Fort Bragg, including retail market analysis, leakage analysis, trade area and consumer data, retailer targeting, vacancy marketing, stakeholder engagement, conference representation, and direct recruitment assistance designed to support economic development and commercial revitalization goals; and

**WHEREAS,** The Retail Coach is a nationally recognized retail recruitment and economic development consulting firm with experience serving more than 900 communities and specializes in assisting municipalities with retail recruitment, redevelopment strategies, and commercial activation efforts; and

**WHEREAS,** The City Council finds that approval of the proposed agreement will support the City’s ongoing efforts to reduce retail leakage, support local businesses and property owners, activate vacant storefronts, strengthen downtown vitality, and create a more resilient and economically vibrant community.

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

**Section 1. Findings**

The City Council hereby finds and determines that the foregoing recitals are true and correct and are incorporated herein by this reference.

**Section 2. Approval of Agreement**

The City Council hereby approves the Professional Services Agreement with The Retail Coach for Citywide Retail Recruitment, Vacant Storefront Activation, and Commercial Revitalization Services in an amount not to exceed \$27,500, including reimbursable expenses.

**Section 3. Authorization**

The City Manager is hereby authorized and directed to execute the Professional Services Agreement on behalf of the City of Fort Bragg and to take such additional administrative actions as may be necessary to implement the agreement and carry out the intent of this Resolution.

**Section 4. CEQA**

The City Council finds that approval of this agreement is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3), commonly known as the “common sense” exemption, because the action involves administrative and professional consulting services and can be seen with certainty to have no potential for causing a direct or reasonably foreseeable physical change in the environment.

**Section 5. 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 26<sup>th</sup> day of May, 2026,  
by the following vote:

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

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**JASON GODEKE**  
Mayor

**ATTEST:**

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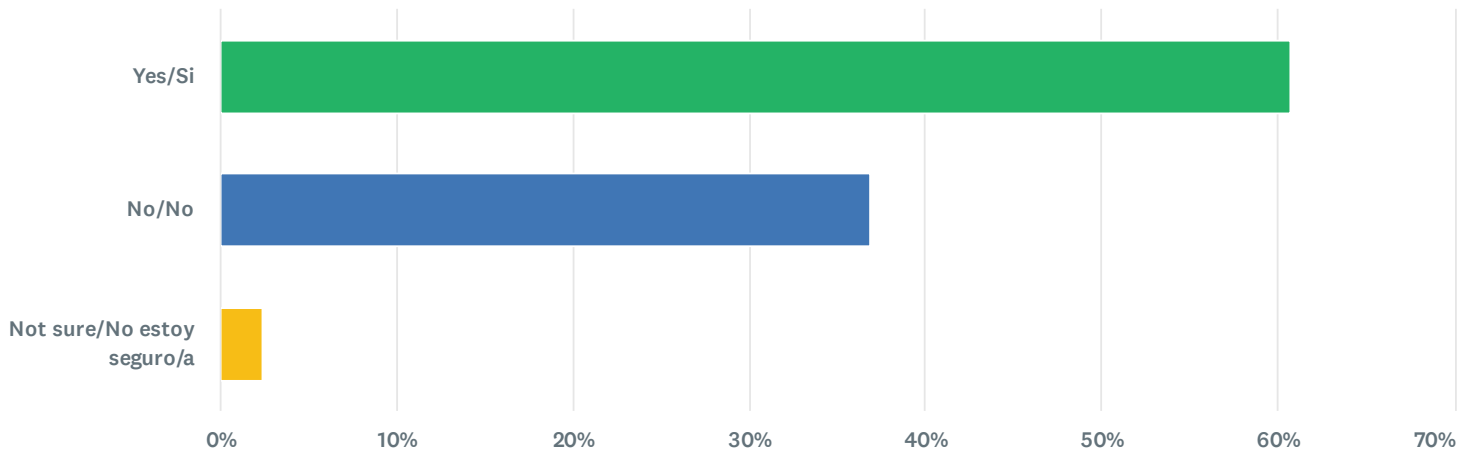
**Diana Paoli**  
City Clerk

City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

Q1

293 responses

Do you live within Fort Bragg City limits? ¿Vives dentro de los límites de la ciudad de Fort Bragg?

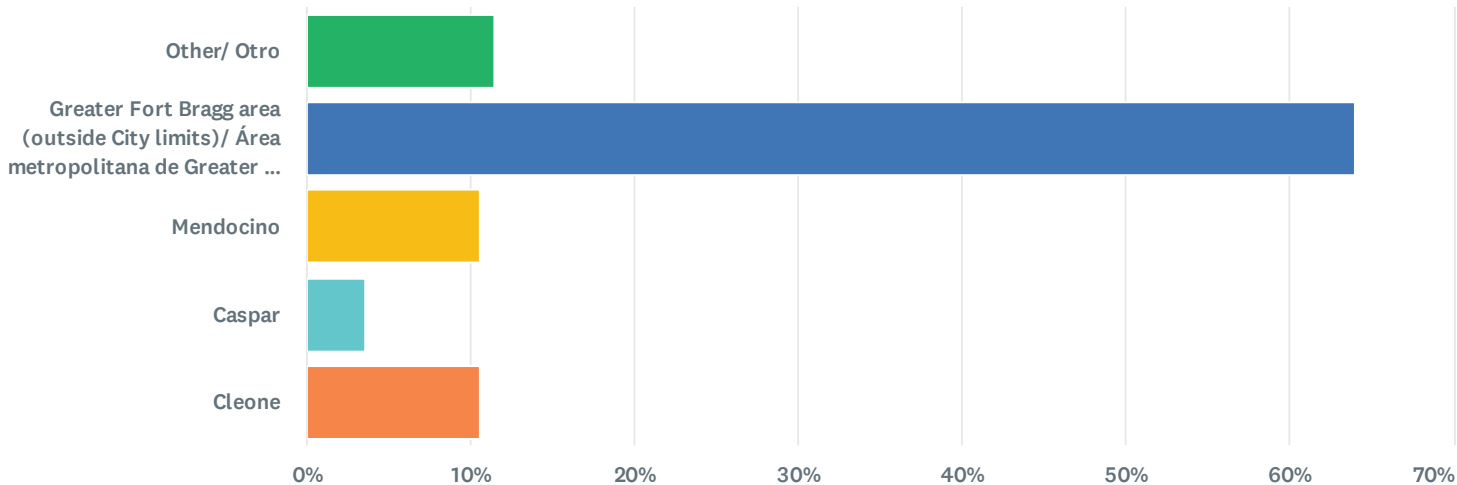


City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

Q2

114 responses

Where do you live?/ ¿Dónde vives?



RESPONSES (0)

WORD CLOUD

TAGS (0)

Filter: by tag by sentiment

No responses yet

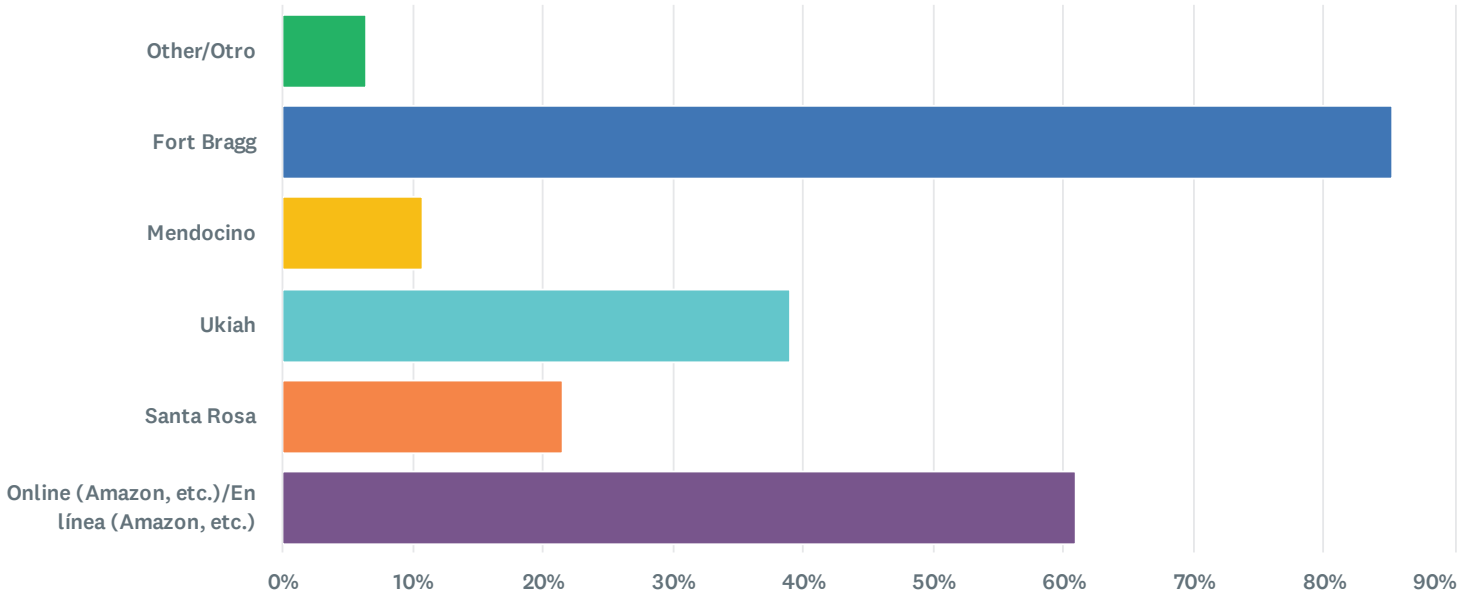
#	OTHER/ OTRO	DATE
1	Slbion	5/14/2026 5:26 PM
2	Elk	5/2/2026 7:25 PM
3	Inglenook	5/2/2026 6:51 PM
4	Lake county	5/2/2026 11:11 AM
5	Manchester/ Irish Beach	5/2/2026 9:22 AM
6	Little River	5/2/2026 8:33 AM
7	Elk	5/2/2026 8:14 AM
8	Albion	5/1/2026 4:43 PM
9	Point arena	5/1/2026 9:59 AM
10	Little River	5/1/2026 6:33 AM
11	Comptche, work in Fort Bragg	4/30/2026 7:16 PM
12	Little River	4/30/2026 7:10 PM
13	Westport	4/30/2026 6:15 PM

City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

Q3

251 responses

Where do you currently shop most often? (Select all that apply) ¿Dónde compras actualmente con más frecuencia? (Selecciona todas las que correspondan)



RESPONSES (0)

WORD CLOUD

TAGS (0)

Filter: by tag ▼

by sentiment ▼

No responses yet

#	OTHER/OTRO	DATE
1	Yard sales	5/18/2026 8:53 AM
2	Willits	5/17/2026 5:47 PM
3	While traveling/in transit	5/15/2026 5:26 PM
4	Down Home Foods	5/15/2026 1:57 PM
5	Corners of the Mouth	5/14/2026 5:35 PM
6	sacramento	5/3/2026 3:19 PM
7	Point Arena/Manchester	5/2/2026 9:43 AM
8	Eureka	5/2/2026 6:42 AM
9	Out of town	5/1/2026 8:04 PM
10	Online is a last resort	5/1/2026 4:46 PM
11	Outlets in Vacaville, Ca	5/1/2026 12:14 PM
12	Bay Area	4/30/2026 8:47 PM

City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

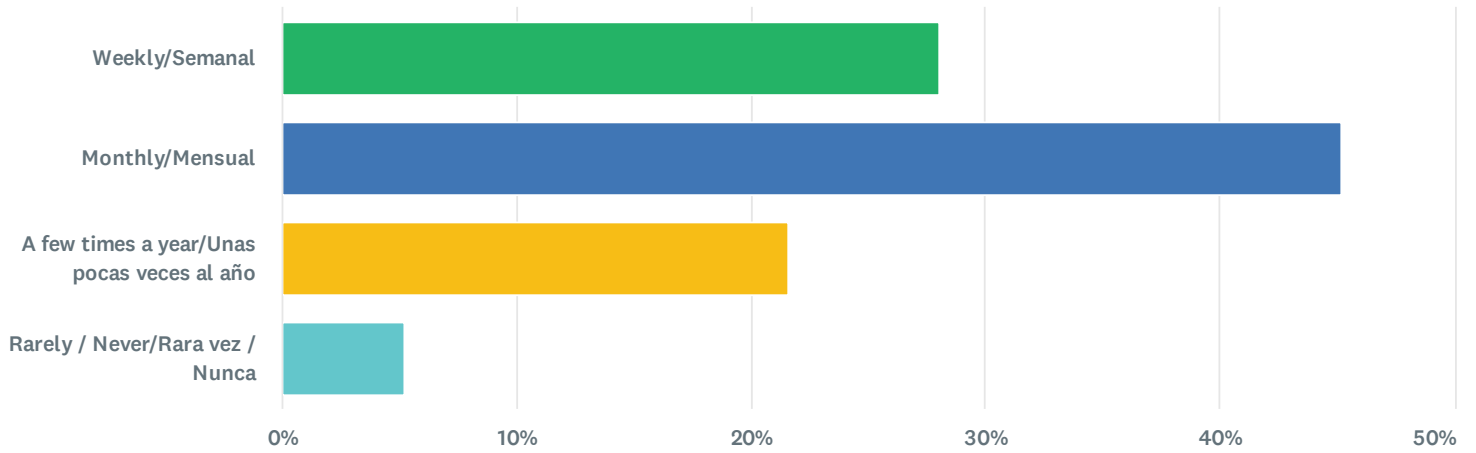
13	Willits and Ukiah	4/30/2026 6:57 PM
14	Occasionally out of area and online.	4/30/2026 6:55 PM
15	Willits	4/30/2026 6:37 PM
16	Willits	4/30/2026 5:57 PM

City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

Q4

250 responses

How often do you shop outside of Fort Bragg for goods or services? ¿Con qué frecuencia compras fuera de Fort Bragg para bienes o servicios?

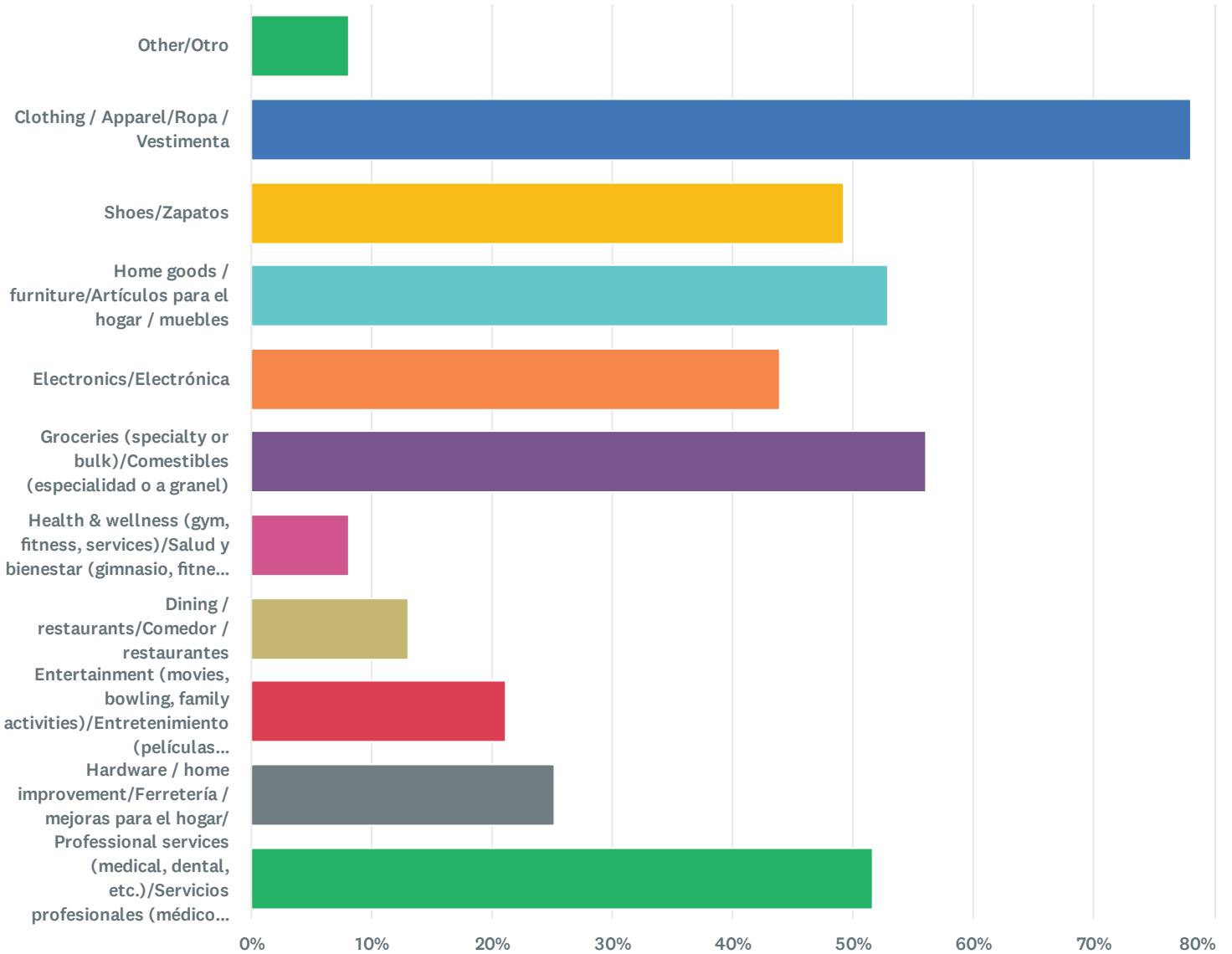


City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

Q5

246 responses

What types of items or services do you MOST often leave Fort Bragg to purchase? (Select up to 5) ¿Qué tipos de artículos o servicios compras MÁS a menudo fuera de Fort Bragg? (Selecciona hasta 5)



RESPONSES (0)

WORD CLOUD

TAGS (0)

Filter: by tag by sentiment

No responses yet

#	OTHER/OTRO	DATE
1	Anything I can't find in fort bragg	5/17/2026 5:47 PM

City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

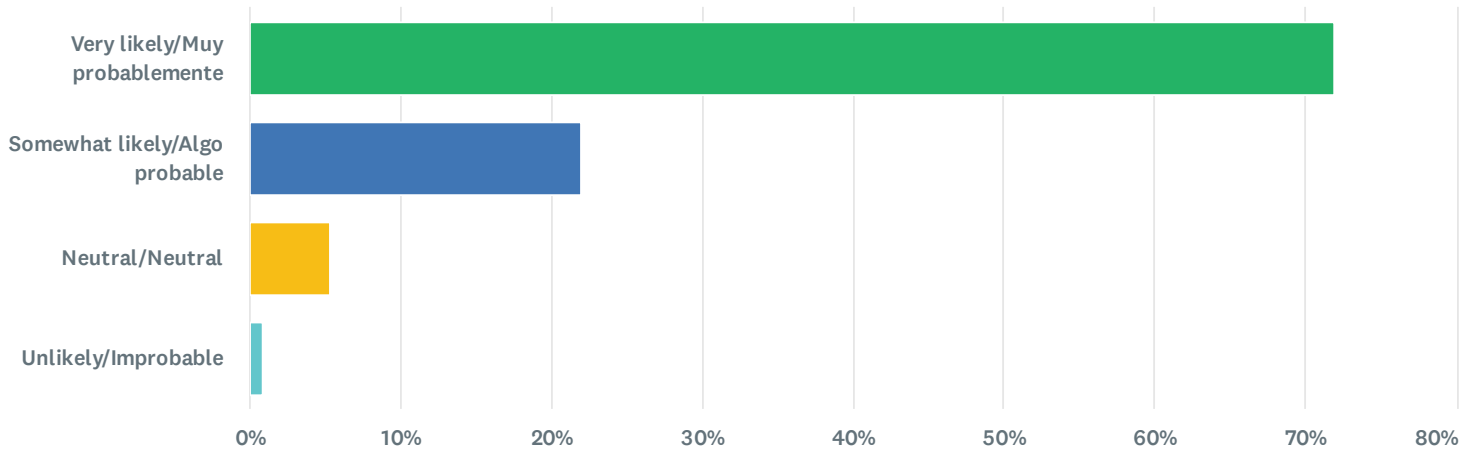
2	costco and grocery outlet	5/16/2026 3:30 PM
3	records, specialty items that I can't find in town.	5/15/2026 10:04 AM
4	Costco	5/15/2026 9:28 AM
5	Sporting Goods	5/14/2026 11:43 AM
6	Bike jumps	5/4/2026 3:12 PM
7	If anyone carried petite clothing, I would shop there. And if anyone carried size 4 women's shoes, I would shop there as well. Nothing in Fort Bragg fits me! It is all way too big!	5/3/2026 4:34 PM
8	Vet	5/2/2026 7:14 PM
9	Car maintenance at dealership	5/2/2026 4:13 PM
10	Books	5/2/2026 12:10 PM
11	Costco	5/2/2026 6:10 AM
12	Personal care products	5/1/2026 4:00 PM
13	non boutique/tourist priced clothing and shoes	5/1/2026 11:37 AM
14	Pet supplies, gardening, art supplies	5/1/2026 8:18 AM
15	garden supplies	5/1/2026 5:26 AM
16	I don't.... Amazon if that counts!	4/30/2026 7:47 PM
17	Veterarian services	4/30/2026 7:14 PM
18	home goods like towels, shower curtains, curtains, and kitchen appliances (small), larger appliances,	4/30/2026 7:11 PM
19	If I have to go to Ukiah/Santa Rosa/Bay area I will shop for clothes and attend cultural activities, eat at restaurants.	4/30/2026 6:55 PM
20	Sheets, towels, craft related items	4/30/2026 5:54 PM

City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

Q6

246 responses

If these options were available locally, how likely would you be to shop in Fort Bragg instead? Si estas opciones estuvieran disponibles localmente, ¿qué tan probable sería que compraras en Fort Bragg en su lugar?

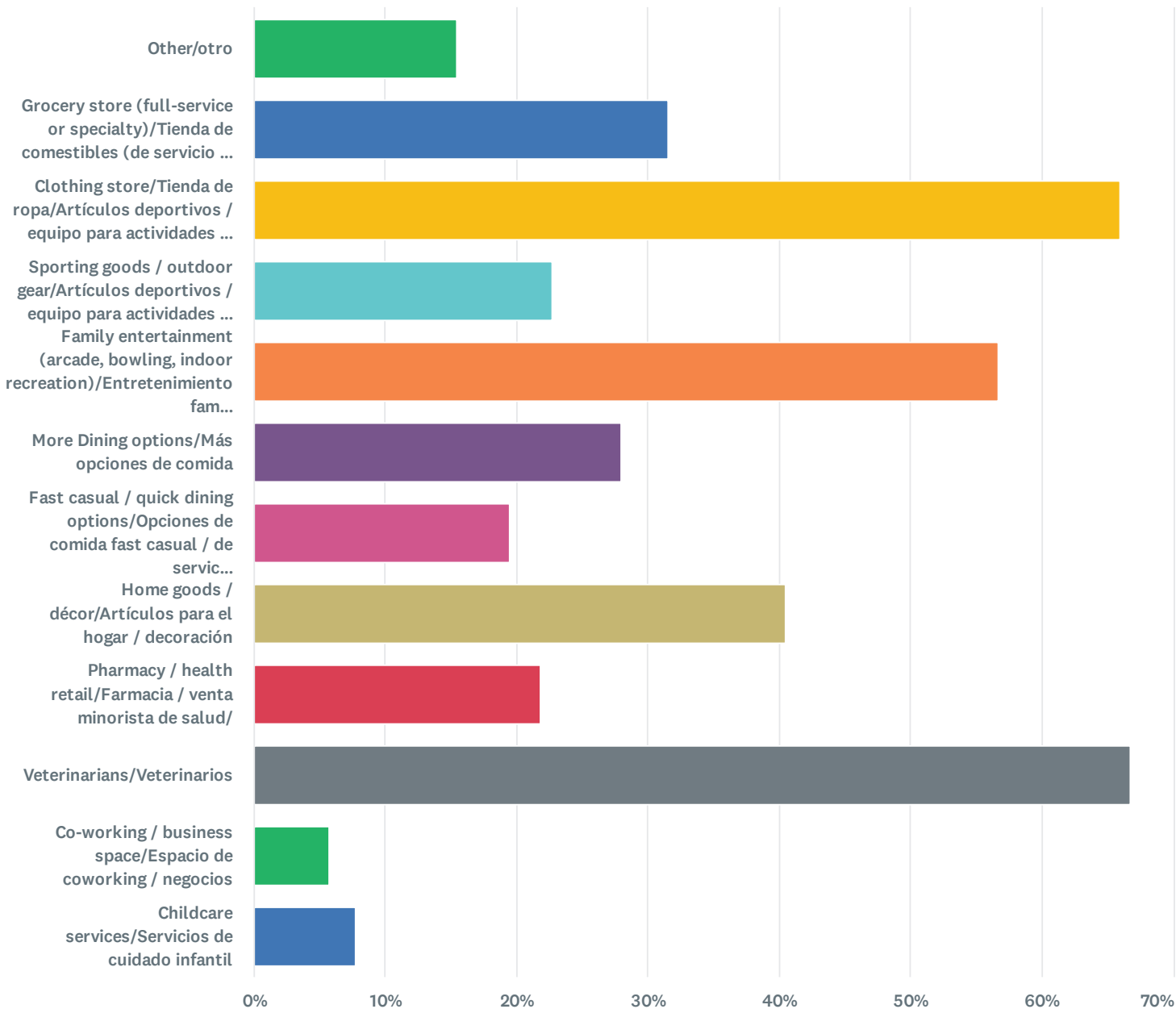


City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

Q7

247 responses

What types of businesses would you MOST like to see in Fort Bragg? (Select up to 5) ¿Qué tipos de negocios te gustaría ver MÁS en Fort Bragg? (Selecciona hasta 5)



RESPONSES (0)

WORD CLOUD

TAGS (0)

Filter: by tag by sentiment

No responses yet

City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

#	OTHER/OTRO	DATE
1	All specialty doctors- lungs, dermatologist, gastroenterologist, etc	5/17/2026 5:47 PM
2	trader joes	5/16/2026 3:30 PM
3	Affordable clothing and groceries	5/15/2026 8:58 PM
4	Ping pong	5/15/2026 8:45 PM
5	Parks and rec dance and performance activity space.	5/15/2026 5:05 PM
6	Coffee shop on Franklin	5/15/2026 10:53 AM
7	Rite Aid would be great Bev Mo	5/15/2026 10:09 AM
8	Clothing store for people who aren't tiny.	5/15/2026 10:04 AM
9	More specialized medical services	5/14/2026 5:35 PM
10	Retail bakeries, dry cleaner, doctors, dentists and hygienists, physical therapists, psychologists	5/14/2026 1:51 PM
11	Make a mall	5/14/2026 8:49 AM
12	Trader Joes	5/4/2026 8:30 PM
13	BIKE PARK PLEASEEEEE	5/4/2026 3:12 PM
14	Anderson Valley wine tasting	5/4/2026 1:48 PM
15	Women's underwear	5/2/2026 4:13 PM
16	Professional services, such as psychiatry, legal, medical	5/2/2026 4:05 PM
17	Community-oriented spaces like Tall Guy & fast casual dining similar to Rhody's Cafe (maybe Rhody's needs a permanent downtown location!). Also restaurant variety like Greek, Indian, etc.	5/2/2026 4:02 PM
18	Re home goods: it's sad that finding quality bedding, sheets and bath towels is essentially impossible here...underscore quality and add lack of selection.	5/2/2026 12:10 PM
19	Walmart, target, Sam's Club, Costco	5/2/2026 10:40 AM
20	A Ross Dress for Less would be awesome in the old Rite Aid site.	5/2/2026 10:15 AM
21	Clothing for over 40 and not small	5/2/2026 10:06 AM
22	We need something like a Fred Myer! Something you can get affordable clothing, housewares and other things. All our stores here seem to cater to skinny tourists. That's totally fine... but we live in a place where people are trying to live as well. Even Port Angeles has a Fred myer and a Costco. 🥰	5/2/2026 9:18 AM
23	Professional services	5/2/2026 6:40 AM
24	An 'Antiques Mall; in Rite Aide Bldg where multiple sellers could sell vintage/used/antique items	5/1/2026 11:37 AM
25	electronics	5/1/2026 5:26 AM
26	More varied, healthy dining options. Indian, Mediterranean, Vegetarian, etc. We have too many unhealthy food options.	5/1/2026 12:27 AM
27	ER VET	4/30/2026 9:31 PM
28	Asian food store and a clothing consignment shop	4/30/2026 9:30 PM
29	we already have a full service grocery store	4/30/2026 8:49 PM
30	General store like a Target/walmart	4/30/2026 8:47 PM
31	Kentucky Fried Chicken	4/30/2026 7:47 PM
32	Comic book store	4/30/2026 7:36 PM

City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

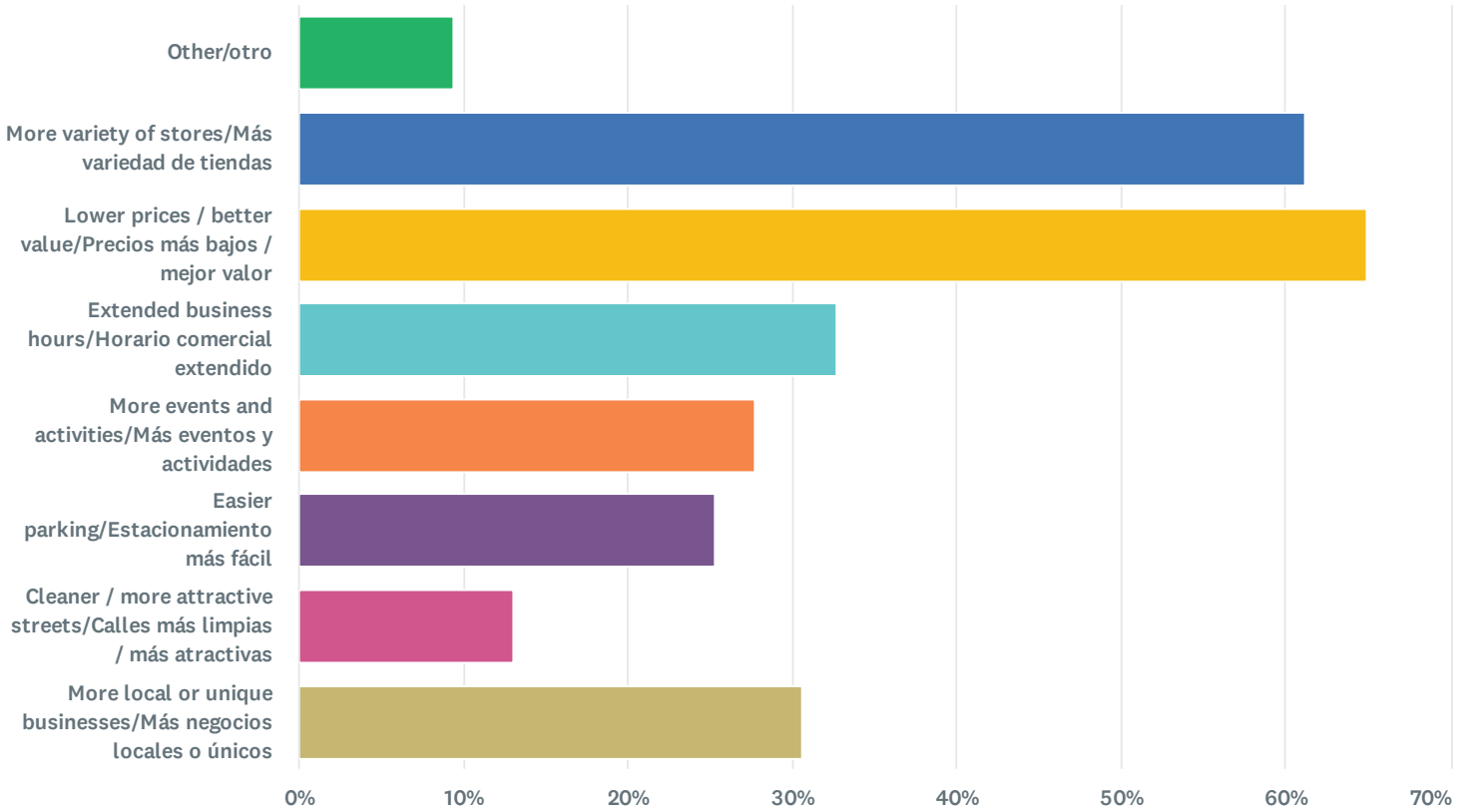
33	We could probably use another veterinarian. I think our grocery stores are diverse and adequate. I would NOT like to see more franchise businesses. Local is important.	4/30/2026 6:55 PM
34	Costco, Trader Joe's	4/30/2026 6:49 PM
35	emergency veterinary	4/30/2026 6:48 PM
36	Music venues	4/30/2026 6:21 PM
37	Dining:more variety, no more pizza or Mexican. Losing the bowling alley was probably the worst choice in the history of Fort Bragg. You should advertise CV Starr for day use more to visitors with children. Only have refind and the super pricey furniture store. No vets pretty much except village vet so huge need. Only reasonably place to shop for clothing is ripple. Lots of stores are to geared towards the boutique style, we need more places that will appeal to people that live here and visit.	4/30/2026 6:21 PM
38	LIVE MUSIC / LOCAL CONCERTS	4/30/2026 5:48 PM

City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

Q8

245 responses

What would make you shop more often in Downtown Fort Bragg? (Select all that apply) ¿Qué haría que compraras con más frecuencia en el centro de Fort Bragg? (Selecciona todas las opciones que correspondan)



RESPONSES (0)

WORD CLOUD

TAGS (0)

Filter: by tag by sentiment

No responses yet

#	OTHER/OTRO	DATE
1	Stores with good customer service. Customer service is sorely lacking.	5/17/2026 7:28 PM
2	Affordability	5/15/2026 5:26 PM
3	Too many nik back shops	5/15/2026 10:53 AM
4	Bathrooms!!! If you have to leave CBD to pee, you aren't coming back	5/15/2026 8:57 AM
5	Having more stores for life's necessities. Thank goodness for Racine's!	5/14/2026 1:51 PM
6	Someone who carries petite clothing and/or size 4 shoes -- please!!	5/3/2026 4:34 PM
7	NO BIG BOX STORES PLEASE!!! except Grocery Outlet	5/3/2026 9:47 AM
8	quality goods	5/2/2026 10:54 AM

City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

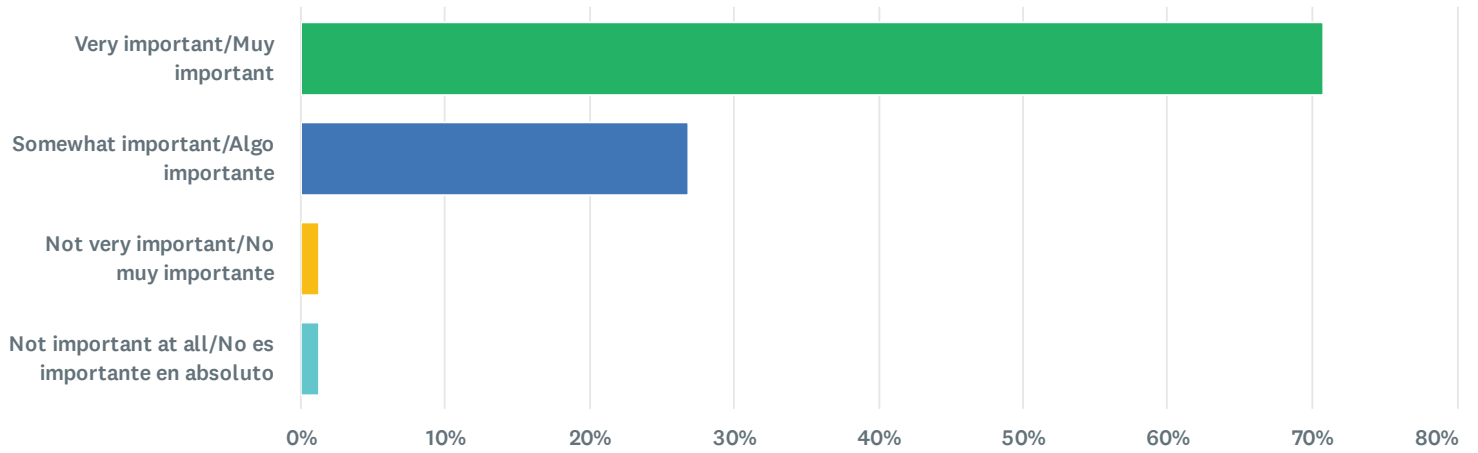
9	Basic things. Underwear	5/2/2026 10:40 AM
10	A retail consignment shop of sorts	5/2/2026 10:15 AM
11	Plus size options!!!!	5/2/2026 9:18 AM
12	So much potential here.	5/1/2026 12:14 PM
13	Not allowing homeless people to loiter and panhandle	5/1/2026 8:17 AM
14	More food trucks	5/1/2026 2:27 AM
15	Kitchen products	4/30/2026 9:21 PM
16	Having all the spaces clear. I leave downtown if I can't find parking because of food trucks or protesters cars taking spots	4/30/2026 9:11 PM
17	0	4/30/2026 7:47 PM
18	Shorter work day	4/30/2026 7:24 PM
19	I can usually find everything I need or want in Fort Bragg but do occasionally go to places like Marshall's, but wouldn't want one here.	4/30/2026 6:55 PM
20	shopping is something I avoid	4/30/2026 6:48 PM
21	I avoid downtown during protestors and when intersex flags are flown	4/30/2026 6:40 PM
22	Fort Bragg need a face lift I would say sidewalks, streets and crosswalks but I have seen some improvement. Fort Bragg has a ton of potential and I already see it making huge changes in the right direction.	4/30/2026 6:21 PM
23	specifically, stores open on Sundays. I have a shop in Mendo and Sunday is one of our busiest days! I don't know why so many places are closed in FB!	4/30/2026 5:58 PM

City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

Q9

250 responses

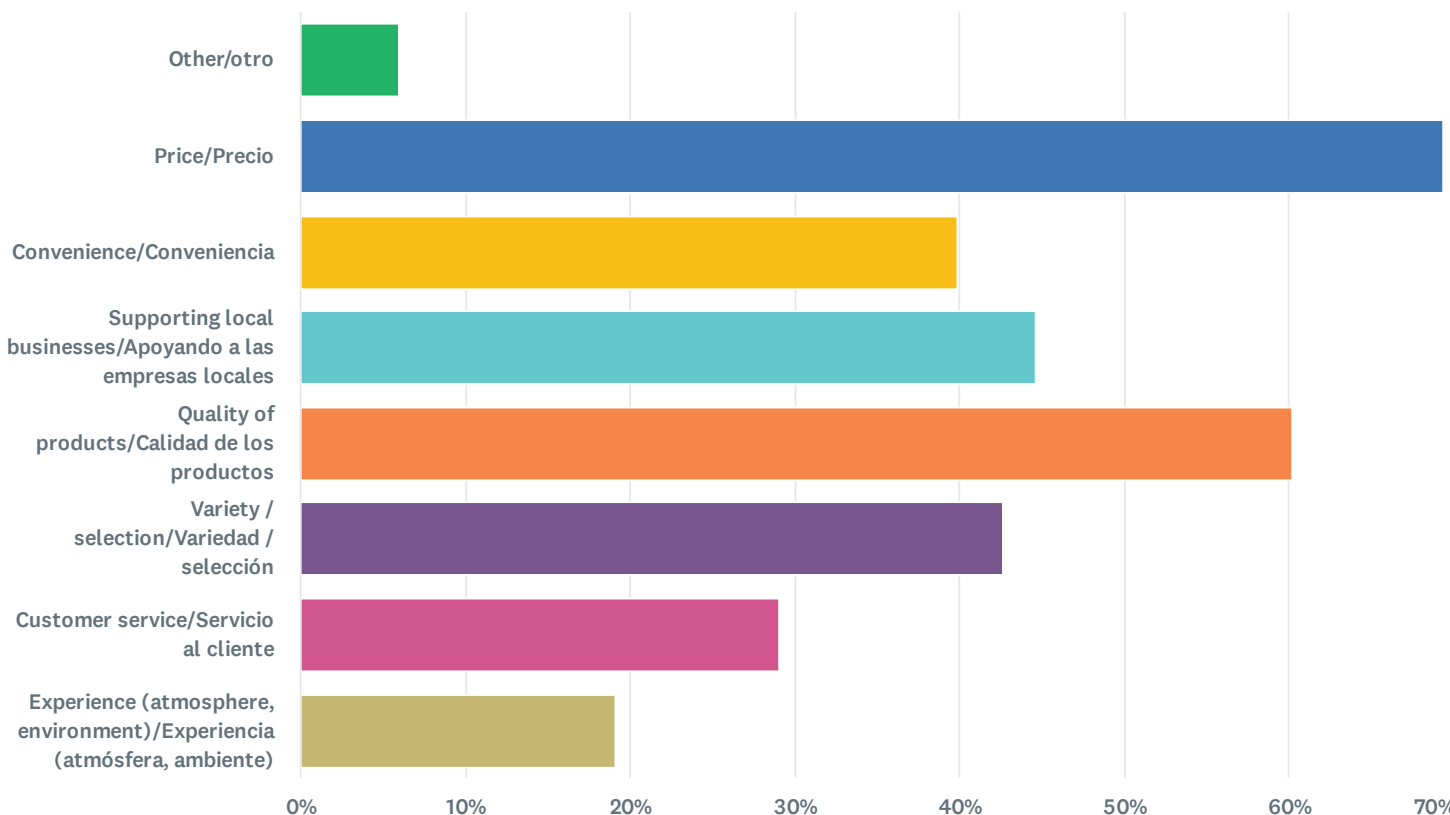
How important is it to you to have LOCAL options instead of traveling or shopping online? ¿Qué importancia tiene para usted tener opciones LOCALES en lugar de viajar o comprar en línea?



Q10

251 responses

When choosing where to shop, what matters MOST to you? (Select up to 3) ¿Qué es lo que MÁS te importa a la hora de elegir dónde comprar? (Selecciona hasta 3)



RESPONSES (0)

WORD CLOUD

TAGS (0)

Filter: by tag by sentiment

No responses yet

#	OTHER/OTRO	DATE
1	Down Home Foods	5/15/2026 1:57 PM
2	Selling things or services my family needs.	5/14/2026 1:51 PM
3	food	5/14/2026 8:49 AM
4	Petite clothing and size 4 shoes for women!!	5/3/2026 4:34 PM
5	Actually it's a combination of all of the above.	5/2/2026 10:15 AM
6	How about a 'Made-in- America store instead of cheap imports?	5/1/2026 11:37 AM
7	availability of needed purchase	5/1/2026 5:26 AM
8	The goods I'm looking for are sold	5/1/2026 1:22 AM

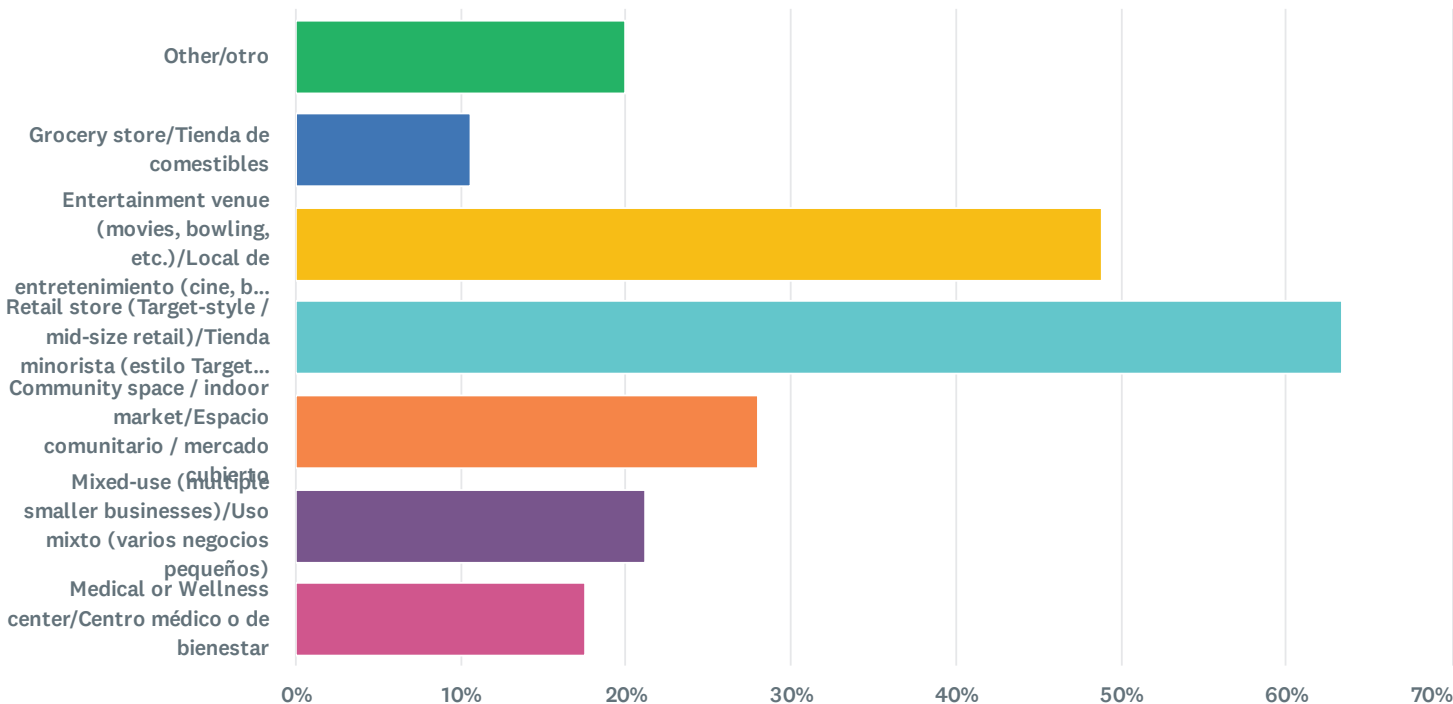
City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

9	Less long lines.	4/30/2026 8:31 PM
10	All of the above.	4/30/2026 6:55 PM
11	Affordability	4/30/2026 6:37 PM
12	I mean everything or a combination. If I can buy something in fort Bragg and pay more I usually will, to support local economy. But if I've had a a negative experience there then I'll probably just order it online. Often the stores here don't have what we need so if they did I'd happily pay more	4/30/2026 6:21 PM
13	Availability of items	4/30/2026 6:14 PM
14	I only shop online or out of town for things that I can't get here.	4/30/2026 5:58 PM
15	Items made in America	4/30/2026 5:56 PM

Q11

246 responses

The former Rite Aid building is a key opportunity site. What would you like to see there? (Select up to 3) El antiguo edificio de Rite Aid representa una oportunidad clave. ¿Qué le gustaría ver allí? (Seleccione hasta 3)



RESPONSES (0)

WORD CLOUD

TAGS (0)

Filter: by tag ▼ by sentiment ▼

No responses yet

#	OTHER/OTRO	DATE
1	I really don't know. I can't imagine a service that would be helpful.	5/17/2026 7:28 PM
2	Walgreens, or private pharmacy, or Walmart - clothing, inexpensive watches, electronics etc	5/17/2026 5:47 PM
3	Somewhere a woman can deliver a baby	5/17/2026 3:51 PM
4	Ping pong	5/15/2026 8:45 PM
5	Discovery museum for kids	5/15/2026 7:32 PM
6	MCRPD In one space	5/15/2026 6:20 PM
7	Parks and rec use for performance dance and community activities.	5/15/2026 5:05 PM
8	Walgreens	5/15/2026 10:53 AM
9	Bev Mo	5/15/2026 10:09 AM
10	with the formula business regulation you prevent many that would be able to afford the space	5/15/2026 10:04 AM

City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

	dumb idea	
11	This is going to sound weird, because I am not a shooter, but perhaps an indoor shooting and archery range. A place for kids to hang out safely and have fun, for families that do shoot.	5/15/2026 10:04 AM
12	Activities for kids, gymnastic space, bowling alley	5/15/2026 9:03 AM
13	It should be a massive music center. With a stage, recording studios, sound rooms for music lessons, and also a few spots for retail so our local record store or music shop could be in there too. We have Mendocino arts center so we could have Fort Bragg Music Center.	5/14/2026 7:51 PM
14	Housing? Don't hurt the tire shop's business, though. Those guys are the best!	5/14/2026 1:51 PM
15	Sports facility. Indoor gym space - basketball courts, volleyball courts, batting cages,	5/14/2026 11:43 AM
16	Indoor sports- batting cages	5/8/2026 11:00 AM
17	Trader Joes	5/4/2026 8:30 PM
18	Indoor bike park the kids in the community need it.	5/4/2026 3:12 PM
19	Doc in the box	5/4/2026 1:48 PM
20	Someone please carry petite clothing and size 4 shoes for women	5/3/2026 4:34 PM
21	Climbing gym, indoor rec	5/2/2026 4:05 PM
22	Ross Dress for Less	5/2/2026 10:15 AM
23	A large Co-op type market	5/2/2026 9:43 AM
24	Costco, Ross, Old Navy?	5/2/2026 9:18 AM
25	A clothing store that is affordable for working families to purchase clothing for a price comparable to shopping over the hill.	5/2/2026 8:01 AM
26	Grocery Outlet, but I guess they are building a new place	5/1/2026 4:46 PM
27	Trader Joes!	5/1/2026 1:15 PM
28	Kids space	5/1/2026 12:51 PM
29	Kohl's	5/1/2026 11:37 AM
30	clothing (ross, tj maxx)	5/1/2026 11:02 AM
31	Indoor arena	5/1/2026 8:18 AM
32	drug store	5/1/2026 5:26 AM
33	Please focus on basic retail needs, not more touristy trinket shops.	5/1/2026 12:27 AM
34	Roller skating or bowling ally with arcade and food	4/30/2026 9:44 PM
35	Indoor sports facility!! Batting cages, basketball courts	4/30/2026 9:31 PM
36	cooking classes/supplies	4/30/2026 9:21 PM
37	Ross would be the best	4/30/2026 7:59 PM
38	A bowling Alley would be amazing!!	4/30/2026 7:35 PM
39	I would love a place to where I can get hair makeup clothes, like a TJ Maxx	4/30/2026 7:32 PM
40	Walmart	4/30/2026 7:24 PM
41	Youth Center, The hospital and clinic need all the support they can get without duplicating services and diluting their populations.	4/30/2026 6:55 PM
42	Costco	4/30/2026 6:49 PM
43	Marshalls, TJ Maxx. NOT TARGET	4/30/2026 6:33 PM
44	Interactive science center for kids with sensory enrichments especially in the winter kids and parents are limited. But all above mentioned are worthy suggestions	4/30/2026 6:21 PM

City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de  
compras y comercio minorista de la ciudad de Fort Bragg

45	No big box stores	4/30/2026 6:16 PM
46	Trader Joes	4/30/2026 6:03 PM
47	Trader Joes	4/30/2026 5:59 PM
48	There's a place in OR called the Ashland Artisan Emporium that's basically an indoor flea market / craft fair. It's awesome.	4/30/2026 5:58 PM
49	Clothing store	4/30/2026 5:56 PM

## Q12 Open Feedback: What is one thing Fort Bragg is missing that would improve your quality of life? Comentarios abiertos: ¿Qué es lo que le falta a Fort Bragg que mejoraría su calidad de vida?

Answered: 175 Skipped: 118

#	RESPONSES	DATE
1	Events, music, like beforr the pandemic	5/18/2026 8:53 AM
2	Good customer service at the larger stores	5/17/2026 7:28 PM
3	As a senior we have to travel for specialist doctors. Need also better transportation to doctors appointments out of town	5/17/2026 5:47 PM
4	Entertainment for youths. Hospital to deliver babues	5/17/2026 3:51 PM
5	Womens clothing store	5/17/2026 10:57 AM
6	Dermatologist, veterinarian,	5/16/2026 6:43 PM
7	more healthy care options	5/16/2026 3:30 PM
8	Fix up the old downtown rec center for more community recreational activitieslike	5/16/2026 10:54 AM
9	Money.	5/16/2026 8:45 AM
10	Quality affordability shopping	5/15/2026 8:58 PM
11	Bowling alley and ping pong	5/15/2026 8:45 PM
12	More doctors and dentists.	5/15/2026 7:32 PM
13	Indian Restaurant	5/15/2026 6:40 PM
14	Better prices! We get raked over the coals because we're secluded here on the coast which causes me to just shop on Amazon for everything except for a few refrigerated items.	5/15/2026 6:20 PM
15	More health care workers/in home care providers	5/15/2026 5:26 PM
16	Medical specialists	5/15/2026 5:21 PM
17	Star center expanded to include a steam room and spa or	5/15/2026 5:05 PM
18	We would benefit from having a large clothing store at a reasonable price.	5/15/2026 3:49 PM
19	delivery	5/15/2026 2:12 PM
20	Target type store	5/15/2026 2:11 PM
21	Vet care, a variety store for household needs, purchase of bedding, clothing, etc	5/15/2026 2:02 PM
22	Since moving to the area I feel isolated from medical care	5/15/2026 1:22 PM
23	Repaired/improved sidewalks; Code enforcement re: camping in city, storing trailers on streets, blight abatement, etc.	5/15/2026 11:44 AM
24	Jobs	5/15/2026 10:53 AM
25	It would be great if City Hall was easier to work with!	5/15/2026 10:22 AM
26	Jobs	5/15/2026 10:09 AM
27	more land for single family homes. Homes folks can buy	5/15/2026 10:04 AM
28	It's got pretty much all that I need. Getting better all of the time. Just need to make sure that we have housing so our amazing people can stay here.	5/15/2026 10:04 AM

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29	With Understuff gone, there's nowhere to buy underwear except CVS; also, we need a bathroom that's open 7am-10pm in the CBD - buy the vacant lot and add a bathroom and picnic tables, maybe even enough room for a food truck	5/15/2026 8:57 AM
30	More local events	5/14/2026 8:22 PM
31	Affordable housing, groceries, and job opportunities	5/14/2026 8:05 PM
32	A bread bakery that is open and not wholesale.	5/14/2026 7:51 PM
33	Trader Joe's	5/14/2026 6:05 PM
34	Wish it were a real Radio Shack	5/14/2026 6:03 PM
35	A Wal-Mart and Costco	5/14/2026 5:52 PM
36	Later hours, more variety. Better prices.	5/14/2026 5:46 PM
37	A clothing store not geared to tourists	5/14/2026 4:27 PM
38	Scores store with all sizes and reasonable prices. Or an open market	5/14/2026 2:59 PM
39	Housing, jobs and more public transportation.	5/14/2026 1:51 PM
40	More things a family can do like a bowling	5/14/2026 12:57 PM
41	Transportation options for people who need it	5/14/2026 12:55 PM
42	Enough sports fields to accommodate the great youth sports programs we have. We're running out of space for practices	5/14/2026 11:43 AM
43	make a chick-fil-A	5/14/2026 8:49 AM
44	They can make a mall.	5/14/2026 8:45 AM
45	no	5/14/2026 8:44 AM
46	A store to buy regular needs cheaply and easily	5/14/2026 8:40 AM
47	I don't really know	5/12/2026 10:25 AM
48	more clothing stores, there is a lack of clothing and shoes in this town this makes it hard for shopping for clothes cause I have to go out of town	5/12/2026 10:25 AM
49	That's hard I'm not sure	5/12/2026 10:25 AM
50	wingstop and five below and target and a better mall	5/12/2026 10:20 AM
51	clothing store/ better dental places	5/12/2026 10:20 AM
52	wing stop and raising canes target and five below and a better mall	5/12/2026 10:20 AM
53	Better medical care. Also, I miss Rite Aid-CVS is gross. Target could be great here, too.	5/12/2026 10:15 AM
54	Less discrimination	5/12/2026 8:40 AM
55	Quality physicians	5/8/2026 11:00 AM
56	Vetranarians without wait lists	5/6/2026 2:58 PM
57	More help for people that can't get out of the city	5/6/2026 9:29 AM
58	More activities or entertainment venues for kids, especially teenagers.	5/5/2026 4:18 PM
59	Family friend stores / entertainment	5/5/2026 3:15 PM
60	Music venue	5/4/2026 8:30 PM
61	Entertainment spot for all ages. Boiling alley, arcades, etc.	5/4/2026 6:12 PM
62	Clothing store would be great.	5/4/2026 4:51 PM
63	Bike park	5/4/2026 3:12 PM
64	Dry cleaner	5/4/2026 1:48 PM

City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

65	PETITE CLOTHING AND SIZE 4 WOMENS' SHOES! DEFINITELY!	5/3/2026 4:34 PM
66	Affordable options for food, clothing and products.	5/3/2026 4:29 PM
67	A multipurpose recreation center with a bowling alley, food court, climbing wall, arcade.	5/3/2026 3:19 PM
68	Family activities	5/3/2026 2:40 PM
69	Department store	5/3/2026 1:52 PM
70	I'm a recent resident, post-retirement age, and finding it hard to make connections with people - there's plenty of events but not for newbies to meet each other	5/3/2026 9:47 AM
71	Affordable products	5/3/2026 8:44 AM
72	low cost store like Walmart	5/3/2026 3:05 AM
73	Indoor pickleball for poor weather	5/2/2026 9:15 PM
74	Asian foods, products, markets	5/2/2026 7:29 PM
75	Central food truck court	5/2/2026 7:14 PM
76	veterinarians, reasonable priced clothing	5/2/2026 6:56 PM
77	I love living in the city. Please keep chain stores out. I would rather travel to Santa Rosa or Ukiah if I need to buy something at a chain store	5/2/2026 4:13 PM
78	I'd appreciate a department store.	5/2/2026 4:05 PM
79	I think FB has done a really good job overall. I'd always love to see more intention to design spaces and neighborhoods in a way that encourages socializing and community-building	5/2/2026 4:02 PM
80	More family friendly spaces. Outside of normal working hours.	5/2/2026 11:02 AM
81	Live Music venues	5/2/2026 10:54 AM
82	Regular home goods basics, even just a vacuum etc	5/2/2026 10:40 AM
83	A large food co-op like Corners of the Mouth but larger. Maybe a second branch of the Ukiah Coop. We do come to Ft Bragg several times per month. We go to CV Starr, Susan gets her nails done, we go to the Farmers Market..... We do most of our big grocery shopping in Ft Bragg and use Mendo Coast Pharmacy. Dentist, etc we love the Wednesday Farmers Market. It seems a shame to see the Rite-aid empty. We think a large co-op like store would go over big but would take away from the two smaller similar like stores on the North Coast.	5/2/2026 9:43 AM
84	More doctors	5/2/2026 9:21 AM
85	Affordable options and more variety in food and retail	5/2/2026 9:18 AM
86	An affordable clothing store to buy clothing for struggling families.	5/2/2026 8:01 AM
87	More variety in dining and musical offerings.	5/2/2026 7:38 AM
88	Indoor family entertainment for when the weather is bad.	5/2/2026 7:15 AM
89	Professional services: doctors, lawyers, psychiatrists	5/2/2026 6:40 AM
90	Medical	5/2/2026 6:15 AM
91	Entertainment	5/1/2026 11:31 PM
92	Trader Joe's! Affordable clothing options	5/1/2026 9:45 PM
93	A real, open to the public, bakery! With cookies, cakes, croissants, etc	5/1/2026 5:38 PM
94	Entertainment/concert venue	5/1/2026 4:07 PM
95	Dentists	5/1/2026 4:00 PM
96	Indoor recreation	5/1/2026 1:01 PM
97	Put an end to putting tourists over the people that work and live here. Tourism is destroying small town culture.	5/1/2026 12:48 PM

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98	Nothing really for me. Stuff for younger people to do, and more healthcare options for the elderly.	5/1/2026 12:47 PM
99	Good book store. Lower prices for clothing. Ease of store access.	5/1/2026 12:36 PM
100	Shopping for growing families at decent prices! A Target would be amazing!	5/1/2026 12:17 PM
101	Golf Course	5/1/2026 12:14 PM
102	Bowling	5/1/2026 11:42 AM
103	High quality used clothing and a more environmentally conscious City Council	5/1/2026 11:37 AM
104	Urgent care for pets.	5/1/2026 11:06 AM
105	AFFORDABLE CLOTHING STORES	5/1/2026 11:02 AM
106	Better access to services located in Ukiah	5/1/2026 10:40 AM
107	Another coffee house-hang out place.	5/1/2026 10:04 AM
108	Nothing! I love it here	5/1/2026 9:50 AM
109	The focus on tourism has lost the appeal. We need a real industry or commodity that makes a needed product or service for export	5/1/2026 8:18 AM
110	Safety - I no longer feel safe here	5/1/2026 8:17 AM
111	A clothing store like Ross or better yet a target	5/1/2026 7:29 AM
112	Entertainment	5/1/2026 6:54 AM
113	This area desperately needs activities for kids	5/1/2026 6:42 AM
114	Veterinarian emergency hospital	5/1/2026 6:37 AM
115	Convenient clothing options and friendly customer service.	5/1/2026 5:47 AM
116	veterinary service	5/1/2026 5:26 AM
117	Nothing It's always been the norm to have to travel out of the area for certain items. Stores opening at 9 am! A proper bakery!	5/1/2026 1:22 AM
118	A return to better maintenance standards. Neglected trees along the sidewalks, weeds in the gutters and trash in the street for days create a depressing sight. The look of the city has deteriorated. Not just the vacant buildings downtown but the areas the city maintains. What has gone wrong?	5/1/2026 12:27 AM
119	BOWLING ALLEY	5/1/2026 12:03 AM
120	Family activities	4/30/2026 10:51 PM
121	Veterinarians	4/30/2026 10:36 PM
122	Good paying jobs	4/30/2026 9:51 PM
123	Heart. Turned into only caring about tourists. We need affordable housing and employment that pays a living wage	4/30/2026 9:44 PM
124	I think this community could really use a flexible, multi-use indoor activity center that caters towards both kids and adults. The Rite Aid building would be an ideal spot for something like this. Some examples might be: an indoor playground and family zone (multi-level climbing structures, toddler safe play areas, obstacle courses) or a hybrid "fun center" (mini golf of climbing wall, sports simulators, party rooms). If food and drink can be served, I feel like a lot of families (local and tourist) with younger children would use a space like this year round, with heavier use during the winter season.	4/30/2026 9:44 PM
125	More veterinary services and a store like Marshall's	4/30/2026 9:41 PM
126	Affordable spending options	4/30/2026 9:33 PM
127	More sports facilities for kids , more fields. Hosting tournaments would bring lots of money in from folks traveling here.	4/30/2026 9:31 PM

City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

128	Better health care	4/30/2026 9:30 PM
129	Bowling Alley	4/30/2026 9:21 PM
130	Clothing for all sizes honest Daily's department store	4/30/2026 9:20 PM
131	Affordable housing for middle income families	4/30/2026 9:13 PM
132	A sense of community. We cater more toward those with money expanding the divide between the haves and have nots. I moved here because it wasn't Cotati, Sonoma or the Bay and everything the city does seems to focus on change.	4/30/2026 9:11 PM
133	entertainment	4/30/2026 8:49 PM
134	Trader Joe's!	4/30/2026 8:47 PM
135	A Sizzeler Restaurant.	4/30/2026 8:31 PM
136	Affordable Housing	4/30/2026 8:22 PM
137	Livable wages (\$25+)	4/30/2026 8:17 PM
138	Typical "Ross" Store (Clothing Store) for ALL family. Men, Women, Teens, Kids, Babies	4/30/2026 8:11 PM
139	Affordable clothing, entertainment especially for children	4/30/2026 7:59 PM
140	Doctors who stay here	4/30/2026 7:47 PM
141	Craft or hobby style shop. Like Michaels or Hobby Lobby	4/30/2026 7:42 PM
142	Affordable retail, less geared toward tourists.	4/30/2026 7:35 PM
143	I would love a place to get cheaper groceries, clothing, makeup, and supplies for the house	4/30/2026 7:32 PM
144	Affordable housing, better jobs	4/30/2026 7:31 PM
145	Evening shopping besides groceries	4/30/2026 7:25 PM
146	River access for swimming and riding motorcycles and camping	4/30/2026 7:24 PM
147	Wholesale or Retail store	4/30/2026 7:20 PM
148	More vet services	4/30/2026 7:14 PM
149	Entertainment	4/30/2026 7:13 PM
150	a vet and a place to buy simple home goods as mentioned above.	4/30/2026 7:11 PM
151	Family fun center, the emerald golf is not big enough and does not have enough entertainment for family especially kids	4/30/2026 7:07 PM
152	Things to do that aren't outrageously priced	4/30/2026 7:06 PM
153	I would like to see more moderately priced dinner options. Something like a "David's" but for dinner.	4/30/2026 7:03 PM
154	More medical professionals.	4/30/2026 6:57 PM
155	More stuff for kids & family to do together	4/30/2026 6:56 PM
156	Outdoor community gathering place that is not on a toxic field.	4/30/2026 6:55 PM
157	National stores like Costco and Trader Joes	4/30/2026 6:49 PM
158	reliable, consistent, quality medical care	4/30/2026 6:48 PM
159	Bowling, arcade (where kids and adults could go), rollerskating rink	4/30/2026 6:44 PM
160	A variety of affordable dining.	4/30/2026 6:44 PM
161	night time options that are not dive bars	4/30/2026 6:40 PM
162	More affordable rents veterinary	4/30/2026 6:37 PM
163	More proper antique shops/malls	4/30/2026 6:21 PM

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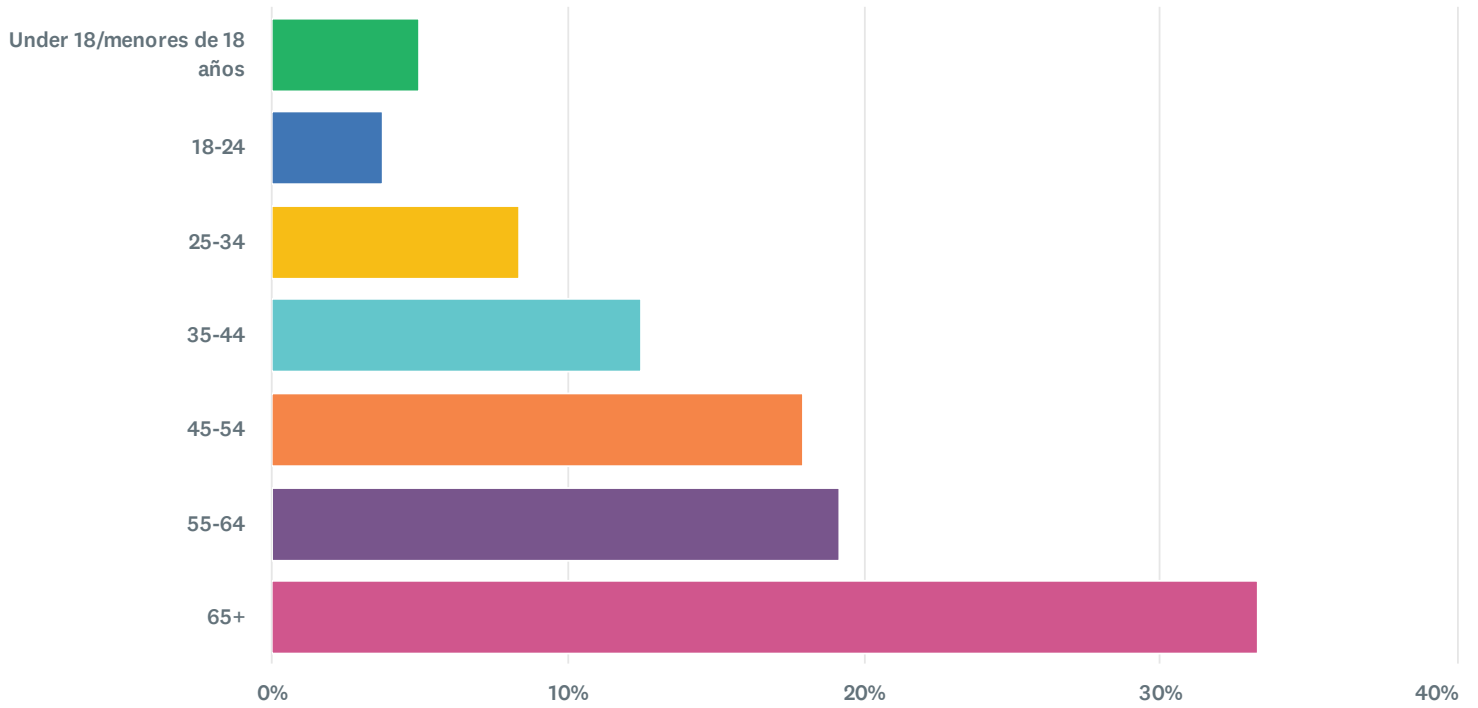
164	More child/teen friendly activities/businesses. More trees in public spaces.	4/30/2026 6:21 PM
165	Street beautification beyond historical district especially south of it.	4/30/2026 6:21 PM
166	A 'sense of self' = the value of being an historic town in a beautiful natural setting. Let's work on making community that has things to do, places to hang and places to work beyond 3-4 low wage tourism oriented jobs without benefits. Why not attract world class employers who would benefit from our location to study the natural world.	4/30/2026 6:16 PM
167	Dunkin donuts	4/30/2026 6:15 PM
168	Public transportation	4/30/2026 6:14 PM
169	It's missing something for kids. The rite aid building could be made into a bowling alley/arcade/laser tag/ food area. A space for kids to go and have fun and parents to also sit and enjoy and watch (or play too)	4/30/2026 6:08 PM
170	I would love a Trader Joe's but am waiting to see what happens with Grocery Outlet.	4/30/2026 6:03 PM
171	Medical professionals/Doctors who will stay	4/30/2026 5:59 PM
172	My kids are young adults now, but when they were small it was SO HARD when the weather was bad. There's nothing to do with little kids indoors. We'd walk circles at The Depot.	4/30/2026 5:58 PM
173	Having a clothing store that didn't charge \$72 for a tank top.	4/30/2026 5:56 PM
174	Bakery (Fort Bragg Bakery is commercial only)	4/30/2026 5:54 PM
175	Retail store for lower price home and clothing	4/30/2026 5:53 PM

City of Fort Bragg - Community Shopping & Retail Needs Survey Encuesta de necesidades de compras y comercio minorista de la ciudad de Fort Bragg

Q13

240 responses

Age Group/Grupo de edad





PROPOSAL FOR:

**THE CITY OF  
FORT BRAGG,  
CALIFORNIA**

**RETAIL RECRUITMENT  
CONSULTING SERVICES**

# Executive Summary: Retail Recruitment

The Retail Coach is submitting this proposal for  
Retail Recruitment Consulting Services  
for the City of Fort Bragg, California.

Our goal is not only to aid the Fort Bragg in preparing and executing a Retail Market Analysis + Recruitment Strategy, but to continue assisting local leadership via long-term partnership and to capture sales tax leakage and further improve quality of life for residents by bringing in new retail, restaurant, entertainment, and service options.

***The most important aspect of any Retail Market Analysis is its ultimate application and resulting impacts.*** Our approach has always been action-oriented to ensure that market reports are not placed on a shelf to collect dust. Working with all project team members, local stakeholders, and public officials is a critical component in which The Retail Coach is experienced and well-equipped to execute.

## Goals & Objectives:

- Research and analyze the community's unique retail market to identify retail gaps and growth opportunities.
- Determine Fort Bragg's viable retail market potential & its relationship with other industries.
- Identify key retail, restaurant, and entertainment concepts & targets that align with the community's vision.
- Proactively recruit new businesses with transparency and dedication to communication.
- Provide feedback on retail expansion, market trends, and the retail site selection process.
- Act as an extension of City staff to provide coaching for retail economic development initiatives, including retail recruitment training.
- Represent, prepare, and assist city leadership at ICSC and other industry events.
- Provide ongoing support for business and industry recruitment and community development.

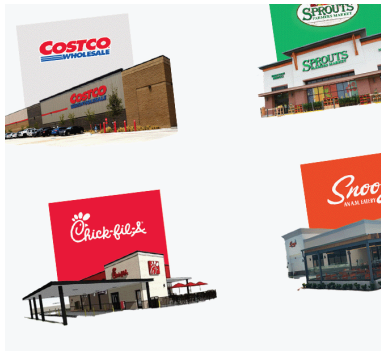
# We Recruit Retail.

For over 26 years, The Retail Coach has been the premier national retail recruitment partner for municipalities, economic development organizations, and development firms.

We are the nation's leading retail recruitment, market analysis, and development firm. Our approach combines **strategy, technology, and creative marketing** to execute high-impact retail recruitment strategies for local governments, chambers of commerce, and economic development organizations.

Having worked more than 900 assignments in 43 states, our recruitment approach is simple - **do what you say you are going to do, execute at the highest level possible, and constantly communicate findings and results to our clients.** This approach has proven successful, leading to multiple assignments with more than 90% of our clients.

## PROVEN SUCCESS FOR CLIENT COMMUNITIES



**6 Million +**

**SQUARE FEET OF NEW  
RETAIL RECRUITED**

We have recruited more than 6 million square feet of new retail to client communities in the past 5 years.

**\$600 Million**

**IN NEW SALES TAX  
GENERATED**

Our work has generated more than \$600 Million in sales tax for our client communities in the past 5 years.

**94%**

**REPEAT CLIENT RATE**

Over 90% of our clients choose to continue working with us after the initial contract period.

# More Than 6 Million SF of New Retail Recruited in the Last 5 Years

Our proven Retail:360® Process has been instrumental in recruiting new retailers and developers to our client communities.

## RECENT RECRUITMENT SUCCESSES



McKinney, TX



Los Angeles County, CA



Lancaster, CA & Pella, IA



Laguna Niguel, CA



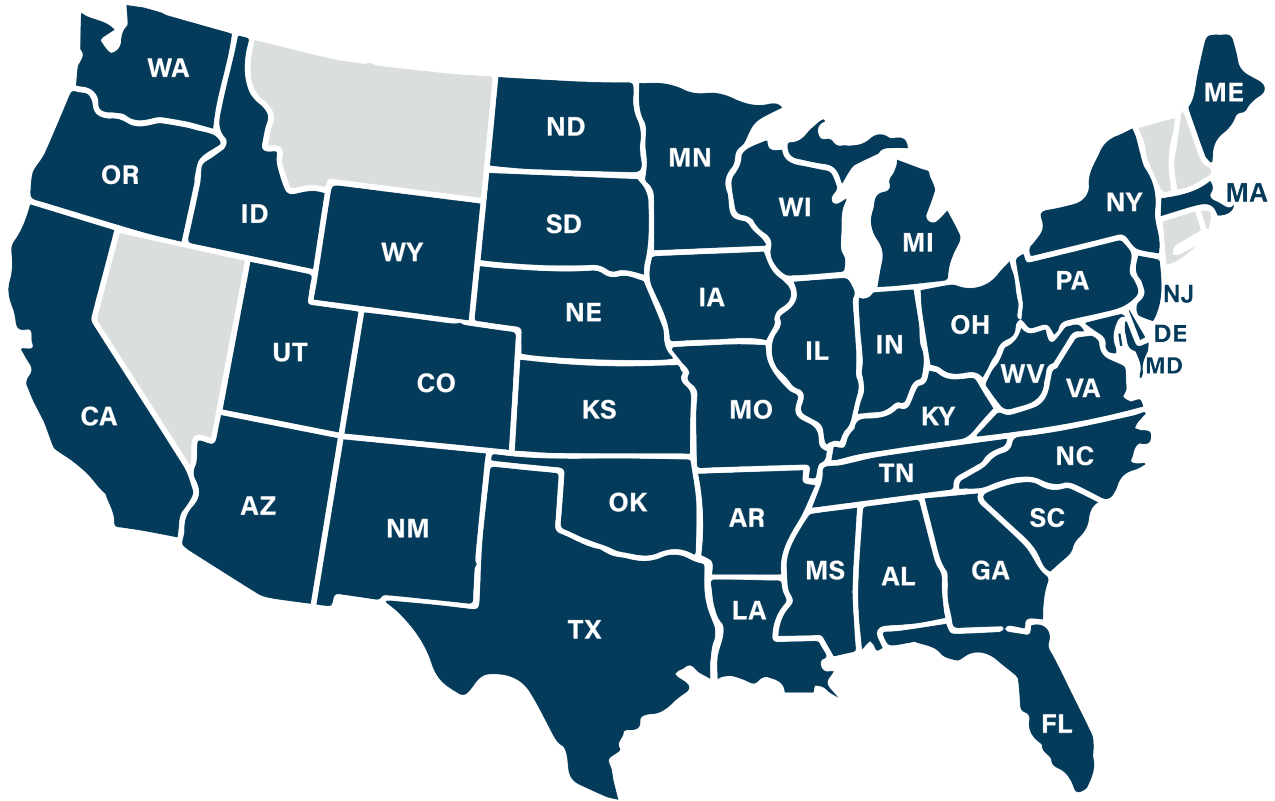
Orange County, CA



Lakeport, CA

PLUS HUNDREDS MORE THROUGHOUT THE COUNTRY





# More Than 900 Client Communities Served Across 43 States

 National Expertise.  
Local Focus.

Our work throughout the country allows our team to stay current on retail trends and deepen our relationships with national and regional brands.

These relationships create unique opportunities for our client communities. When brands begin planning to expand into new markets, we are often one of the first to know. Retailers and tenant representatives will frequently look at our client list or ask our team for prospective markets to consider.



**900+**  
COMMUNITIES SERVED

**43**  
STATES WE'VE WORKED IN

**90% +**  
REPEAT CLIENT RATE

# Recruitment Done Right.



No Development.  
No Brokerage.  
No Conflicts of Interest.

## What Makes Us Different?

### Experienced & Connected

We pioneered the retail recruitment industry more than 20 years ago and leverage more than two decades of experience and relationships to help drive retail growth in your community.

### Our Team is Your Team

We take a partnership approach and become an extension of your team. Our clients are invited to participate in the recruitment process, allowing you to learn and expand your network.

### Full Transparency

We track recruitment activity and prospect feedback in your custom retail recruitment dashboard and host monthly calls with your team to keep you updated on progress.

### We are Consultants. Not Brokers.

We pride ourselves on being consultants, not brokers. We only do what is in the best interest of our client communities and their future growth. We don't take shortcuts or go with the path of least resistance to fill retail spaces.

RECOGNIZED AS LEADING INDUSTRY EXPERTS AND FEATURED PRESENTERS FOR:



# Key Personnel

## PROJECT LEAD



**Charles Parker**  
Project Director

Charles oversees The Retail Coach projects across the country, in addition to the Retail Recruitment Training and Downtown Programs. He is located in our Dallas office and will be the primary contact for your project.

## LEADERSHIP & PROJECT STRATEGY



**Kelly Cofer**  
Founder & CEO



**Aaron Farmer**  
President

With more than 50 combined years of retail development experience, Kelly and Aaron play an integral role in every project for The Retail Coach. This includes in-depth market analyses, recruitment strategies, and development plans for our clients.

## DATA & MARKET RESEARCH



**Matthew Lautensack**  
Director of Data/Research

Matthew employs cutting-edge, GPS-based market data to pinpoint true opportunity in retail markets. He provides the latest retail trade area data and prepares our clients' market reports, data sets, and assists with GIS mapping.

## STRATEGY & RECRUITMENT



**Jean Totten**  
Recruitment Specialist



**Keith Rinehart**  
Recruitment Specialist

Jean and Keith manage our strategic relationships with national and regional retailers, brokers, site selectors, and development partners. They assist with our recruitment process, including the site submission process and capturing retailer feedback.

## ADMINISTRATIVE SUPPORT



**Nancy Herbert**  
Director of Finance

Nancy supports all projects by managing client invoicing and contract needs as well as marketing, promotional, and graphic design support.

# Your Project Team



**PROJECT LEAD**

## Charles Parker | Project Director

Charles oversees projects for The Retail Coach nation-wide, and will be the primary point of contact for this project. He has over ten years of experience in the fields of economic research, development, and entrepreneurship; and his work in client communities has led to the recruitment of numerous brands including Hobby Lobby, Marshall's, Five Below, Planet Fitness, Eggs Up Grill, Popeye's, Sonic, and Sprout's. Additionally, Charles is the lead instructor of the MASC Retail Recruitment Training Program as well as annual instructor at multiple IEDC Basic Economic Development Courses across the country.

Prior to joining The Retail Coach, Charles served as a leading Researcher at Mississippi State University where he focused on economic impacts analyses of tourism and outdoor recreation on municipalities.

The McKinney, Texas native earned his Master of Business Administration and Master of Science degrees from Mississippi State University. Charles is an active member of the International Council of Shopping Centers and Main Street America, and is a frequent speaker at conferences, municipal leagues, and economic organizations.



## Kelly Cofer | Founder & CEO

C. Kelly Cofer leads The Retail Coach with more than 30 years of experience in all aspects of retail real estate and economic development.

Kelly's professional background encompasses market research and site selection, advisory and leasing services, and property brokerage and development for leading national retailers and restaurants in more than 150 cities throughout the United States.

He has earned the prestigious Certified Commercial Investment Member (CCIM) designation from the Chicago-based Commercial Investment Real Estate Institute and attended the Economic Development Institute at the University of Oklahoma. Kelly holds a Bachelor of Science degree from Texas A&M University in College Station.



## Aaron Farmer | President

With a degree in Marketing from The Mays Business School at Texas A&M University in College Station and an MBA from Texas A&M University - Commerce, Aaron brings to The Retail Coach knowledge of the most current research on retail and marketing trends.

Prior to joining The Retail Coach, Aaron was employed in marketing research and retail development where he worked on projects for some of America's leading retailers and restaurants including FedEx, Kinkos, Sally Beauty Supply, Adidas, Concentra and the National American Association of Subway Franchises (NAASF).

His expertise touches each step of a project from the initial trade area determination to the actual recruitment of retailers. Aaron is a sought after speaker for industry organizations throughout the country.

# Your Project Team



## **Caroline Harrelson | Strategy Director**

Caroline Harrelson focuses on key strategic planning for clients and manages The Retail Coach relationships with commercial real estate professionals across the country.

Prior to joining The Retail Coach she was the Director of International Services at Mississippi State University where she managed various international projects bringing a broader approach to The Retail Coach retail economic development recruitment methods.

Caroline holds a Masters in Public Policy and Administration combined with almost 10 years in upper administration and project management.



## **Keith Rinehart | Retail Recruitment Specialist**

Keith brings over 32 years of expertise in community and economic development to his role as Recruitment Specialist. With a strong track record in effective communication, active listening, community and economic development, it is his mission to build strong relationships with retailers, site selectors, developers, and brokers to support retail growth in client communities and to make a positive and lasting difference in the lives of the communities he serves. Keith holds a Kinesiology Degree from Angelo State University with a double minor in English and Journalism.



## **Jean Totten | Retail Recruitment Specialist**

Jean Totten brings a wealth of knowledge and expertise in economic development and community leadership to her role as Recruitment Specialist. With years of experience helping communities grow and thrive, Jean has successfully collaborated with local governments, businesses, and organizations to drive economic growth and foster sustainable development. Her passion for building strong, resilient communities makes her a valuable asset to The Retail Coach team.



# Scope of Work

## Retail Recruitment Strategy

# Retail Market Analysis

## Custom Retail Trade Area Analysis + Mobile Location Data

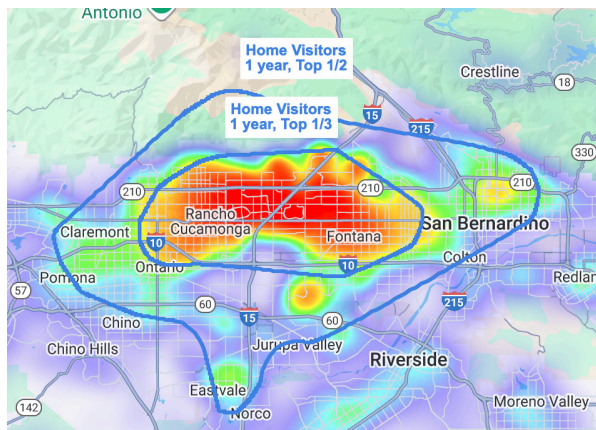
Mobile Location Data has become a powerful tool for retail, restaurant, and entertainment concept site selection processes. We will utilize data to confirm the primary retail trade area, but also to evaluate specific location consumer draw and performance. This can also be helpful for existing businesses to know how they stack up against their competition and to visualize cannibalization.

## Demographic + Psychographic Analysis

Our demographic profiles include population and projected population growth, ethnicity, average and median household incomes, median age, households and household growth, and educational attainment. We will create comprehensive 2020 Census, 2026, and 2031 Demographic Profiles for the Retail Trade Area and the community, including Drive-Times and Radials.

## Retail GAP/Leakage Analysis, Demand Analyses + Consumer Expenditures Report

One way to quantify retail demand is through a Retail Demand Analysis, which provides a summary of the primary projected retail demand growth — or opportunities — for 68 retail sectors. The analysis is ultimately used to identify recruitment targets for the community. The Retail Coach will also compare the demand to current sales projects to generate a GAP or retail leakage report. This will help identify which sectors are strengths or currently under served by the existing retail market. Additionally, TRC will provide a consumer expenditures report that highlight how local consumer spending compares to national averages across specific categories. These analyses will provide insight on which brands/concepts are missing or need to be emphasized more to attract complementary businesses.



**Mobile Data for Location Decisions:**

*We will utilize mobile location technology that analyzes retail location and behavioral data collected from mobile devices to determine consumer visits to key destinations in Fort Bragg.*

*This high-confidence data is used to verify Retail Trade Areas and validate retail site selection decisions.*

# Retail Recruitment Strategy

## Retail Void + Fusion Analysis

Existing retailers and restaurants help set the stage for new business attraction. Understanding where brands have already located and how they choose to co-locate with other concepts is critical to understanding an area's potential and crafting a recruitment narrative. The Retail Coach will execute void analysis and fusion analysis (co-tenant evaluation) to determine potential fits for each community.

## Retail Match List

The Retail Coach will target national and regional retail brands that are a good “fit” for the community. This means that the Retail Trade Area population, disposable incomes, consumer spending habits, and education levels meet the retailers’ ideal location criteria. We will develop and review a master list of potential retailers with local leadership and work together to prepare a final target list.

## Site Inventory

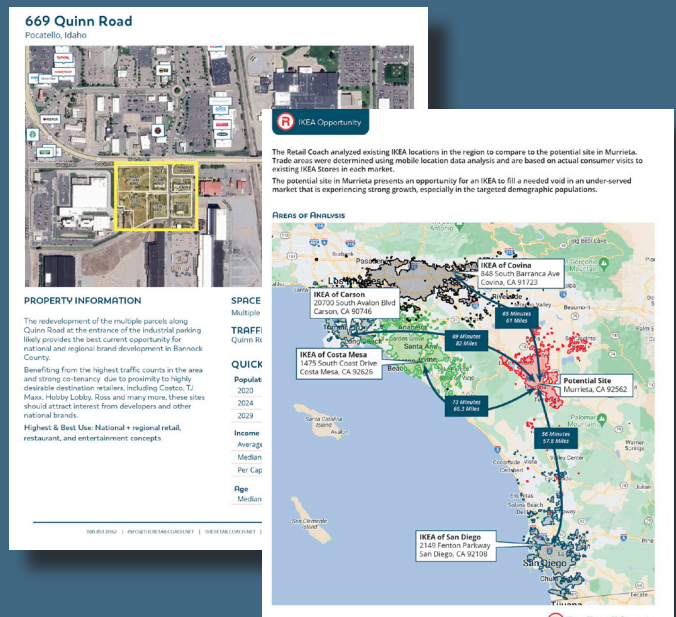
Retailers are interested not only in the market data on your community, but also in evaluating all available property vacancies and sites that fit their location preferences. Successful retail recruitment begins to happen with the introduction of available sites. We will identify priority retail vacancies and development/redevelopment sites to market, as well as evaluate their highest and best use.

## Local Stakeholder Engagement

Local buy-in is a must have for communities looking to build a comprehensive recruitment program. The Retail Coach will meet with local property owners, franchisees, brokers, and other stakeholders to assist with their ongoing projects or goals and to make direct introductions with targets brand representatives.

## Understanding Retail Real Estate Availability

We will examine potential locations for a mix of retail, restaurant, hospitality, and entertainment uses to better understand the opportunity for new brands to enter your market.



# Marketing + Recruitment

## Recruitment of Retailers + Developers ( + Other Site Selectors)

The Retail Coach is the first national retail recruitment firm to introduce retailer and developer recruitment specifically for communities. Twenty-six years and 900 projects later, the recruitment of retailers remains one of the primary metrics of success. Today, our experience has proven that a community must move beyond just gathering data sets, and proactively recruit retail.

Our team will conduct outreach to corporate real estate teams, brokers, tenant reps, property owners, franchise groups, and any other real estate professionals involved in the site selection process to gather feedback for the economic development team.

**We will actively recruit retailers on the City’s behalf. Our retailer recruitment process includes:**

1. Introductory emails and retail market profile are sent to each targeted retailer
2. Personal phone calls are placed to measure interest level
3. Personal emails and retailer feasibility packages are sent to each targeted retailer
4. Personal emails and retail site profiles for prime vacancies are sent to targeted retailers
5. Personal emails are sent to inform targeted retailers of significant market changes
6. Follow-up are conducted at least once per quarter to continue gauging interest levels
7. Target status reports are included in the Retail Recruitment Tracking Platform

## Commercial Real Estate Conference Representation

Recruitment is a relationships business, and retail conferences are essential to getting in front of and forging relationships with key site selectors and decision makers. Having a prominent presence at ICSC and Retail LIVE events has been a staple for The Retail Coach for over 26 years. In our partnership, we will assist in marketing each community - and its vacancies and sites - to retailers, developers, and brokers at retail industry conferences.

For any City Staff attending, TRC will assist with conference planning and setting appointments. The Retail Coach will represent the City at these events, but also invite the City to participate in any meeting to engage directly with key decision makers and enhance long-term relationships.

**Key Events: ICSC Las Vegas, ICSC Western, ICSC Monterey; Retail LIVE!; ICSC Retail Forward; ACRE**

## Recruitment Toolkit + Support

Having effective marketing material is essential. The Retail Coach can prepare concise, impactful deliverables that properly illustrate the potential in each community that staff can use to assist ongoing recruitment efforts, including the Retail360 Online Dashboard.



# Coaching + Ongoing Support

## Retail Recruitment Tracking Platform + Information Exchange

To ensure transparency, The Retail Coach will provide a Live Retail Tracking form for City staff to access 24/7 to report the status of ongoing recruitment discussions and points of contact (along with contact information).

This platform will also host all deliverables to be downloaded by City Staff, information on key sites and analysis

## Monthly Update Calls

To keep clear and open lines of communication, The Retail Coach will set monthly Zoom meetings with City staff to discuss updates, retailer feedback, and strategy. Additionally, our team is always available on demand to brainstorm, connect with personnel, or otherwise be a resource to City staff. Project Lead and Support Staff's direct contact information will be shared to ensure full access and support.

## Visible Presence

Being a part of your team means being seen. The Retail Coach will make at least two trips to Fort Bragg during the 12 month engagement to meet with city staff, prospective retail site selectors, developers, local property owners, and to host workshops for stakeholders.

## Data Access

The Retail Coach implements a number of data sources and providers into our recruitment strategy. As such, our clients can gain unlimited access to GIS and data reports from the following: Claritas; ESRI ArcGIS & Business Analyst; AGS & Inrex via SitesUSA; Retail Lease Trac; CoStar/LoopNet; Seamless; Unacast; BLS; Census Bureau; and State DOTs.

## Retail Coaching

Setting up communities for long-term success is our priority. We will work with city staff and conduct workshops to educate and provide resources to that the city can build off the momentum generated by recruitment efforts. Workshop topics can include Best Practices for Retail Recruitment (including prompts, scripts, and trade show activities), Review of the Site Selection Process, Explanation of the Development Process, Retail Real Estate 101, and guidance/case studies on business attraction incentives.

# Deliverables & Pricing

## Retail Market Analysis

Mobile Location Data Analysis  
Custom Retail Trade Area  
Demographic / Population Profile

Psychographic Profile  
Retail Demand + GAP Analysis  
Existing Retailer Map

## Retail Recruitment Strategy

Retail Void Analysis  
Retail Fusion Analysis

Retail Match List  
Retail Site Identification and  
Inventory

## Marketing + Recruitment

Proactive Retail Recruitment  
National + Regional Retail Conference  
Representation  
Retail Marketing Profiles

Retail:360® Dashboard  
Retailer-Specific Feasibility Packages  
Engagement with Local Stakeholders

## Coaching + Ongoing Support

Monthly Update Conference Calls  
Retail Recruitment Tracking Form  
Two Trips to market by TRC Staff

Unlimited Access to TRC Staff  
Other Reports as needed

**\$24,000**

Plus up to \$3,500  
reimbursable expenses.

Not to Exceed Price:  
\$27,500

### Terms (12-month Agreement) :

The total fee for completion of this work is **\$24,000** (+ expenses), payable in two (2) installments:

- \$12,000 upon execution of contract;
- \$12,000 at 180 days following execution of contract

If Fort Bragg elects to extend the agreement, the additional fee shall be **\$20,000** (+ expenses) for each additional 12 month period of data updates, recruitment, and coaching.

### Reimbursable Project Expenses:

It is estimated that reimbursable expenses will not exceed **\$3,500**. Reimbursable expenses include all travel costs; any costs associated with special renderings / maps; copies of reports, drawings, maps; and any shipping costs. Costs are billed as incurred.

# Project Timeline

Execution of Agreement

30-45 Days from Kick-Off

60-90 Days From Kick-Off

Remainder of Agreement



## Kick-Off Meeting

Project kick-off call with key staff and stakeholders.

- Review timeline, goals, and objectives with project team
- Discuss priority sites and key areas of focus



## Research & Market Analysis

On-the-ground market analysis and consumer data collection.

- Retail Market Analysis
- Demographics & Psychographics
- Primary & Secondary Retail Trade Areas
- Retail Demand Analysis
- Retailer Match List



## Marketing & Branded Reports

Development of key marketing materials used to promote the community.

- Retailer & Developer Feasibility Packages
- Retail Market Profile
- Retail Site Profiles



## Recruitment & Ongoing Support

Active recruitment of retailers and developers through the remainder of the agreement.

- Recruitment Status Dashboard
- Monthly Recruitment Update Meetings
- Representation at National & Regional Retail Conferences

### Project Reporting

We will provide written or electronic updates on a monthly basis and hold monthly recruitment updates with City staff once recruitment has begun.

### Community Trips

We will make at least two (2) trips to Fort Bragg during the project.

### Project Timeline

We are available to begin work immediately upon agreement of terms with a project duration of 12 calendar months.

# California Presence

**“The Retail Coach is the perfect solution for our needs. They provide high-quality data that helps us sell our market to retailers and helps supplement our economic development team. They truly are an extension of our team and have helped us land retailers that we’ve been trying to get to the market for years. They are also very responsive and help us get the data we need quickly.”**

Scott Agajanian  
Assistant City Manager  
City of Murrieta, California  
sagajanian@murrietaca.gov  
o. 951-461-6003



**“...The Retail Coach [have] proven themselves as a great partner for the City and helped open many doors with retailers and developers that we weren’t able to reach before. We have worked with other retail consultants and the level of expertise and support from The Retail Coach team has far exceeded what we’ve gotten from the other firms we’ve worked with. We already highly recommend them.”**

Tara Magner  
Economic Development & Special Projects Administrator  
City of San Jacinto, California  
tmagner@sanjacintoca.gov  
o. 951-487-7330



**“The Retail Coach is hands-down one of the best consultant teams of any kind that our team has had the pleasure of working with. Their extensive expertise and nationwide connections with site selectors, developers, and major chains have opened up new doors for the City of Lancaster, allowing us to take our recruitment efforts to the next level and collaborate with brands that hadn’t previously considered our market. They work as an extension of our staff, anticipating needs and freeing up inhouse staff time. I can’t recommend the Retail Coach highly enough.”**

Chenin Dow  
(Former) Manager, Economic Development  
City of Lancaster, California  
Current Director of Community Development  
City of Santa Maria



## Other Recent Projects:

Bakersfield  
Beaumont  
Coachella  
Corona  
Desert Hot Springs

Farmersville  
Fullerton  
Galt  
Gilroy  
Indio

Lakeport  
Laguna Beach  
Merced  
Palm Desert  
Ranch Cucamonga

Roseville  
Santa Cruz  
Stanton  
Tracy  
Victorville



## Contacts:


### **CHARLES PARKER**


Vice President

c: 662.231.9078

e: cparker@theretailcoach.net



 800.851.0962

 Austin, Texas  
Dallas, Texas  
Tupelo, Mississippi

[TheRetailCoach.net](http://TheRetailCoach.net)

**CITY OF FORT BRAGG  
PROFESSIONAL SERVICES AGREEMENT  
WITH**



THIS AGREEMENT is made and entered into this \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_ [date, date & year] (“Effective Date”), by and between the CITY OF FORT BRAGG, a municipal corporation, 416 N. Franklin Street, Fort Bragg, California 95437 (“City”), and \_\_\_\_\_, a [state] [type of corporation] [address] (“Consultant”).

**WITNESSETH:**

A. WHEREAS, City proposes to utilize the services of Consultant as an independent contractor to \_\_\_\_\_, as more fully described herein; and

B. WHEREAS, Consultant represents that it is a “design professional” as that term is defined by California Civil Code Section 2782.8 and has that degree of specialized expertise contemplated within California Government Code Section 37103, and holds all necessary licenses to practice and perform the services herein contemplated; and **[Delete if not design professional and renumber paragraphs]**

C. WHEREAS, City and Consultant desire to contract for the specific services described in Exhibit “A” (the “Project”) and desire to set forth their rights, duties and liabilities in connection with the services to be performed; and

D. WHEREAS, no official or employee of City has a financial interest, within the provisions of Sections 1090-1092 of the California Government Code, in the subject matter of this Agreement.

E. WHEREAS, the legislative body of the City on \_\_\_\_\_, [date] by Resolution No. \_\_\_\_\_ authorized execution of this Agreement on behalf of the City in accordance with Chapter 3.20 of the City Municipal Code and/or other applicable law;

**[Delete whichever Paragraph E doesn’t apply]**

E. WHEREAS, the City Manager is authorized by Fort Bragg Municipal Code Section 3.20.040 to negotiate contracts in an amount not to exceed \$60,000.

NOW, THEREFORE, for and in consideration of the mutual covenants and conditions contained herein, the parties hereby agree as follows:

**1.0. SERVICES PROVIDED BY CONSULTANT**

1.1. Scope of Work. Consultant shall provide the professional services described in the Consultant’s Proposal (“Proposal”), attached hereto as **Exhibit A** and incorporated herein by this reference.

1.2. Professional Practices. All professional services to be provided by

Consultant pursuant to this Agreement shall be provided by personnel experienced in their respective fields and in a manner consistent with the standards of care, diligence and skill ordinarily exercised by professional consultants in similar fields and circumstances in accordance with sound professional practices. Consultant also warrants that it is familiar with all laws that may affect its performance of this Agreement and shall advise City of any changes in any laws that may affect Consultant's performance of this Agreement. Consultant shall keep itself informed of State and Federal laws and regulations which in any manner affect those employed by it or in any way affect the performance of its service pursuant to this Agreement. The Consultant shall at all times observe and comply with all such laws and regulations. City officers and employees shall not be liable at law or in equity occasioned by failure of the Consultant to comply with this section.

1.3. Performance to Satisfaction of City. Consultant agrees to perform all the work to the complete satisfaction of the City as hereinafter specified. Evaluations of the work will be done by the City Manager or his or her designee. If the quality of work is not satisfactory, City in its discretion has the right to:

- (a) Meet with Consultant to review the quality of the work and resolve the matters of concern;
- (b) Require Consultant to repeat the work at no additional fee until it is satisfactory; and/or
- (c) Terminate the Agreement as hereinafter set forth.

1.4. Warranty. Consultant warrants that it shall perform the services required by this Agreement in compliance with all applicable Federal and California employment laws, including, but not limited to, those laws related to minimum hours and wages; occupational health and safety; fair employment and employment practices; workers' compensation insurance and safety in employment; and all other Federal, State and local laws and ordinances applicable to the services required under this Agreement. Consultant shall indemnify and hold harmless City from and against all claims, demands, payments, suits, actions, proceedings, and judgments of every nature and description including attorneys' fees and costs, presented, brought, or recovered against City for or on account of any liability under any of the above-mentioned laws, which may be incurred by reason of Consultant's performance under this Agreement. To the extent that this Agreement may be funded by fiscal assistance from another governmental entity, Consultant and any subcontractors shall comply with all applicable rules and regulations to which City is bound by the terms of such fiscal assistance program.

1.5. Non-discrimination. In performing this Agreement, Consultant shall not engage in, nor permit its agents to engage in, discrimination in employment of persons because of their race, religion, color, national origin, ancestry, age, physical handicap, medical condition, marital status, sexual gender, sexual orientation, or disability except as permitted pursuant to Section 12940 of the Government Code. Such actions shall include, but not be limited to the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of

compensation and selection for training, including apprenticeship. Consultant agrees to post in conspicuous places, available to employees and applicants for employment, a notice setting forth provisions of this non-discrimination clause.

Consultant shall, in all solicitations and advertisements for employees placed by, or on behalf of Consultant, state that all qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, ancestry, age, physical handicap, medical condition, marital status, sexual gender, sexual orientation, or disability. Consultant shall cause the paragraphs contained in this Section to be inserted in all subcontracts for any work covered by the Agreement, provided that the foregoing provisions shall not apply to subcontracts for standard commercial supplies or raw materials.

1.6. Non-Exclusive Agreement. Consultant acknowledges that City may enter into agreements with other consultants for services similar to the services that are subject to this Agreement or may have its own employees perform services similar to those services contemplated by this Agreement.

1.7. Delegation and Assignment. This is a personal service contract, and the duties set forth herein shall not be delegated or assigned to any person or entity without the prior written consent of City. Consultant may engage a subcontractor(s) as permitted by law and may employ other personnel to perform services contemplated by this Agreement at Consultant's sole cost and expense. All insurance requirements contained in this Agreement are independently applicable to any and all subcontractors that Consultant may engage during the term of this Agreement.

1.8. Confidentiality. Employees of Consultant in the course of their duties may have access to financial, accounting, statistical, and personnel data of private individuals and employees of City. Consultant covenants that all data, documents, discussion, or other information developed or received by Consultant or provided for performance of this Agreement are deemed confidential and shall not be disclosed by Consultant without written authorization by City. City shall grant such authorization if disclosure is required by law. All City data shall be returned to City upon the termination of this Agreement. Consultant's covenant under this Section shall survive the termination of this Agreement.

## 2.0. COMPENSATION, BILLING AND PREVAILING WAGES

2.1. Compensation. Consultant's total compensation shall not exceed \_\_\_\_\_ Dollars (\$ \_\_\_\_\_ .00).

**[Delete whichever paragraph 2.1 does not apply.]**

2.1. Compensation. Consultant shall be paid in accordance with the fee schedule set forth in **Exhibit A**, for a total amount not to exceed \_\_\_\_\_ Dollars (\$ \_\_\_\_\_ .00).

2.2. Additional Services. Consultant shall not receive compensation for any services provided outside the scope of work specified in the Consultant's Proposal or which is inconsistent with or in violation of the provisions of this Agreement unless the

City or the Project Manager for this Project, prior to Consultant performing the additional services, approves such additional services in writing. It is specifically understood that oral requests and/or approvals of such additional services or additional compensation shall be barred and are unenforceable. Should the City request in writing additional services that increase the hereinabove described "Scope of Work," an additional fee based upon the Consultant's standard hourly rates shall be paid to the Consultant for such additional services. The City Manager may approve contract change orders not exceeding a total of 10% of the approved contract or up to the contingency amount whichever amount is less for any one project.

2.3. Method of Billing. Consultant may submit invoices to the City for approval on a progress basis, but not more often than monthly. Said invoice shall be based on the total of all Consultant's services which have been completed to City's sole satisfaction. City shall pay Consultant's invoice within forty-five (45) days from the date City receives said invoice. Each invoice shall describe in detail, the services performed, the date of performance, and the associated time for completion. Any additional services approved and performed pursuant to this Agreement shall be designated as "Additional Services" and shall identify the number of the authorized change order, where applicable, on all invoices.

2.4. Records and Audits. Records of Consultant's services relating to this Agreement shall be maintained in accordance with generally recognized accounting principles and shall be made available to City or its Project Manager for inspection and/or audit at mutually convenient times for a period of three (3) years from the date of final payment.

**[Delete this section if it does not apply.]**

2.5 Prevailing Wage Requirements In accordance with California Labor Code Section 1720, this project is subject to prevailing wage compliance monitoring and enforcement by the Department of Industrial Regulation. The Consultant and subcontractors engaged in performance of the Work must comply with Labor Code Section 1771.1.

(a) Payment of Prevailing Wages: In accordance with California Labor Code Section 1773.2, the City has determined the general prevailing wages in the locality in which the Work is to be performed for each craft or type of work needed to be as published by the State of California Department of Industrial Relations, Division of Labor Statistics and Research, a copy of which is on file in the Public Works Department and shall be made available on request. The Consultant and subcontractors engaged in the performance of the Work shall pay no less than these rates to all persons engaged in performance of the Work.

(b) Legal Working Days: In accordance with California Labor Code Section 1811, the time of service of any worker employed in performance of the Work is limited to eight hours during any one calendar day, and forty hours during any one calendar week, except in accordance with California Labor Code Section 1815, which provides that work in excess of eight hours during any one calendar day and forty hours during any one calendar week is permitted upon compensation for all hours worked in excess of eight

hours during any one calendar day and forty hours during any one calendar week at not less than one-and-one-half times the basic rate of pay.

(c) Payroll Records: Pursuant to Labor Code Section 1776, Consultant and any subcontractor(s) shall keep accurate payroll records, showing the name, address, social security number, work classification, straight time and overtime hours worked each day and week, and the actual per diem wages paid to each journeyman, apprentice, worker, or other employee employed by Consultant or any subcontractor in connection with this Agreement. Each payroll record shall contain or be verified by a written declaration that it is made under penalty of perjury, stating both of the following: (1) The information contained in the payroll record is true and correct; and (2) The employer has complied with the requirements of Sections 1771, 1881, and 1815 of the Labor Code for any work performed by his or her employees on this Project. The payroll records shall be certified and shall be available for inspection at all reasonable hours in accordance with the requirements of Labor Code Section 1776. Consultant shall also furnish each week to CITY's Project Administration Division a statement with respect to the wages of each of its employees during the preceding weekly payroll period.

(d) Registration with DIR: Consultant and any subcontractor(s) of Consultant shall comply with the provisions of Labor Code Section 1771 and Labor Code Section 1725.5 requiring registration with the DIR.

### 3.0. TIME OF PERFORMANCE

3.1. Commencement and Completion of Work. The professional services to be performed pursuant to this Agreement shall commence within five (5) days from the issuance of Notice to Proceed. Said services shall be performed in strict compliance with the schedule set forth in the Scope of Work attached hereto as **Exhibit A**. Consultant will complete the services in accordance with this Agreement by \_\_\_\_\_, 20\_\_\_\_. The Time of Completion may only be modified by a written amendment of the Agreement signed by both the City and the Consultant and in accordance with its terms.

3.2. Excusable Delays. Neither party shall be responsible for delays or lack of performance resulting from acts beyond the reasonable control of the party or parties. Such acts shall include, but not be limited to, acts of God, fire, strikes, material shortages, compliance with laws or regulations, riots, acts of war, or any other conditions beyond the reasonable control of a party. If a delay beyond the control of the Consultant is encountered, a time extension may be mutually agreed upon in writing by the City and the Consultant. The Consultant shall present documentation satisfactory to the City to substantiate any request for a time extension.

### 4.0. TERM AND TERMINATION

4.1. Term. This Agreement shall commence on the Effective Date and expire on \_\_\_\_\_, 20\_\_\_\_, [3 months after Completion Date in 3.1] unless previously terminated as provided herein or as otherwise agreed to in writing by the parties.

4.2. Notice of Termination. The City reserves and has the right and privilege of

canceling, suspending or abandoning the execution of all or any part of the work contemplated by this Agreement, with or without cause, at any time, by providing at least ten (10) days prior written notice to Consultant. The termination of this Agreement shall be deemed effective upon receipt of the notice of termination. In the event of such termination, Consultant shall immediately stop rendering services under this Agreement unless directed otherwise by the City. If the City suspends, terminates or abandons a portion of this Agreement, such suspension, termination or abandonment shall not make void or invalidate the remainder of this Agreement.

If the Consultant defaults in the performance of any of the terms or conditions of this Agreement, it shall have ten (10) days after service upon it of written notice of such default in which to cure the default by rendering a satisfactory performance. In the event that the Consultant fails to cure its default within such period of time, the City shall have the right, notwithstanding any other provision of this Agreement, to terminate this Agreement without further notice and without prejudice to any other remedy to which it may be entitled at law, in equity or under this Agreement.

The City shall have the right, notwithstanding any other provisions of this Agreement, to terminate this Agreement, at its option and without prejudice to any other remedy to which it may be entitled at law, in equity or under this Agreement, immediately upon service of written notice of termination on the Consultant, if the latter should:

- a. Be adjudged a bankrupt;
- b. Become insolvent or have a receiver of its assets or property appointed because of insolvency;
- c. Make a general assignment for the benefit of creditors;
- d. Default in the performance of any obligation or payment of any indebtedness under this Agreement;
- e. Suffer any judgment against it to remain unsatisfied or unbonded of record for thirty (30) days or longer; or
- f. Institute or suffer to be instituted any procedures for reorganization or rearrangement of its affairs.

4.3. Compensation. In the event of termination, City shall pay Consultant for reasonable costs incurred and professional services satisfactorily performed up to and including the date of City's written notice of termination within thirty-five (35) days after service of the notice of termination. Compensation for work in progress shall be prorated based on the percentage of work completed as of the effective date of termination in accordance with the fees set forth herein. In ascertaining the professional services actually rendered hereunder up to the effective date of termination of this Agreement, consideration shall be given to both completed work and work in progress, to complete and incomplete drawings, and to other documents pertaining to the services contemplated herein whether delivered to the City or in the possession of the Consultant.

City shall not be liable for any claim of lost profits.

4.4. Documents. In the event of termination of this Agreement, all documents prepared by Consultant in its performance of this Agreement including, but not limited to, finished or unfinished design, development and construction documents, data studies, drawings, maps and reports, shall be delivered to the City within ten (10) days of delivery of termination notice to Consultant, at no cost to City. Any use of uncompleted documents without specific written authorization from Consultant shall be at City's sole risk and without liability or legal expense to Consultant.

## **5.0. INSURANCE**

5.1. Minimum Scope and Limits of Insurance. Consultant shall obtain, maintain, and keep in full force and effect during the life of this Agreement all of the following minimum scope of insurance coverages with an insurance company admitted to do business in California, rated "A," Class X, or better in the most recent Best's Key Insurance Rating Guide, and approved by City:

- (a) Broad-form commercial general liability, in a form at least as broad as ISO form #CG 20 01 04 13, including premises-operations, products/ completed operations, broad form property damage, blanket contractual liability, independent contractors, personal injury or bodily injury with a policy limit of not less than One Million Dollars (\$1,000,000.00) per occurrence, Two Million Dollars (\$2,000,000.00) aggregate, combined single limits. If such insurance contains a general aggregate limit, it shall apply separately to this Agreement or shall be twice the required occurrence limit. If Consultant maintains higher limits than the specified minimum limits, City requires and shall be entitled to coverage for the high limits maintained by the Consultant.
- (b) Business automobile liability for owned vehicles, hired, and non-owned vehicles, with a policy limit of not less than One Million Dollars (\$1,000,000.00), combined single limits, each incident for bodily injury and property damage.
- (c) Workers' compensation insurance as required by the State of California and Employers Liability Insurance with a minimum limit of \$1,000,000 per accident for any employee or employees of Consultant. Consultant agrees to waive, and to obtain endorsements from its workers' compensation insurer waiving subrogation rights under its workers' compensation insurance policy against the City, its officials, officers, agents, employees, and volunteers for losses arising from work performed by Consultant for the City and to require each of its subcontractors, if any, to do likewise under their workers' compensation insurance policies.

Before execution of this Agreement by the City, the Consultant shall file with the City Clerk the following signed certification:

I am aware of, and will comply with, Section 3700 of the Labor Code, requiring every employer to be insured against liability of Workers' Compensation or to undertake self-insurance before commencing any of the work.

The Consultant shall also comply with Section 3800 of the Labor Code by securing, paying for and maintaining in full force and effect for the duration of this Agreement, complete Workers' Compensation Insurance, and shall furnish a Certificate of Insurance to the City Clerk before execution of this Agreement by the City. The City, its officers and employees shall not be responsible for any claims in law or equity occasioned by failure of the consultant to comply with this section.

- (d) Professional errors and omissions ("E&O") liability insurance with policy limits of not less than Two Million Dollars (\$2,000,000.00), combined single limits, per occurrence and aggregate. Architects' and engineers' coverage shall be endorsed to include contractual liability. If the policy is written as a "claims made" policy, the retro date shall be prior to the start of the contract work. Consultant shall obtain and maintain said E&O liability insurance during the life of this Agreement and for three years after completion of the work hereunder.

Neither the City nor any of its elected or appointed officials, officers, agents, employees, or volunteers makes any representation that the types of insurance and the limits specified to be carried by Consultant under this Agreement are adequate to protect Consultant. If Consultant believes that any such insurance coverage is insufficient, Consultant shall provide, at its own expense, such additional insurance as Consultant deems adequate.

5.2. Endorsements. The commercial general liability insurance policy and business automobile liability policy shall contain or be endorsed to contain the following provisions:

- (a) Additional insureds: "The City of Fort Bragg and its elected and appointed boards, officers, officials, agents, employees, and volunteers are additional insureds with respect to: liability arising out of activities performed by or on behalf of the Consultant pursuant to its contract with the City; products and completed operations of the Consultant; premises owned, occupied or used by the Consultant; automobiles owned, leased, hired, or borrowed by the Consultant."
- (b) Notice: "Consultant shall provide immediate written notice if (1) any of the required insurance policies is terminated; (2) the limits of any

of the required polices are reduced; or (3) the deductible or self-insured retention is increased. In the event of any cancellation or reduction in coverage or limits of any insurance, Consultant shall forthwith obtain and submit proof of substitute insurance. Should Consultant fail to immediately procure other insurance, as specified, to substitute for any canceled policy, the City may procure such insurance at Consultant's sole cost and expense."

- (c) Other insurance: "The Consultant's insurance coverage shall be primary insurance as respects the City of Fort Bragg, its officers, officials, agents, employees, and volunteers. Any other insurance maintained by the City of Fort Bragg shall be excess and not contributing with the insurance provided by this policy."
- (d) Any failure to comply with the reporting provisions of the policies shall not affect coverage provided to the City of Fort Bragg, its officers, officials, agents, employees, and volunteers.
- (e) The Consultant's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.

5.3. Deductible or Self-Insured Retention. If any of such policies provide for a deductible or self-insured retention to provide such coverage, the amount of such deductible or self-insured retention shall be approved in advance by City. No policy of insurance issued as to which the City is an additional insured shall contain a provision which requires that no insured except the named insured can satisfy any such deductible or self-insured retention.

5.4. Certificates of Insurance. Consultant shall provide to City certificates of insurance showing the insurance coverages and required endorsements described above, in a form and content approved by City, prior to performing any services under this Agreement. The certificates of insurance and endorsements shall be attached hereto as **Exhibit B** and incorporated herein by this reference.

5.5. Non-limiting. Nothing in this Section shall be construed as limiting in any way, the indemnification provision contained in this Agreement, or the extent to which Consultant may be held responsible for payments of damages to persons or property.

## 6.0. GENERAL PROVISIONS

6.1. Entire Agreement. This Agreement constitutes the entire agreement between the parties with respect to any matter referenced herein and supersedes any and all other prior writings and oral negotiations. This Agreement may be modified only in writing, and signed by the parties in interest at the time of such modification. The terms of this Agreement shall prevail over any inconsistent provision in any other contract document appurtenant hereto, including exhibits to this Agreement.

6.2. Representatives. The City Manager or his or her designee shall be the representative of City for purposes of this Agreement and may issue all consents, approvals, directives and agreements on behalf of the City, called for by this Agreement, except as otherwise expressly provided in this Agreement.

Consultant shall designate a representative for purposes of this Agreement who shall be authorized to issue all consents, approvals, directives and agreements on behalf of Consultant called for by this Agreement, except as otherwise expressly provided in this Agreement.

6.3. Project Managers. The Project Manager designated to work directly with Consultant in the performance of this Agreement will be [REDACTED]. It shall be the Consultant's responsibility to assure that the Project Manager is kept informed of the progress of the performance of the services and the Consultant shall refer any decision, which must be made by City, to the Project Manager. Unless otherwise specified herein, any approval of City required hereunder shall mean the approval of the Project Manager.

Consultant designates [REDACTED] as its Project Manager, who shall represent it and be its agent in all consultations with City during the term of this Agreement and who shall not be changed by Consultant without the express written approval by the City. Consultant or its Project Manager shall attend and assist in all coordination meetings called by City.

6.4. Notices. Any notices, documents, correspondence or other communications concerning this Agreement or the work hereunder may be provided by personal delivery, facsimile or if mailed, shall be addressed as set forth below and placed in a sealed envelope, postage prepaid, and deposited in the United States Postal Service. Such communication shall be deemed served or delivered: a) at the time of delivery if such communication is sent by personal delivery; b) at the time of transmission if such communication is sent by facsimile; and c) 72 hours after deposit in the U.S. Mail as reflected by the official U.S. postmark if such communication is sent through regular United States mail.

IF TO CONSULTANT:

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
Tel: [REDACTED]  
Fax: [REDACTED]

IF TO CITY:

City Clerk  
City of Fort Bragg  
416 N. Franklin St.  
Fort Bragg, CA 95437  
Tel: 707-961-2823  
Fax: 707-961-2802

6.5. Attorneys' Fees. In the event that litigation is brought by any party in connection with this Agreement, the prevailing party shall be entitled to recover from the opposing party all costs and expenses, including reasonable attorneys' fees, incurred by the prevailing party in the exercise of any of its rights or remedies hereunder or the enforcement of any of the terms, conditions, or provisions hereof.

6.6. Governing Law. This Agreement shall be governed by and construed under the laws of the State of California without giving effect to that body of laws pertaining to conflict of laws. In the event of any legal action to enforce or interpret this Agreement, the parties hereto agree that the sole and exclusive venue shall be a court of competent jurisdiction located in Mendocino County, California. Consultant agrees to submit to the personal jurisdiction of such court in the event of such action.

6.7. Assignment. Consultant shall not voluntarily or by operation of law assign, transfer, sublet or encumber all or any part of Consultant's interest in this Agreement without City's prior written consent. Any attempted assignment, transfer, subletting or encumbrance shall be void and shall constitute a breach of this Agreement and cause for termination of this Agreement. Regardless of City's consent, no subletting or assignment shall release Consultant of Consultant's obligation to perform all other obligations to be performed by Consultant hereunder for the term of this Agreement.

6.8. Indemnification and Hold Harmless.

If Consultant is not a design professional performing "design professional" services under this Agreement, as that term is defined in Civil Code Section 2782.8, Consultant agrees to defend, indemnify, hold free and harmless the City, its elected and appointed officials, officers, agents and employees, at Consultant's sole expense, from and against any and all claims, demands, actions, suits or other legal proceedings brought against the City, its elected and appointed officials, officers, agents and employees arising out of the performance of the Consultant, its employees, and/or authorized subcontractors, of the work undertaken pursuant to this Agreement. The defense obligation provided for hereunder shall apply whenever any claim, action, complaint or suit asserts liability against the City, its elected and appointed officials, officers, agents and employees based upon the work performed by the Consultant, its employees, and/or authorized subcontractors under this Agreement, whether or not the Consultant, its employees, and/or authorized subcontractors are specifically named or otherwise asserted to be liable. Notwithstanding the foregoing, the Consultant shall not be liable for the defense or indemnification of the City for claims, actions, complaints or suits arising out of the sole active negligence or willful misconduct of the City. This provision shall supersede and replace all other indemnity provisions contained either in the City's specifications or Consultant's Proposal, which shall be of no force and effect.

If Consultant is a design professional performing "design professional" services under this Agreement, as that term is defined in Civil Code Section 2782.8, Consultant agrees to defend, indemnify, hold free and harmless the City, its elected and appointed officials, officers, agents and employees, at Consultant's sole expense, from and against any and all claims, demands, actions, suits or other legal proceedings arising out of, pertaining to, or relating to the negligence, recklessness, or willful misconduct of Consultant. The defense obligation provided for hereunder shall apply whenever any claim, action, complaint or suit asserts liability against the City, its elected and appointed officials, officers, agents and employees based upon the negligence, recklessness, or willful misconduct of the Consultant, its employees, and/or authorized subcontractors under this Agreement, whether or not the Consultant, its employees, and/or authorized subcontractors are specifically named or otherwise asserted to be liable. Notwithstanding

the foregoing, the Consultant shall not be liable for the defense or indemnification of the City for claims, actions, complaints or suits arising out of the sole active negligence or willful misconduct of the City. This provision shall supersede and replace all other indemnity provisions contained either in the City's specifications or Consultant's Proposal, which shall be of no force and effect.

6.9. Independent Contractor. Consultant is and shall be acting at all times as an independent contractor and not as an employee of City. Consultant shall have no power to incur any debt, obligation, or liability on behalf of City or otherwise act on behalf of City as an agent. Neither City nor any of its agents shall have control over the conduct of Consultant or any of Consultant's employees, except as set forth in this Agreement. Consultant shall not, at any time, or in any manner, represent that it or any of its or employees are in any manner agents or employees of City. Consultant shall secure, at its sole expense, and be responsible for any and all payment of Income Tax, Social Security, State Disability Insurance Compensation, Unemployment Compensation, and other payroll deductions for Consultant and its officers, agents, and employees, and all business licenses, if any are required, in connection with the services to be performed hereunder. Consultant shall indemnify and hold City harmless from any and all taxes, assessments, penalties, and interest asserted against City by reason of the independent contractor relationship created by this Agreement. Consultant further agrees to indemnify and hold City harmless from any failure of Consultant to comply with the applicable worker's compensation laws. City shall have the right to offset against the amount of any fees due to Consultant under this Agreement any amount due to City from Consultant as a result of Consultant's failure to promptly pay to City any reimbursement or indemnification arising under this paragraph.

6.10. PERS Eligibility Indemnification. In the event that Consultant or any employee, agent, or subcontractor of Consultant providing services under this Agreement claims or is determined by a court of competent jurisdiction or the California Public Employees Retirement System (PERS) to be eligible for enrollment in PERS as an employee of the City, Consultant shall indemnify, defend, and hold harmless City for the payment of any employee and/or employer contributions for PERS benefits on behalf of Consultant or its employees, agents, or subcontractors, as well as for the payment of any penalties and interest on such contributions, which would otherwise be the responsibility of City.

Notwithstanding any other agency, state or federal policy, rule, regulation, law or ordinance to the contrary, Consultant and any of its employees, agents, and subcontractors providing service under this Agreement shall not qualify for or become entitled to, and hereby agree to waive any claims to, any compensation, benefit, or any incident of employment by City, including but not limited to eligibility to enroll in PERS as an employee of City and entitlement to any contribution to be paid by City for employer contribution and/or employee contributions for PERS benefits.

6.11. Cooperation. In the event any claim or action is brought against City relating to Consultant's performance or services rendered under this Agreement, Consultant shall render any reasonable assistance and cooperation which City might require.

6.12. Ownership of Documents. All findings, reports, documents, information and data including, but not limited to, computer tapes or discs, preliminary notes, working documents, files and tapes furnished or prepared by Consultant or any of its subcontractors in the course of performance of this Agreement, shall be and remain the sole property of City. Consultant agrees that any such documents or information shall not be made available to any individual or organization without the prior consent of City, but shall be made available to the City within ten (10) days of request or within ten (10) days of termination. Any use of such documents for other projects not contemplated by this Agreement, and any use of incomplete documents, shall be at the sole risk of City and without liability or legal exposure to Consultant. City shall indemnify and hold harmless Consultant from all claims, damages, losses, and expenses, including attorneys' fees, arising out of or resulting from City's use of such documents for other projects not contemplated by this Agreement or use of incomplete documents furnished by Consultant. Consultant shall deliver to City any findings, reports, documents, information, data, preliminary notes and working documents, in any form, including but not limited to, computer tapes, discs, files audio tapes or any other Project related items as requested by City or its authorized representative, at no additional cost to the City. Consultant or Consultant's agents shall execute such documents as may be necessary from time to time to confirm City's ownership of the copyright in such documents.

6.13. Public Records Act Disclosure. Consultant has been advised and is aware that this Agreement and all reports, documents, information and data, including, but not limited to, computer tapes, discs or files furnished or prepared by Consultant, or any of its subcontractors, pursuant to this Agreement and provided to City may be subject to public disclosure as required by the California Public Records Act (California Government Code Section 7920.000 *et seq.*). Exceptions to public disclosure may be those documents or information that qualify as trade secrets, as that term is defined in the California Government Code Section 7924.510, and of which Consultant informs City of such trade secret. The City will endeavor to maintain as confidential all information obtained by it that is designated as a trade secret. The City shall not, in any way, be liable or responsible for the disclosure of any trade secret including, without limitation, those records so marked if disclosure is deemed to be required by law or by order of the Court.

6.14. Conflict of Interest. Consultant and its officers, employees, associates and subconsultants, if any, will comply with all conflict of interest statutes of the State of California applicable to Consultant's services under this agreement, including, but not limited to, the Political Reform Act (Government Code Sections 81000, *et seq.*) and Government Code Section 1090. During the term of this Agreement, Consultant and its officers, employees, associates and subconsultants shall not, without the prior written approval of the City Representative, perform work for another person or entity for whom Consultant is not currently performing work that would require Consultant or one of its officers, employees, associates or subconsultants to abstain from a decision under this Agreement pursuant to a conflict of interest statute.

6.15. Responsibility for Errors. Consultant shall be responsible for its work and results under this Agreement. Consultant, when requested, shall furnish clarification and/or explanation as may be required by the City's representative, regarding any services rendered under this Agreement at no additional cost to City. In the event that an

error or omission attributable to Consultant occurs, then Consultant shall, at no cost to City, provide all necessary design drawings, estimates and other Consultant professional services necessary to rectify and correct the matter to the sole satisfaction of City and to participate in any meeting required with regard to the correction.

6.16. Prohibited Employment. Consultant will not employ any regular employee of City while this Agreement is in effect.

6.17. Order of Precedence. In the event of an inconsistency in this Agreement and any of the attached Exhibits, the terms set forth in this Agreement shall prevail. If, and to the extent this Agreement incorporates by reference any provision of any document, such provision shall be deemed a part of this Agreement. Nevertheless, if there is any conflict among the terms and conditions of this Agreement and those of any such provision or provisions so incorporated by reference, the conflict shall be resolved by giving precedence in the following order, if applicable: This Agreement, the City's Request for Proposals, the Consultant's Proposal.

6.18. Costs. Each party shall bear its own costs and fees incurred in the preparation and negotiation of this Agreement and in the performance of its obligations hereunder except as expressly provided herein.

6.19. No Third Party Beneficiary Rights. This Agreement is entered into for the sole benefit of City and Consultant and no other parties are intended to be direct or incidental beneficiaries of this Agreement and no third party shall have any right in, under or to this Agreement.

6.20. Headings. Paragraph and subparagraph headings contained in this Agreement are included solely for convenience and are not intended to modify, explain or to be a full or accurate description of the content thereof and shall not in any way affect the meaning or interpretation of this Agreement.

6.21. Construction. The parties have participated jointly in the negotiation and drafting of this Agreement. In the event an ambiguity or question of intent or interpretation arises with respect to this Agreement, this Agreement shall be construed as if drafted jointly by the parties and in accordance with its fair meaning. There shall be no presumption or burden of proof favoring or disfavoring any party by virtue of the authorship of any of the provisions of this Agreement.

6.22. Amendments. Only a writing executed by the parties hereto or their respective successors and assigns may amend this Agreement.

6.23. Waiver. The delay or failure of either party at any time to require performance or compliance by the other of any of its obligations or agreements shall in no way be deemed a waiver of those rights to require such performance or compliance. No waiver of any provision of this Agreement shall be effective unless in writing and signed by a duly authorized representative of the party against whom enforcement of a waiver is sought. The waiver of any right or remedy in respect to any occurrence or event shall not be deemed a waiver of any right or remedy in respect to any other occurrence

or event, nor shall any waiver constitute a continuing waiver.

6.24. Severability. If any provision of this Agreement is determined by a court of competent jurisdiction to be unenforceable in any circumstance, such determination shall not affect the validity or enforceability of the remaining terms and provisions hereof or of the offending provision in any other circumstance. Notwithstanding the foregoing, if the value of this Agreement, based upon the substantial benefit of the bargain for any party, is materially impaired, which determination made by the presiding court or arbitrator of competent jurisdiction shall be binding, then both parties agree to substitute such provision(s) through good faith negotiations.

6.25. Counterparts. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original. All counterparts shall be construed together and shall constitute one agreement.

6.26. Corporate Authority. The persons executing this Agreement on behalf of the parties hereto warrant that they are duly authorized to execute this Agreement on behalf of said parties and that by doing so the parties hereto are formally bound to the provisions of this Agreement.

6.27. Use of Recycled Paper Products. In the performance of this Agreement, Consultant shall use paper products and printing and writing paper that meets Federal Trade Commission recyclability standards as defined in 16 CFR 260.12.

**IN WITNESS WHEREOF**, the parties hereto have caused this Agreement to be executed by and through their respective authorized officers, as of the date first above written.

CITY

CONSULTANT

By: \_\_\_\_\_  
Isaac Whippy  
Its: City Manager

By: \_\_\_\_\_  
\_\_\_\_\_  
Its: \_\_\_\_\_

ATTEST:

By: \_\_\_\_\_  
Diana Paoli  
City Clerk

APPROVED AS TO FORM:

By: \_\_\_\_\_  
Baron J. Bettenhausen  
City Attorney

**EXHIBIT A**

**CONSULTANT'S PROPOSAL**  
(Scope of Work, Fee Schedule and Time Table)

**EXHIBIT B**  
**CERTIFICATES OF INSURANCE AND ENDORSEMENTS**

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**Item 8A with spell check on**

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**From** Paul Clark <pclark@fortbraggrealty.co>

**Date** Thu 5/21/2026 8:08 AM

**To** City Clerk <cityclerk@fortbraggca.gov>

Interesting that the city would spend money out of town to attract out of town businesses to Fort Bragg. One easy step is rescinding the formula business ordinance. Fort Bragg has sent the message to everyone that corporations are not welcome here. Who else could handle something like the Rite Aid building? A nonprofit perhaps with grant funding. You get all the advice you need for free if you would just listen to the folks that are here and have been speaking up. Look at your survey. I don't recall seeing "more mom-and-pop stores"

Amazon has changed the world, fight for sales tax where a product is delivered, that would help a bit, but the politicians were way ahead of us on that. When they are open, ask Grocery Outlet how Fort Bragg compares to other locations as far as "encouraging business"

Paul Clark



# City of Fort Bragg

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

## Text File

File Number: 26-244

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**Agenda Date:** 5/26/2026

**Version:** 1

**Status:** Business

**In Control:** City Council

**File Type:** Staff Report

**Agenda Number:** 8B.

Presentation of the 2025 Annual Police Report



## CITY COUNCIL STAFF REPORT

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**TO:** City Council **DATE:** May 26, 2026

**DEPARTMENT:** Police Department

**PREPARED BY:** Eric Swift, Police Chief

**PRESENTER:** Eric Swift, Police Chief

**AGENDA TITLE:** Presentation of the 2025 Annual Police Report

---

### RECOMMENDATION

Receive report.

---

### BACKGROUND

Annual report on 2025 crime statistics and police department activities

### DISCUSSION AND ANALYSIS

Officers handled over 10,000 calls for service resulting in 1,022 reports, 416 arrests, 305 traffic citations, and seized 24.2 pounds of illegal drugs, and 18 firearms. Of the 79 vehicle collisions, only 3 were the result of DUI. Working staff was approximately 88% throughout 2025 due to a vacancy.

In general, crime decreased locally however: The notable exception was in Domestic Violence, which increased by 61.54%. Domestic Violence reports have been increasing annually over the past five years with 2025 being the highest number. There may be many factors affecting this, but we can't really blame the pandemic.

Graffiti/gang tagging increased by 147.6%, the highest in the last 3 years.

Property theft increased by 5.65%, which is a change from steadily decreasing over the last 4 years.

The good news is we some notable decreases in Assaults which decreased by 30.5% and DUI's which decreased by 27.47% this year.

Robberies, burglaries, and vehicle thefts are all continuing their downward trend with the lowest reports of these crimes in the past five years.

AGENDA ITEM NO. 8B

The Front office staff processed 1,022 reports, 2,051 items of property and conducted 1,164 Livescan fingerprints. They also continued to handle all the sex & arson registrants, request for documents from other agencies, insurance companies, and PRA's.

Our Social Media team continues to connect with the community, achieving 2,520,064 million Facebook views of our posts with over 167,000 content interactions which is a 222.7% increase.

Instagram total views were over 85,000 with over 4,000 content interactions.

In 2025, the Care Response Unit's staffing increased to 4 Social Services Liaisons. The number of homeless arrested decreased by 28.7%, which was a 3-year low. In addition, they assisted 71 people into rehabilitation for drugs or alcohol. The Extreme Weather Shelter (EWS) was operated by CRU with funds from Mendocino County through the California Homeless Housing, Assistance and Prevention (HHAP) grant. During the 2024–2025 EWS season, Fort Bragg faced an unusually cold and wet winter. The EWS was open 83 nights, with 644 hotel rooms, housing 107 unique individuals.

The Care Response Unit continued to facilitate the Project Right Now (PRN) grant to combat youth opioid use. PRN provided training to many organizations and business, distributing 100's of Narcan units to community members and high schools.

One police officer was sworn in September of 2025, one full time Social Services Liaison was hired in July, one part time Administrative Assistant was hired in September, and Police Chief was hired in December.

We also had the retirement of Chief Cervenka in September.

Fort Bragg Police Department staff continued with participation in many community events throughout the year including the Walk and Roll to School Day, the PAL Fishing Clinic, the Special Olympics Torch Run, the Truck or Treat, and National Night Out.

#### **FISCAL IMPACT/FUNDING SOURCE**

None.

#### **ENVIRONMENTAL ANALYSIS:**

Not applicable.

#### **STRATEGIC PLAN/COUNCIL PRIORITIES/GENERAL PLAN CONSISTENCY**

Goal 7A. Promote the City and highlight key accomplishments.

Goal 7B. Promote the image of Fort Bragg.

**COMMUNITY OUTREACH**

None at this time.

**COUNCIL REVIEW AND RECOMMENDATIONS**

Receive report.

**ALTERNATIVES:**

Not applicable.

**ATTACHMENTS:**

PD Annual Report 2025

**NOTIFICATION:**

None Applicable.

# FORT BRAGG POLICE DEPARTMENT

# ANNUAL REPORT 2025



SINCE 1889

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# MESSAGE FROM THE CHIEF

## CHIEF ERIC SWIFT

To our Fort Bragg Community,

On behalf of the dedicated men and women of the Fort Bragg Police Department, I am honored to present the Department's 2025 Annual Report. Within this report, you will find an overview of our department's structure, meet several of our dedicated team members, examine crime trends, and learn more about our continued commitment to community engagement and transparency. By sharing this information, we hope to strengthen understanding, accountability, and trust between the Department and the community we proudly serve.

The year 2025 proved to be a pivotal period of transition for the Department following the announced retirement of Chief Neil Cervenka. Chief Cervenka played a significant role in advancing several important initiatives, including Organizational Wellness, the EV Patrol Vehicle Program, and the Care Response Unit.

I would like to begin by recognizing the sworn officers and professional staff who dedicate themselves each day to protecting and serving the City of Fort Bragg. Your professionalism, commitment to service, and teamwork have been instrumental in maintaining the safety and quality of life our community deserves. I recognize the personal and professional challenges you continue to face in service to others. Please know that I believe in you, trust in you, and remain committed to supporting your well-being and success. Together, we will continue making a meaningful difference for everyone who calls Fort Bragg home.

I would also like to sincerely thank the Fort Bragg community, the City Council, City Manager Isaac Whippy, fellow department heads, business owners, and community leaders for your continued partnership and support of our Police Department. Your collaboration and commitment to public safety have helped strengthen our community and contributed greatly to our shared success.

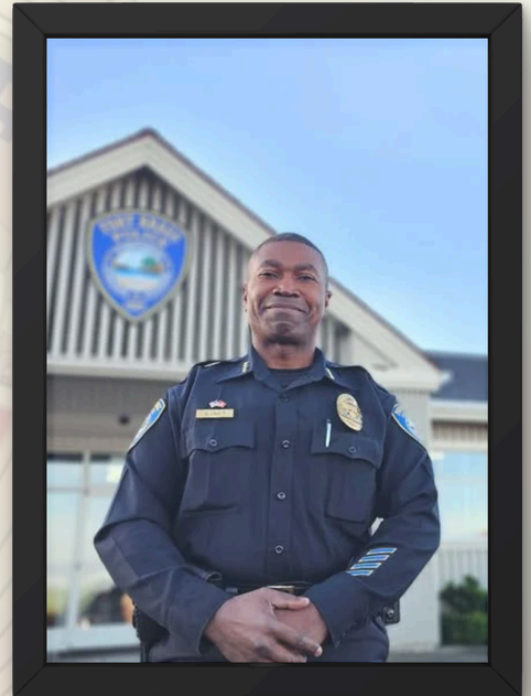
The men and women of the Fort Bragg Police Department remain committed to serving this community with Concern, Compassion, and Courage. We will continue building strong community partnerships, maintaining the highest standards of professionalism and accountability, and working tirelessly to ensure the safety and well-being of all those we serve.

Sincerely,

*Eric Swift*

Chief of Police

Fort Bragg Police Department



# CONCERN. COMPASSION. COURAGE.



**The Fort Bragg Police Department shows concern for our community.**



**We have compassion for all those we serve.**



**And courage to do the right thing.**

# ORGANIZATIONAL CHART



# 2025 AT A GLANCE

## CRIME CASES



2,051 Total Property Movement

10,052 Calls for Service

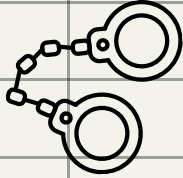


1,022 Crime Cases Taken

1,164 Fingerprints Done



2,650 Information Cases Taken



416 Bookings

305 Citations Issued



79 Traffic Collisions

3 DUI Collisions



0 Homicide/Manslaughter



19 Burglaries

6 Rape/Attempted



2 Robberies



66 Assaults

131 Thefts



11 Vehicle Theft

66 DUI's



52 Graffiti / Gang Tagging

42 Domestic Violence



# 2025 AT A GLANCE

## DRUGS CONFISCATED

2.56 oz. Methamphetamine

0.10 oz. Cocaine

0.59 oz. Fentanyl

22.92 lbs. Marijuana

112 Misc. Pills

0 Heroin

0.74 oz. Psilocybin

0 Misc. Drugs

# 2025 AT A GLANCE

## FIREARMS

6 Safekeeping

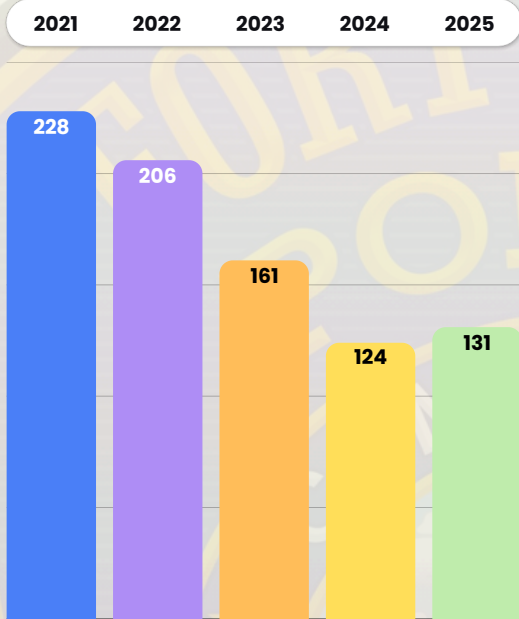
9 Evidence

3 Found

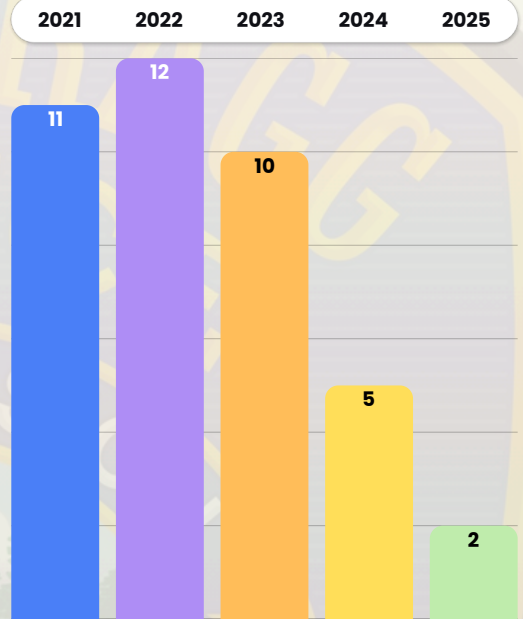
0 Stolen

# OVER THE YEARS CRIME CASES

### Theft



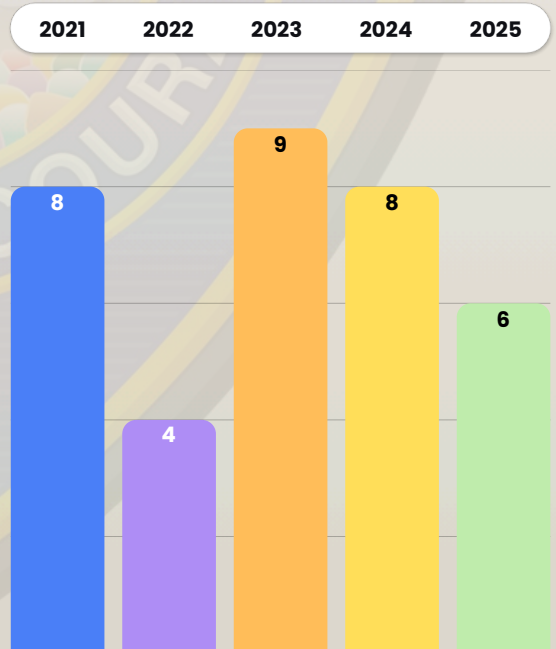
### Robbery



### Burglary



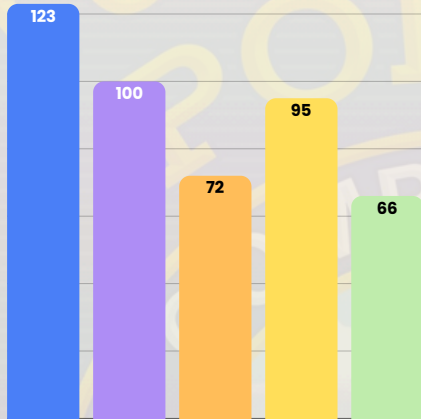
### Rape / Attempted



# OVER THE YEARS CRIME CASES

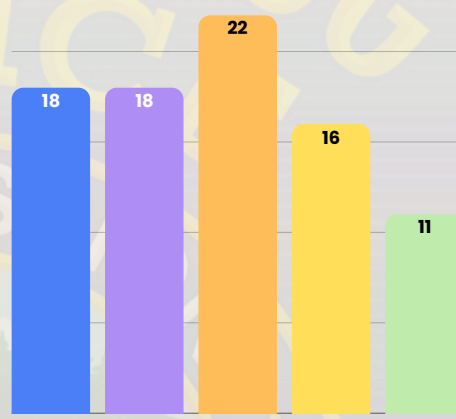
### Assault

2021 2022 2023 2024 2025



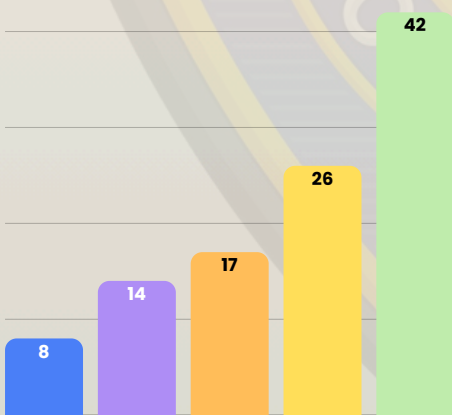
### Vehicle Theft

2021 2022 2023 2024 2025



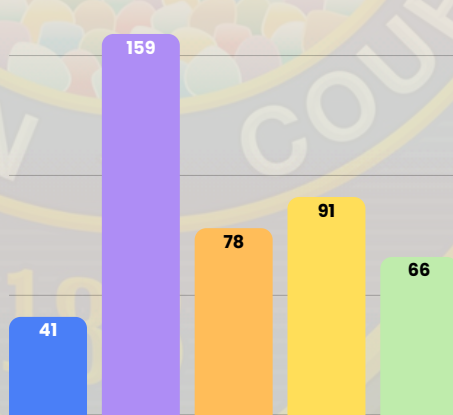
### Domestic Violence

2021 2022 2023 2024 2025



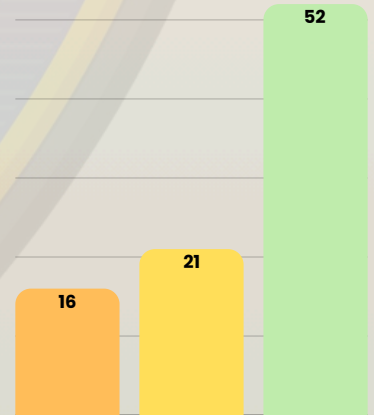
### DUI

2021 2022 2023 2024 2025



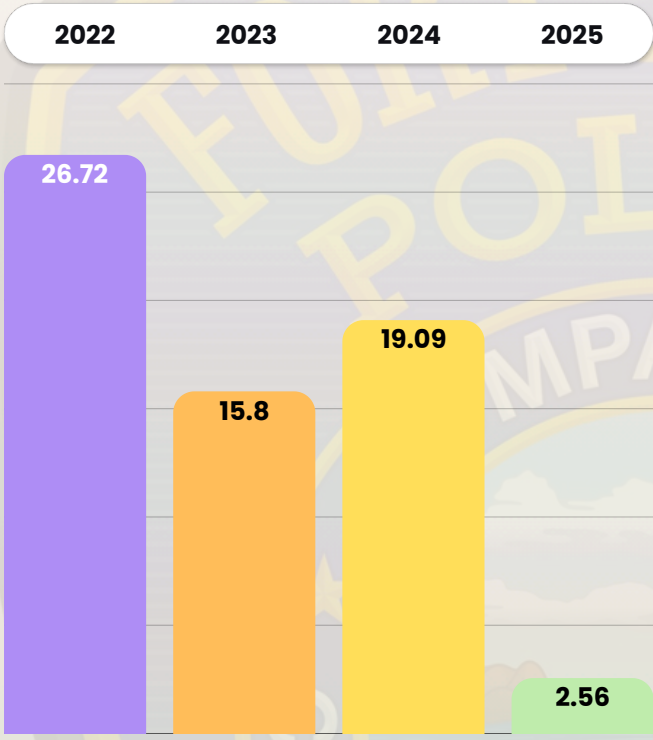
### Graffiti / Gang Tagging

2023 2024 2025

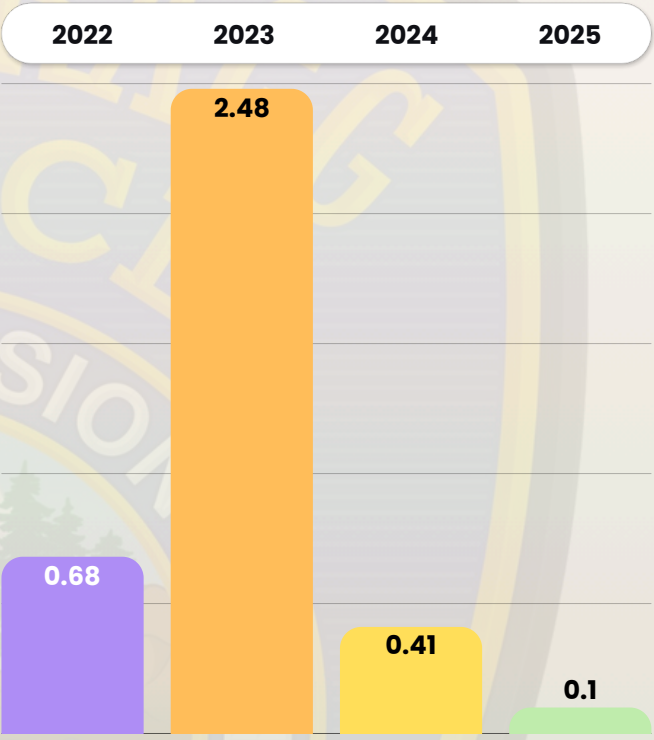


# OVER THE YEARS DRUGS CONFISCATED

## Methamphetamine (oz)



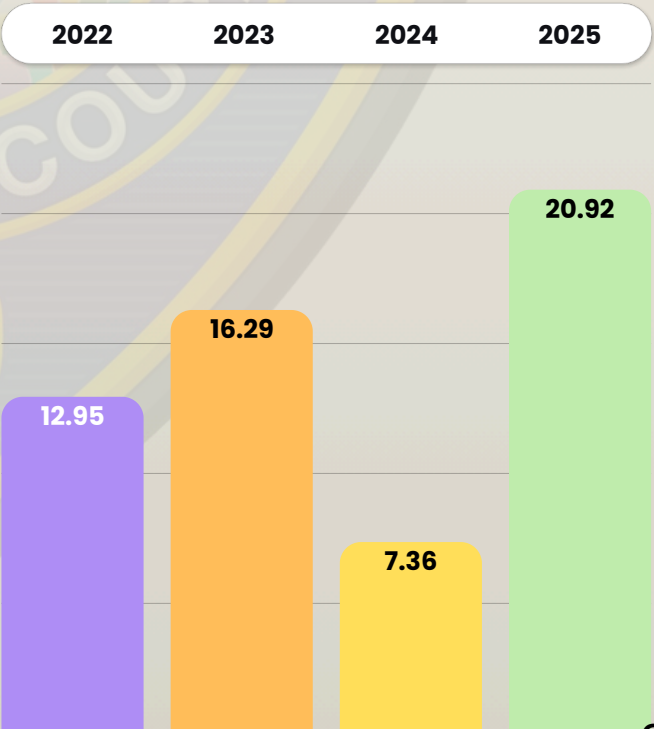
## Coaine (oz.)



## Fentanyl (oz.)

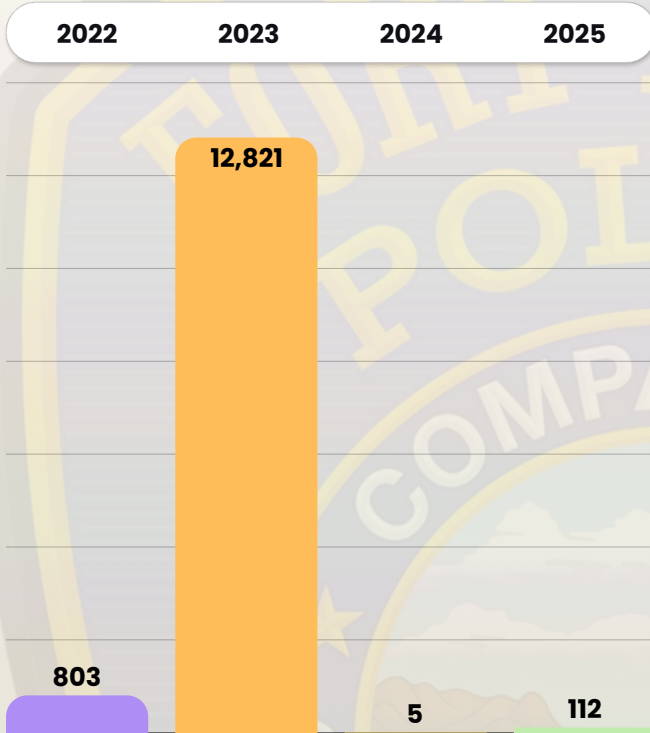


## Marijuana (lbs.)

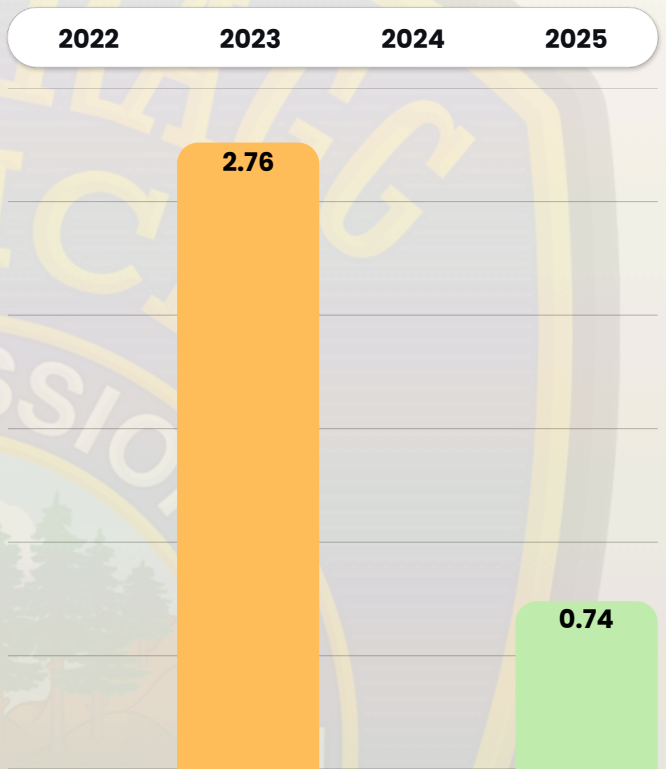


# OVER THE YEARS DRUGS CONFISCATED

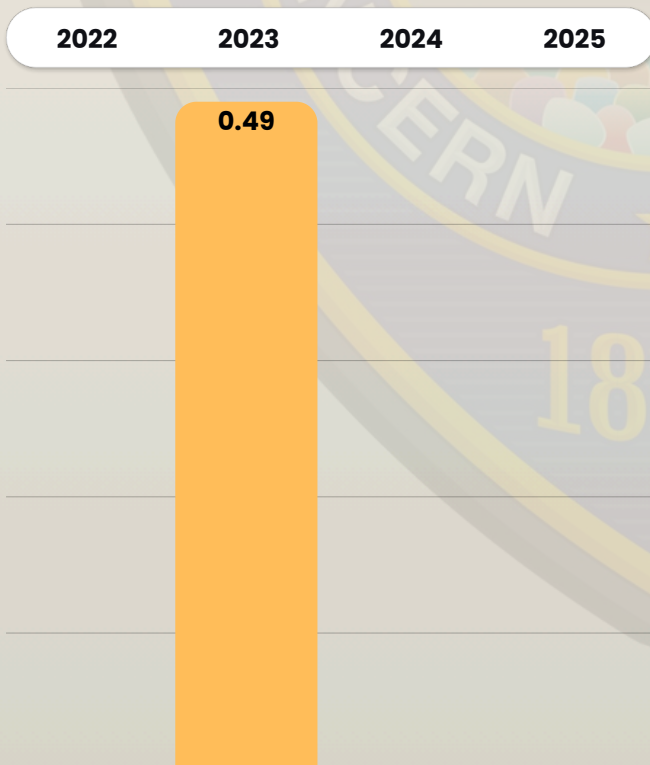
## Misc. Pills



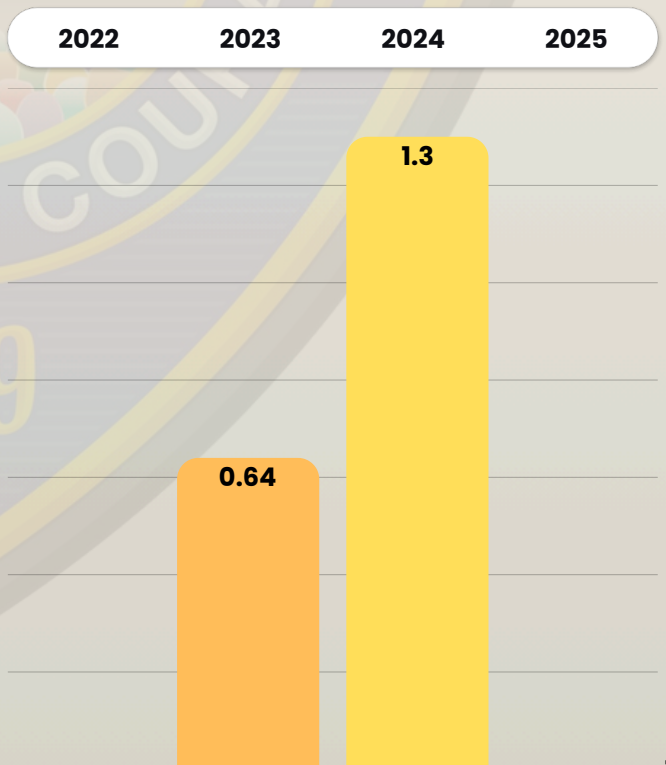
## Psilocybin (oz.)



## Heroin (oz.)

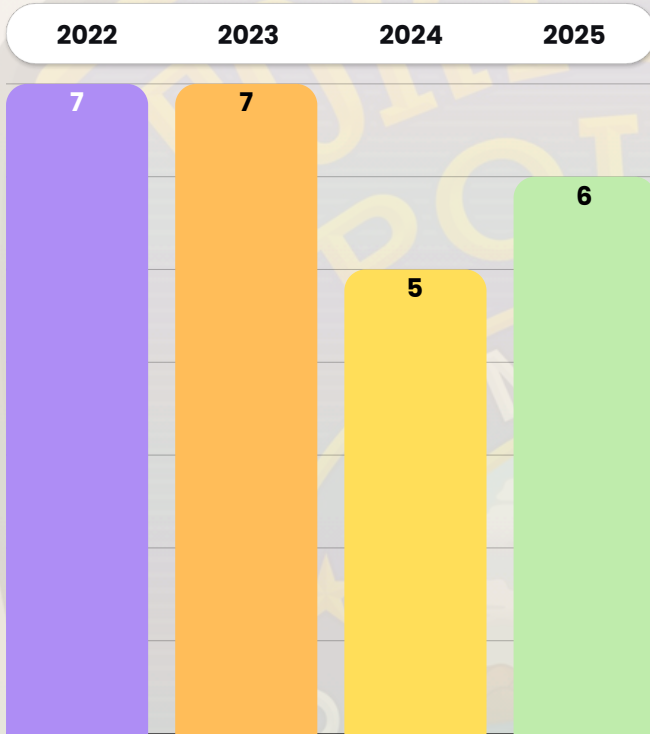


## Misc. Drugs (oz.)

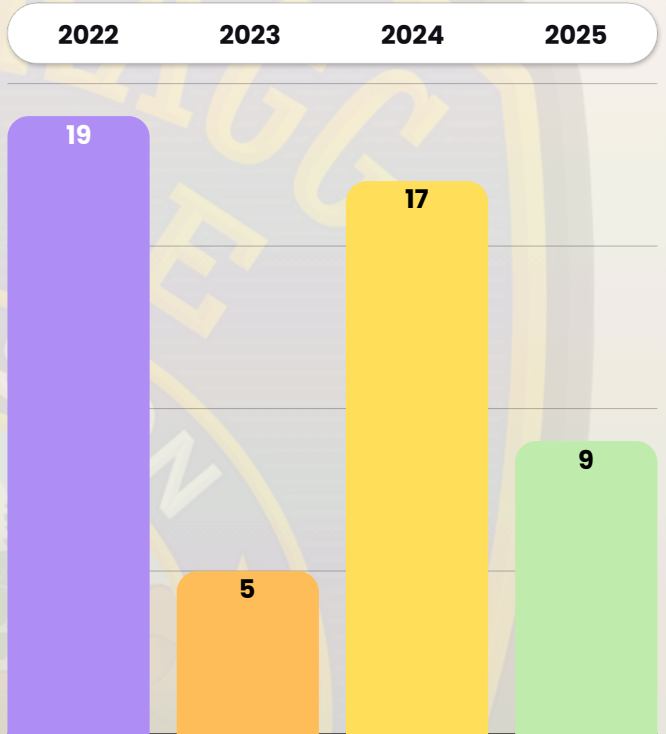


# OVER THE YEARS FIREARMS

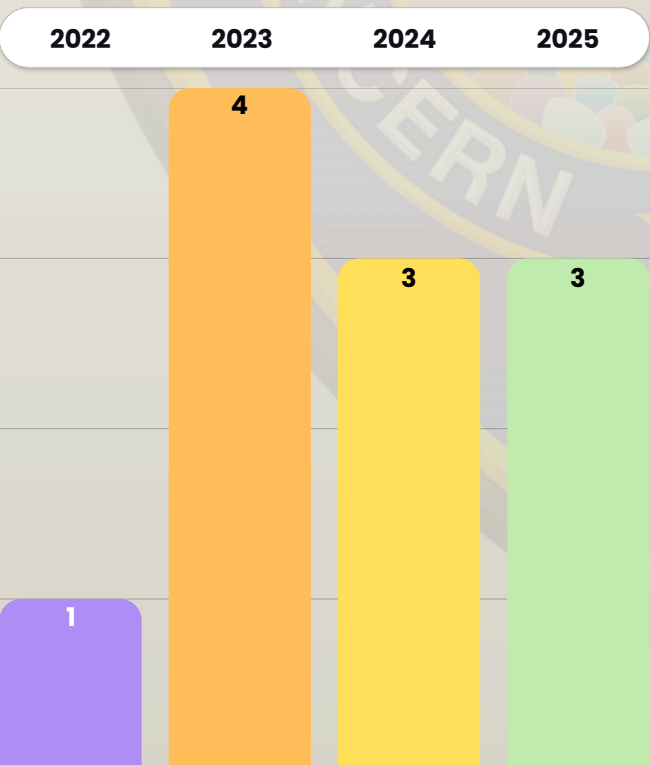
## Safekeeping



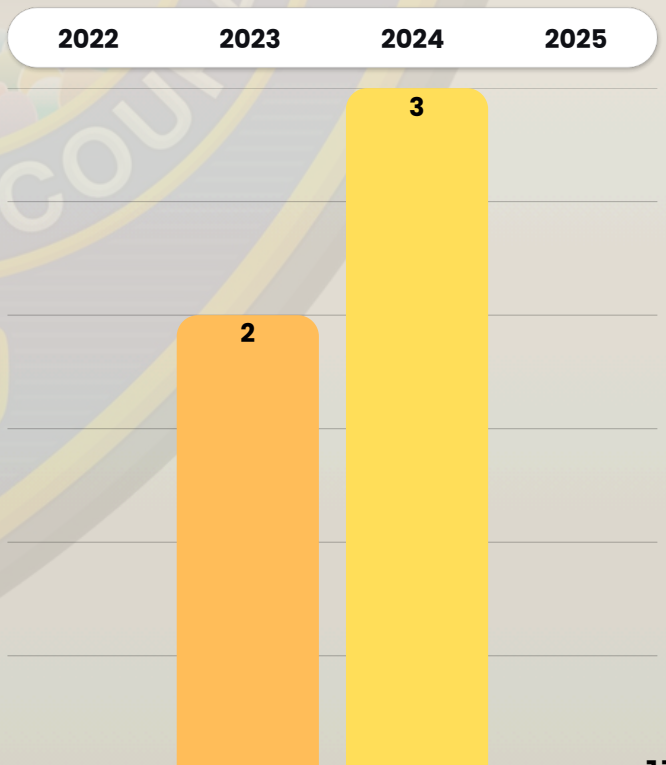
## Evidence



## Found



## Stolen



# PATROL DIVISION

## COMMANDER JONATHAN McLAUGHLIN

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The Patrol Division consists of sixteen sworn officers who respond to emergency and non-emergency calls 24 hours a day. When fully staffed, the city is patrolled by two officers and one sergeant at all times.

Due to the size of our Department, the Patrol Division does not maintain many of the dedicated specialized units commonly found in larger agencies. Instead, patrol personnel receive broad and comprehensive training to ensure they are fully prepared to respond to a wide range of calls for service and conduct investigations effectively and professionally.

While the Department does not utilize designated specialty assignments, the strength of a small and dedicated team allows the Patrol Division to adapt quickly by implementing procedural improvements and adjusting training to enhance service delivery. From animal control-related calls and driving under the influence investigations to complex narcotics sales and violent crime cases, Patrol officers are trained to provide high-quality service to meet the needs of the community.

In 2025, The department was able to continue to staff the School Resource Officer Position and staff a position with the Mendocino County Major Crimes Task Force ensuring our community receives the professional public service and level of safety it deserves.



# SERGEANTS



**SERGEANT  
JONATHAN MCLAUGHLIN**

Promoted to Commander  
in September 2025



**SERGEANT  
ANTHONY WELTER**



**SERGEANT  
PADRAIC FERRIS**



**SERGEANT  
JAROD FRANK**

# OFFICERS



**OFFICER  
RORY BEAK**



**OFFICER  
ANTOINETTE MOORE**



**OFFICER  
TYLER BAKER**



**OFFICER  
DAVID FRANCO**



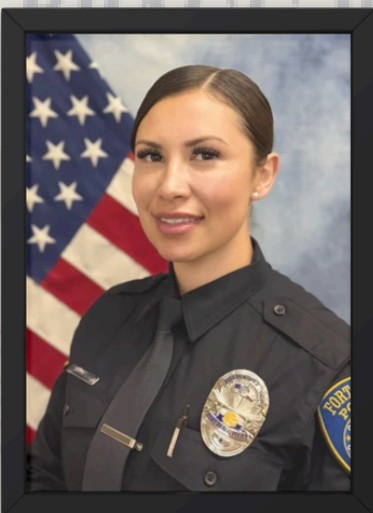
**OFFICER  
HUMBERTO ARELLANO**



**OFFICER  
GADGE FARRIS**



**OFFICER  
AMANDA PACHECO**



**OFFICER  
KEYONA MARTINEZ**



**OFFICER  
LOGAN JAMES**

# SPECIAL ASSIGNMENTS

## SCHOOL RESOURCE OFFICER RORY BEAK

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Officer Beak serves as the School Resource Officer (SRO) for the Fort Bragg Police Department, working closely with local schools to support a safe and positive learning environment. In this role, he is a consistent and approachable presence on campus, building strong relationships with students, staff, and families. His focus is not only on safety but also on mentorship, guidance, and fostering trust within the school community.



## TASK FORCE OFFICER TYLER BAKER

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Officer Tyler Baker serves as the Task Force Officer (TFO) for the Mendocino Major Crimes Task Force, operating as part of a multi-agency collaboration dedicated to investigating complex and high-level criminal activity. In this role, Officer Baker works alongside federal, state, and local partners, applying specialized training and investigative techniques to support long-term, detail-oriented cases that often extend across jurisdictions throughout the Mendocino Coast. While primarily assigned to the Fort Bragg Police Department, Officer Baker's work supports cases that impact the broader Mendocino County region.



# PROFESSIONAL STANDARDS & TRAINING

## SPECIAL INVESTIGATOR WESLEY RAFANAN

Under general direction of the Chief of Police, Special Investigator Rafanan performs complex criminal, internal, administrative and confidential investigations; manages, directs and conducts department training; relays information to general public, news media, other law enforcement agencies, public and private sector entities; manages enforcement activities in support of the City's local code enforcement program; enforces federal, state, county and city ordinances, codes and laws; completes other duties as assigned.



### City Backgrounds:

- 2 Waste Water
- 1 Internet Director
- 1 Admin Assistant

### Admin Investigations:

- 2 PD Admin Investigations
- 1 City Admin Investigation



### PD Backgrounds & Investigations:

- 1 Officer Background
- 3 Officer Candidate Backgrounds
- 2 Transport Officer Backgrounds
- Closed 1 2019 Missing Person's Cold Case

# ADMINISTRATION

## **Administrative Analyst & Records Supervisor Lesley Bryant**



The Administrative Analyst serves as the Custodian of Records for the Police Department, overseeing all record-keeping functions. In addition, they manage human resources operations within the Police Department and coordinate human services functions with the City of Fort Bragg. The Analyst also acts as the primary point of contact with the Department of Justice for sex offender and arson registrants, coordinates state and federal crime report filings, and administers employee training and security updates related to access to Department of Justice Systems.

## **Administrative Assistant & Property and Evidence Laura Godinez**



The Administrative Assistant is responsible for overseeing the Property and Evidence room, ensuring that all arrestee property and evidence are properly documented and securely stored. Once ownership is verified, property and evidence are released upon completion of documentation. Certain items, including firearms, require approval from the Department of Justice prior to release. The Administrative Assistant ensures that all legal and procedural requirements are meticulously followed before the release of some items.

## **Part-Time Administrative Assistant Misha Morandi**



The Part-Time Administrative Assistant supports the Police Department's daily operations by providing fingerprinting and LiveScan services, managing invoicing and payment tracking, and assisting with a variety of clerical and administrative functions. In addition, they support front office operations and help ensure efficient and responsive service to the public.

# CARE RESPONSE UNIT

 (707)961-2800 EXT. 6
  [CRU@FORTBRAGGCA.GOV](mailto:CRU@FORTBRAGGCA.GOV)
 [WWW.FORTBRAGGCRU.ORG](http://WWW.FORTBRAGGCRU.ORG)

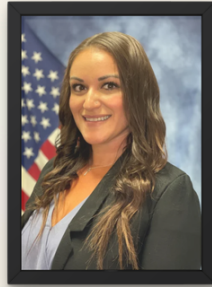
Launched in 2022 as part of a Behavioral Health Justice Intervention Services grant administered by Advocates for Human Potential, Inc., CRU was created to provide officers with an essential tool for assisting individuals during their most difficult times. The unit's mission is to reduce law enforcement contacts for persons experiencing homelessness, mental health conditions and/or substance use disorders.



POLICE CAPTAIN AND PROGRAM ADMINISTRATOR  
**THOMAS O'NEAL**



SOCIAL SERVICE LIAISON  
**HANNAH NANEZ**



SOCIAL SERVICE LIAISON  
**JANETTE ORNELAS**



SOCIAL SERVICE LIAISON  
**MELISSA JOHNSON**



SOCIAL SERVICE LIAISON  
**DANIELA AGUIRRE**



PART - TIME GRANTS ANALYST  
**JENNIFER PONTS**

## ADDITIONAL PROGRAMS OPERATED THROUGH CRU



## SERVICES AVAILABLE



# CARE RESPONSE UNIT

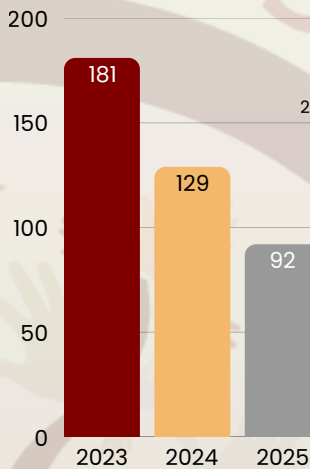


## MENDOCINO COUNTY GRAND JURY REPORT

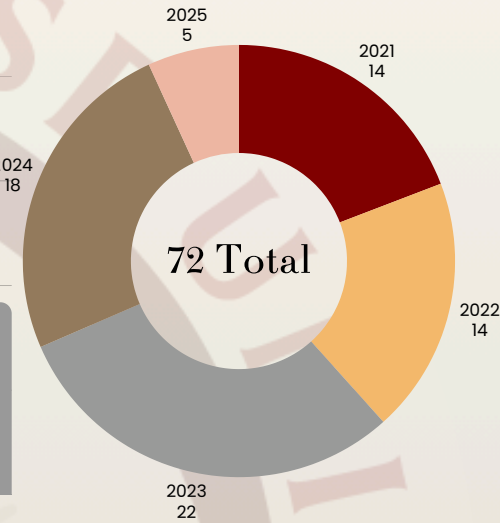
**71 INDIVIDUALS  
ASSISTED INTO REHAB**

In 2024, the Mendocino County Grand Jury examined the Care Response Unit program based on Dr. Marbut's 2018 report on homelessness in Mendocino County, "Homelessness a County-Wide Issue." The Grand Jury requested CRU to provide a report to the Fort Bragg City Council with data that demonstrates the strengths and weaknesses of the CRU program. A response from both the City of Fort Bragg City Council and the Fort Bragg Police Department can be found online.

Number of Homeless Arrests



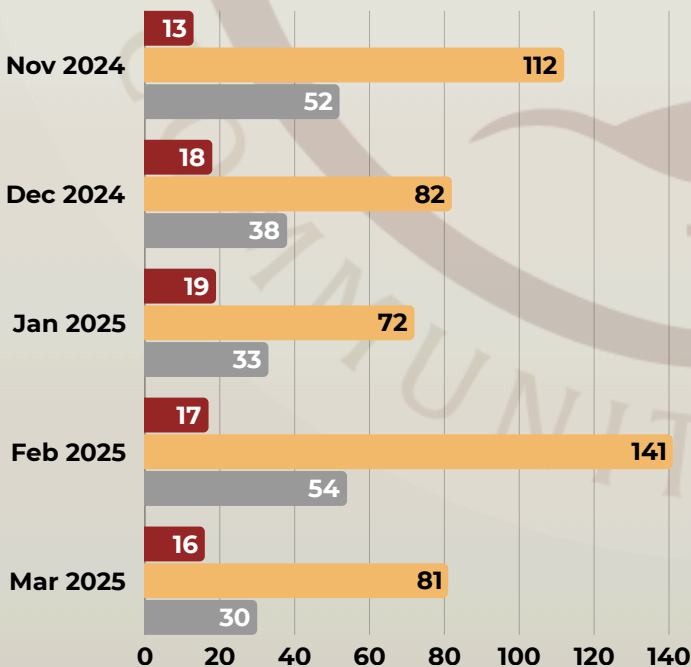
Homeward Bound



## EXTREME WEATHER SHELTER PROGRAM



- Number of Nights Open
- Number of Rooms Used
- Number of Unique Individuals



This winter marked the third season of the Fort Bragg Police Department Care Response Unit operating the Extreme Weather Shelter (EWS), and the second year the program has been supported by funding from Mendocino County and California's Homeless Housing, Assistance, and Prevention (HHAP) grant. During the 2024–2025 EWS season, Fort Bragg faced an unusually cold and wet winter.

- The city recorded 31 nights with temperatures below 40°F
- Total rainfall exceeded 42 inches

For comparison, typical averages in Fort Bragg from November through March include 34 inches of rain and only 18 nights below 40°F, based on the 2023–2024 EWS season.

Due to harsher weather, the EWS was open 83 nights and provided shelter to 107 unique individuals. In total, 644 hotel room nights were issued. Despite this significant increase in utilization, the program generated only 8 calls for police service at the hotel. Overall, this represents:

- An 8% increase in nights the shelter was open
- A 105% increase in total hotel room nights provided, compared to the 2023–2024 season

# CARE RESPONSE UNIT

## PROPOSITION 47 - SAFE NEIGHBORHOOD & SCHOOLS ACT

**Aimed at Reducing Recidivism for Non-Violent Low-Level Crimes  
By Addressing Mental Health Conditions & Substance Use Disorders**



Risk and needs assessments conducted at intake, combined with individualized case plans, will support evaluation of client engagement in services designed to prevent re-offense. These tools will also help assess the alignment between client needs and the services provided.

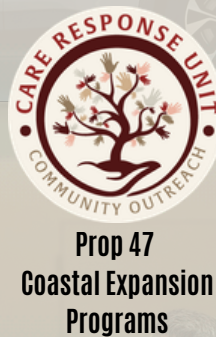
In 2023, approximately 14% of FBPD calls were related to mental health crises, with a similar percentage resulting in arrests. Through the deployment of CRU resources, many of these situations are now addressed without arrest.

The program has already demonstrated effectiveness in reducing criminal justice involvement, with several documented cases of clients transitioning from frequent police contacts and multiple involuntary psychiatric holds to sustained periods of stability without further law enforcement interaction.

With Prop 47 funding, the program will expand its collaboration with MCSO to reach more individuals at-risk of recidivism, further enhancing public safety and supporting long-term recovery and community reintegration.

### HOUSING PROGRAM CRITERIA

- Already graduating and/or willing to complete a mental health and/or substance use disorder treatment program
- Prior involvement with law enforcement, such as law enforcement contact, prior arrests, convictions, or on Probation



CRU uses Prop 47 funding to provide six transitional housing beds through Mendocino Coast Hospitality Center for individuals leaving treatment, incarceration, or mental health care.

- Outreach & Case Management
- Employment Support
- Connection to Inpatient/Outpatient Providers

CRU funds housing placements that is operated by MCHC :

1 Respite Bed

- Used for short-term housing prior to treatment

6 Traditional Housing Beds

- Used for re-entry stabilization to support the transition back into the community, structured in 6-month increments

Partnership with the Mendocino County Sheriff's Office, covering coastal areas from Point Arena to Westport to expand CRU services throughout the remaining coastal region.

MCSO provides referrals and, when needed, accompanies staff when meeting individuals for services.

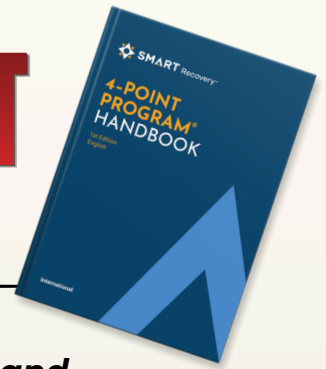
Local Advisory Committee is made up of diverse stakeholders and advises on the planning, implementation, and oversight of Prop 47 program.

**Our Proposition 47 program supports local efforts to reduce recidivism and improve outcomes by investing in community-based services, including housing, treatment, and case management. As part of this approach, the Transitional Housing Program provides short-term, stable housing for individuals reentering the community or experiencing housing instability, helping them build a foundation for long-term success. By connecting participants with supportive services such as behavioral health care, employment assistance, and case management, the program promotes stability, reduces justice system involvement, and supports pathways toward self-sufficiency.**



# CARE RESPONSE UNIT

## PROJECT RIGHT NOW



### MISSION

*Deliver immediate care, early intervention, prevention, and education for youth and their support systems.*

### PRN OVERVIEW

Project Right Now (PRN) was established through the California Youth Opioid Response (YOR) Grant to address the growing opioid and substance use crisis among youth. The program focuses on individuals ages 16–24 who are experiencing or are at risk of substance use disorders (SUD).

PRN delivers services directly to youth in environments where they feel most comfortable at home, on school campuses, and within the community. By taking a flexible, youth-centered approach, PRN connects participants to critical resources and support systems in real time.



### SCHOOL-BASED PARTNERSHIPS

PRN has established formal agreements with four local educational institutions, providing on-site Substance Use Disorder (SUD) supportive services and resources. These partnerships ensure students have consistent, accessible support within their school communities.



### CORE SERVICES

- Outreach and case management
- Mental health and recovery support
- Court system navigation and alternatives to incarceration
- Early prevention and intervention services

### EXPANDING SERVICES

- SMART Recovery groups to build healthy coping skills
- Individualized care plans for each participant
- On-site support through a rotating SUD Coordinator
- Increased stigma reduction efforts in schools



# NEW IN 2025 ELECTRIC VEHICLES

In the fall of 2022, the Fort Bragg Police Department made a forward-looking commitment to transition its patrol fleet to electric vehicles, positioning the agency as a leader in sustainable public safety operations along California's North Coast. With support from a USDA grant, the department was able to expand its initial plans—replacing traditional gasoline vehicles with four 2023 Ford F-150 Lightning Pro SSVs. This shift marked a significant investment in both environmental responsibility and operational efficiency, with vehicles well-suited to Fort Bragg's rugged coastal terrain, offering four-wheel drive capability, high ground clearance, and modern performance features.

To support the transition, the department partnered with PG&E's Fleet Program to install critical charging infrastructure at the police station, including two Level 3 and two Level 2 chargers. While awaiting full installation due to supply chain delays, officers utilized interim charging solutions and quickly adapted to integrating vehicle charging into their daily routines. The ability to charge vehicles on-site during report writing or shift transitions has improved efficiency by reducing time spent fueling off-site, allowing officers to remain more available to serve the community.

As part of this milestone, the City of Fort Bragg hosted a ribbon cutting ceremony to celebrate the department's transition toward an all-electric patrol fleet. The event recognized the collaboration between the City, utility partners, and department leadership, as well as the broader community support that made the initiative possible. It also highlighted the department's ongoing commitment to innovation, sustainability, and responsible stewardship of public resources.



# NEW FACES IN 2025



Eric Swift joined the City of Fort Bragg as Interim Chief of Police on October 1, 2025, bringing more than 20 years of law enforcement leadership experience, including service in Clarke County, Napa County, and Santa Rosa. During his time as Interim Chief, he provided steady and thoughtful leadership throughout a period of transition, reinforcing the department's commitment to community-based policing, transparency, and accountability. He also prioritized officer training, organizational development, and support for both sworn and professional staff, helping to maintain continuity in operations while continuing to build trust within the community.

Following a comprehensive and community-centered recruitment process, Chief Swift was appointed as the City's permanent Chief of Police effective December 1, 2025. The selection process included a Town Hall meeting, community survey, multiple interview panels, and a public meet-and-greet with finalists, allowing residents, local partners, and department personnel to provide meaningful input. Chief Swift's appointment reflects both his leadership experience and his alignment with the community's priorities. Under his leadership, the Fort Bragg Police Department continues to focus on strengthening relationships, modernizing practices, supporting its workforce, and delivering fair, professional, and responsive public safety services to the Fort Bragg community.



# NEW FACES IN 2025



## **Officer Logan James**

In September 2025, Officer James was officially sworn in with the Fort Bragg Police Department following his successful graduation from the Butte College Law Enforcement Academy. As the first in his family to pursue a career in law enforcement, Officer James brings a strong foundation of personal values and a commitment to service. His dedication reflects the principles and standards essential to serving and protecting the Fort Bragg community.



## **Daniela Aguirre - Social Services Liaison**

Daniela Aguirre joined Project Right Now in July 2025. A Fort Bragg native, she brings strong local insight and a commitment to supporting youth and young adults. Through her work, she helps advance the program's mission to address substance use by expanding access to prevention, early intervention, and recovery support, while strengthening connections between local schools, service providers, and community partners.



## **Misha Morandi - Administrative Assistant**

Misha Morandi joined the Fort Bragg Police Department in September 2025 as a member of the administrative team. A proud Mendocino Coast local, she supports daily operations by conducting fingerprinting and LiveScan services while assisting the front office with a range of clerical and administrative tasks. Her contributions have strengthened the department's ability to provide efficient and responsive service to the community.

# PROMOTIONS IN 2025

## COMMANDER JONATHAN McLAUGHLIN

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Jonathan McLaughlin began his career with the department in 2004 as a Police Cadet. In 2005, he was hired as a part-time Police Services Technician, and in January 2006, he transitioned into a full-time role as a Community Services Officer. In that position, he performed a wide range of public safety and community service duties, including prisoner transport, abandoned vehicle abatement, and animal control services, while gaining valuable experience working closely with both department staff and members of the community.



In May 2008, Jonathan graduated from the Santa Rosa Junior College Public Safety Academy and was sworn in as a Police Officer with the City of Fort Bragg. As a patrol officer, he served in a variety of assignments and developed extensive experience in patrol operations, investigations, community engagement, and emergency response. Throughout his career, he has consistently demonstrated strong leadership, professionalism, and a commitment to public service.

In 2015, Jonathan was promoted to the rank of Sergeant, where he supervised patrol shifts, mentored officers, coordinated training efforts, and managed a variety of departmental projects and initiatives. His leadership and dedication to the department led to his promotion to Commander in 2025. In his current role, he oversees patrol operations, supervises personnel, and continues to manage important department programs and projects that support both the organization and the community.

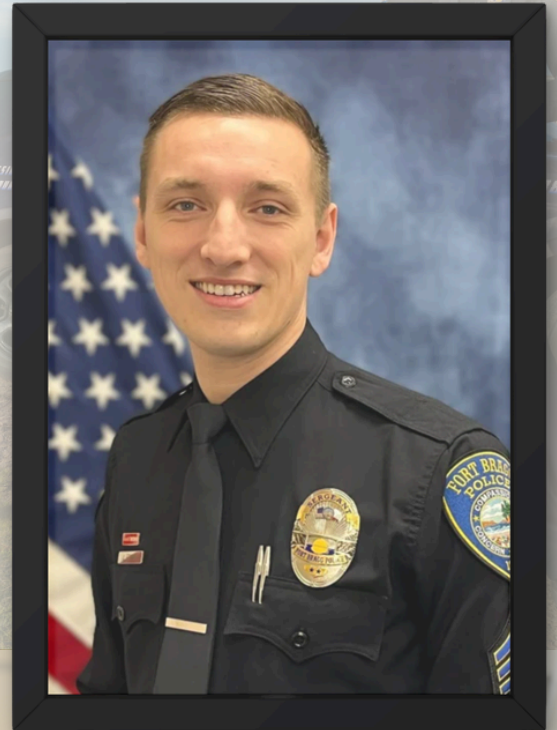
Over the course of more than 20 years of service, Jonathan has held several specialty assignments within the department and remains dedicated to continuing the department's mission of professional service, public safety, and community partnership for the residents of Fort Bragg.

# PROMOTIONS IN 2025

## SERGEANT JAROD FRANK

In January OF 2025, Officer Jarod Frank was sworn as a sergeant with the Fort Bragg Police Department. As the first in his family to pursue a career in law enforcement, Officer Frank brings a strong foundation of personal values and a commitment to his service.

Sergeant Frank led the department, and played a key role in advancing efforts in areas like search warrants and criminal street gang investigations. He was also responsible for nearly 20% of all illegal firearms recovered by the department last year.



In one critical incident, a Sergeant Frank was involved in a struggle with an armed suspect. Thanks to Sergeant Frank's quick and decisive actions, the suspect was stopped before the weapon could be used—preventing serious harm to everyone on scene.

In 2025 Deputy District Attorney Eloise Kelsey, selected Sergeant Frank to become the Mendocino Coast Certified Hispanic Criminal Street Gang Expert where he served as an expert witness in various criminal gang investigations and trained his colleagues in gang identification and criminal investigations.

Sergeant Frank's dedication to the City of Fort Bragg and the Mendocino Coast reflects the very best of our department. Having successfully completed his probationary period as Sergeant, he has demonstrated the leadership, professionalism, and sound judgment essential to the role. His continued commitment to public safety strengthens our community and sets a standard for others to follow. We are proud to recognize his service and the meaningful impact he made each day in keeping our community safe.

# 2025 MADD AWARDS

**SERGEANT JAROD FRANK**

**OFFICER ANTOINETTE MOORE**

In 2025, Sergeant Jarod Frank and Officer Antoinette Moore were presented with the Mothers Against Drunk Driving Northern California (MADD) award in Sacramento, CA.

Every year, MADD honors law enforcement for the number of impaired driving arrests made annually, along with the first responders, prosecutors, probation officer, and MADD volunteers for their life-saving efforts. Those who investigate and arrest at a minimum of 25 individuals for driving under the influence of alcohol or drugs over the course of the previous year, are awarded a 23152 pin, representing the California Vehicle Code for DUI.

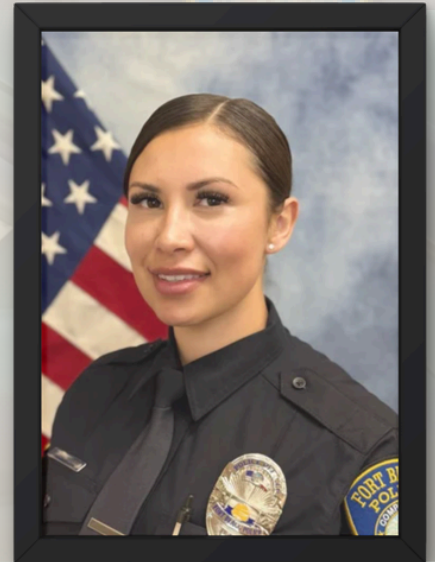
Combined, these officers arrested 71 drivers in 2024, who were determined to be operating a motor vehicle while under the influence of alcohol. This is a powerful reminder of the critical role our officers hold in preventing tragedies before they happen.



# GRADUATED IN 2025



Officer Amanda Pacheco graduated from the FTO Program in April 2025



Officer Keyona Martinez graduated from the FTO Program in September 2025



Officer Logan James graduated from the FTO Program in December 2025

# RETIRED IN 2025



Chief Cervenka joined the Fort Bragg Police Department in 2022 with a clear vision to modernize the agency, strengthen community trust, and invest in the professional growth of its officers. During his tenure, he led significant advancements across the department, including modernization of the patrol fleet, enhancements to training and policies, expanded support for employee wellness, and the establishment of the Social Services Unit, which has since served as a model for other agencies.

Chief Cervenka retired in 2025 following a distinguished 32-year career in uniform, including 25 years in law enforcement and prior service in the United States Air Force. His leadership left a lasting impact not only within the department, but throughout the Fort Bragg community. The City extends its sincere gratitude for his dedicated service and recognizes the meaningful legacy he leaves behind.

# NATIONAL NIGHT OUT



National Night Out is an annual community event hosted by the Fort Bragg Police Department in collaboration with local law enforcement agencies, fire personnel, first responders, and community partners. Observed each year on the first Tuesday in August, National Night Out is designed to strengthen relationships between neighbors and law enforcement, foster a stronger sense of community, and promote neighborhood safety through positive engagement and collaboration.

The event provides an opportunity for youth and community members to interact with first responders in a welcoming and family-friendly environment while learning about local resources, safety programs, and community services. Through games, demonstrations, outreach booths, and interactive activities, National Night Out encourages meaningful connections between public safety personnel and the community, helping build trust, communication, and a shared commitment to keeping the Mendocino Coast safe and connected.



# COMMUNITY INVOLVEMENT



SRO Beak at Walk & Roll to School Day



Sgt. Frank and Ofc. Pacheco on foot patrol



Commander McLaughlin at Police Activities League Fishing Clinic



Captain O'Neal presenting Emergency Management at Fort Bragg Senior Center



Ofc. Arellano leading the Special Olympics Torch Run



SSL Nanez providing encampment outreach



Captain O'Neal, District Supervisor Norvell, Sgt. Frank, Ofc. Pacheco and CRU assisting encampment outreach



Chief Swift, Commander McLaughlin, CRU and Captain O'Neal at Trunk or Treat



SSL Aguirre providing SMART Recovery Support Groups at Noyo High

# 2025 ANNUAL AWARDS



**Distinguished Service Award**  
Captain Thomas O'Neal



**Chief's Award**  
Sergeant Jarod Frank



**Life Saving Award**  
Officer Antoinette Moore



**Officer of the Year &  
Distinguished Service Award**  
Sergeant Jonathan McLaughlin



**Distinguished Service Award**  
SRO Rory Beak



**Professional Staff of the Year**  
Social Services Liaison  
Janette Ornelas



**Award of Excellence**  
Lesley Bryant & Laura Godinez



## MISSION STATEMENT

The Fort Bragg Police Department will show concern for our community, have compassion for those we serve, and exemplify courage to do the right thing.

## MOTTO

Concern. Compassion. Courage.





# City of Fort Bragg

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Fort Bragg, CA 95437  
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## Text File

**File Number: 26-246**

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**Agenda Date:** 5/26/2026

**Version:** 1

**Status:** Business

**In Control:** City Council

**File Type:** Staff Report

**Agenda Number:** 8C.

2026 2nd Annual Blues Festival: Presentation, Recap, and Community Impact

# Fort Bragg Blues Festival 2026 - A Celebration of Music, Community & Economic Impact



# FORT BRAGG BLUES





# Two Years In — And We're Just Getting Started

## Year 1

Near total sell-out — a debut that proved Fort Bragg was ready for a world-class blues festival

## 69.67% Revenue Growth

Ticket sales surged from \$46,380 to \$78,692 in Year 2

## 75% Sell-Out Rate

Across an expanded, multi-venue calendar including the Skunk Train kick-off and Whiskey & Blues Seafood Dinner

# 2025 vs 2026 Financial Summary

## 2025

- Ticket Sales - \$46,476
- Total Revenue - \$68,893
- City Contribution - \$20K
- Other Sponsorship Dollars - \$1,200
- Net Profit - \$19,500 (parlayed into 2026 festival)

## 2026

- Ticket Sales - \$80,600
- Total Revenue - \$132,000
- City Contribution - \$13,250
- Other Sponsorship Dollars - \$14,250
- Net Profit - \$7,010

# Major Expenditures

## Infrastructure: \$72,00

- Equipment Rentals
- Sound & Lighting
- Event Production
- Other

## Musicians: \$30,500

- 12 Bands
- Greenroom/Hospitality
- Other

## Marketing: \$11,500

- Signage & Banners
- Social Media/Content Creation
- Paid Advertising
- Digital Festival Program Guide
- Postcards, Flyers, Posters
- Other

# A Festival Across Fort Bragg



## 12 Live Performances

Across multiple venues — from intimate indoor stages to Glen Blair Bar to the open-air festival tent at Noyo Headlands Park — the festival transforms Fort Bragg into a living music destination.

### Skunk Train Kick-Off

A Prohibition-themed evening through the redwoods — a one-of-a-kind Fort Bragg experience impossible to replicate anywhere else

### Whiskey & Blues Seafood Dinner

At Noyo Harbor Inn — pairing world-class cuisine with live music for an unforgettable evening on the water

## 2026 Growth & Expansion:

-9 performances in 2025 vs 12 performances in 2026.

-Bigger, more well-known musicians.

-Larger venues = greater capacity.

- -Free Community Concert at Bainbridge Park - more than doubled capacity over 2025.
- -Whiskey & Blues Dinner in February to gain marketing attention and attract sponsors.
- -Roaring 20's Kick-off Event on the Skunk Train bringing people to town 1 day early!
- -Early-bird ticket sales opened in Dec. vs Feb. to allow for longer lead-time for visitors to plan their stay.



## A Weekend That Filled the Town

### Total Attendees

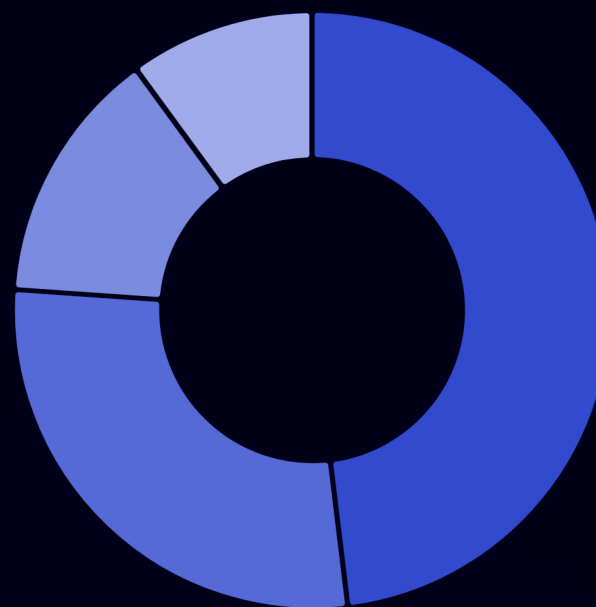
64% traveled from outside the immediate coastal region

### 739 Estimated Room Nights

Generated for Fort Bragg area lodging over the festival weekend

### 2.5 Avg. Nights Stayed

Over 85% of out-of-town visitors stayed 2 to 3 nights



- Local Hotels/Motels · 48.08%
- Short-Term Rentals (Airbnb/VRBO) · 28.02%
- Campgrounds/RV Parks · 13.86%
- Staying with Friends/Family · 10.03%

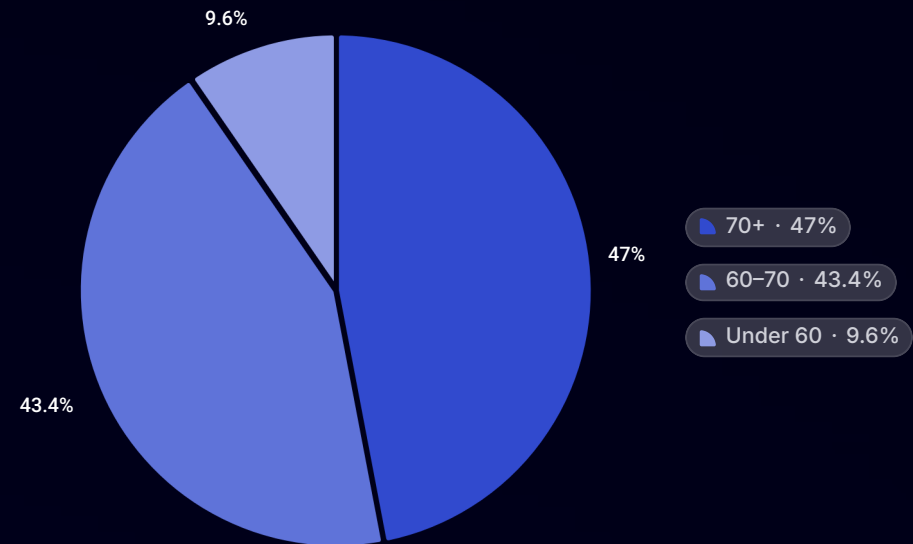


# The Silver Economy Advantage

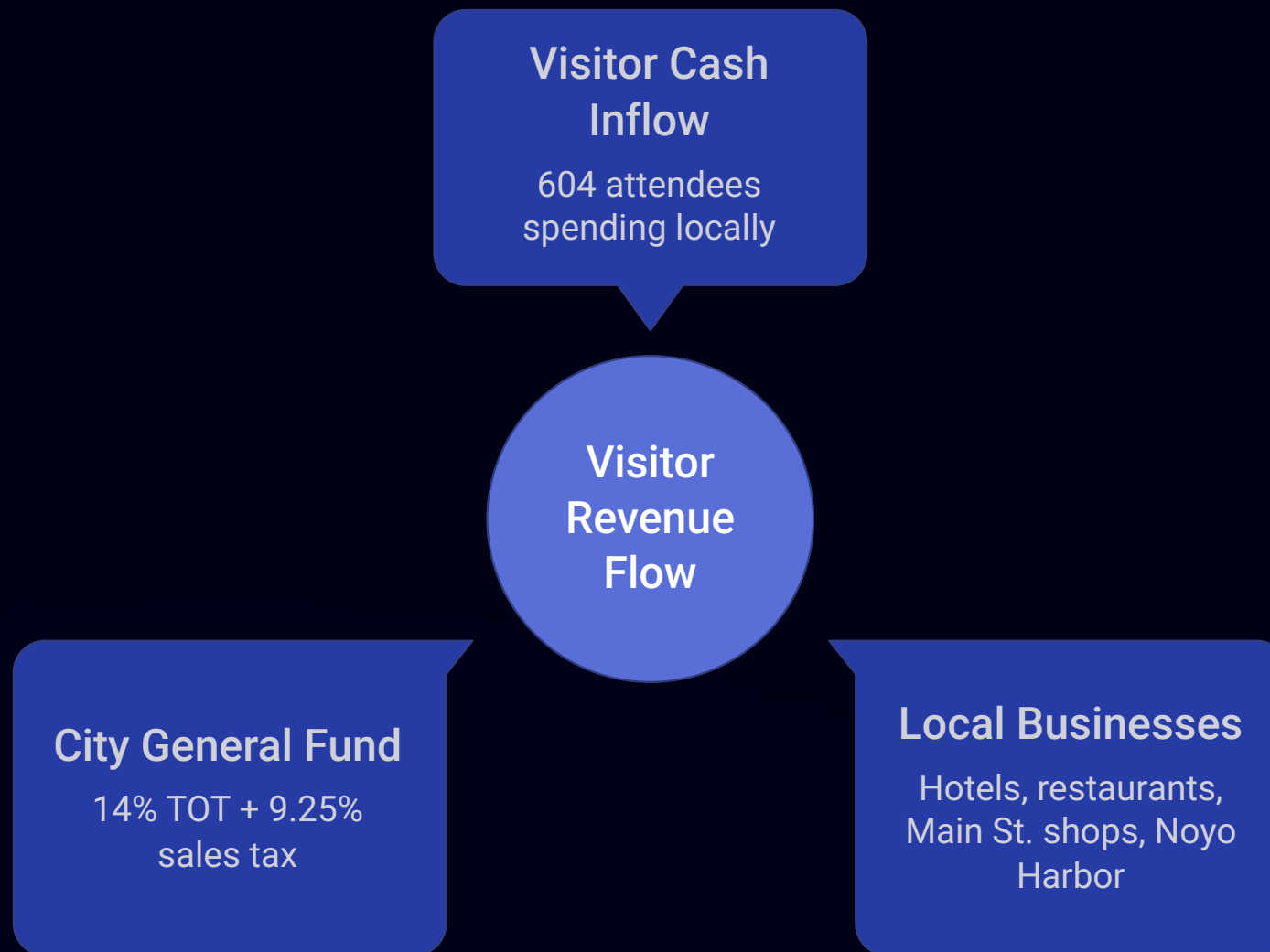
## Who Is Our Audience?

The Fort Bragg Blues Festival attracts one of the most economically powerful tourism demographics in the country – the mature, post-career traveler.

- Stable retirement incomes, fixed pensions, and accumulated disposable capital – uniquely insulated from job-market volatility
- They plan travel around our first-weekend-of-May dates for anniversaries, milestones, and seasonal trips
- Over **90% of attendees** are in the mature 60+ demographic – the most financially stable tourism segment



# How Visitor Dollars Flow Back to Fort Bragg



## 14% TOT "Bed Tax"

A couple booking 3 nights at \$250/night generates \$105 directly into the City General Fund. Multiply that across hundreds of multi-night visitors and the impact is substantial.

## 9.25% Sales Tax

Every meal at Noyo Harbor, every espresso downtown, every souvenir — all captured by local and city tax streams, reinvested directly into Fort Bragg's future.

# Giving Back to the Community

## \$10,700 in Nonprofit Revenue

Distributed to vital local organizations that strengthen the Fort Bragg community year-round

## Beneficiary Organizations

*Mendo Food Network + Flockworks + Gloriana Musical Theatre* — pillars of our local cultural fabric

## Free for All

A free public concert at Harold O. Bainbridge Park brought the blues to every member of the community — no ticket required



# The Music That Moved Us



# A Year-Round PR Campaign, Not Just a 3-Day Event



## A Year-Round PR Campaign, Not Just a 3-Day Event

Major travel and culture publications are already citing the festival as a **highlight of visiting Fort Bragg** – earning coverage in WorldAtlas.com, Blues Festival E-Guide, Mendocino Today.

Regional & local radio on 6+ stations, targeted digital campaigns, physical flyer distribution from Gualala to Westport to Ukiah, and direct person-to-person contact – 85% of the year.

Our audience has become **organic ambassadors** – returning to Fort Bragg as an annual tradition and spreading the word to their networks



### Regional & National Media

Major travel and culture publications are already citing the festival as a **highlight of visiting Fort Bragg** – earning coverage in WorldAtlas.com, Blues Festival E-Guide, Mendocino Today.



### 10 Months of Multichannel Marketing

Regional & local radio on 6+ stations, targeted digital campaigns, physical flyer distribution from Gualala to Westport to Ukiah, and direct person-to-person contact – 85% of the year.



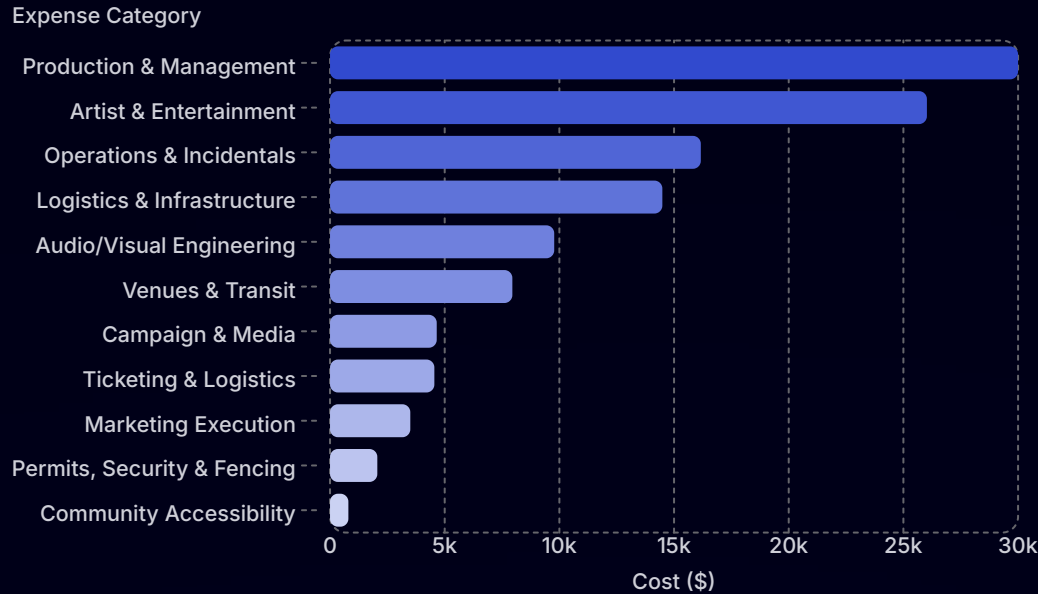
### Passionate Brand Advocates

Our audience has become **organic ambassadors** – returning to Fort Bragg as an annual tradition and spreading the word to their networks

# The Crowd That Came Alive



# Fiscally Responsible: \$132,020 Gross Revenue on \$114,970 in Costs



## A Clean, Positive Balance Sheet

Every dollar managed with strict professional oversight across 10+ operational categories.

### Exceeded Projections

Revenue surpassed forecasts by over **\$6,000** – with a clean positive balance after all operational adjustments

### Sponsor Revenue Growth

Reached **72% of projected sponsor revenue** targets in just year two – strong momentum for year three



# Looking Ahead - The Case for a 5-Year Commitment

## 2027 & Beyond: Building On Our Success with Access to More Dynamic Venues such as Noyo Headlands Park & Bainbridge Park and Greater event Capacity

 A 5-year municipal commitment transforms the Fort Bragg Blues Festival from a promising young event into a permanent fixture on the Northern California cultural calendar.



### Lock In Loyalty

Our 60+ audience plans travel months in advance – they need certainty that the first weekend of May belongs to Fort Bragg. A multi-year commitment converts curious visitors into devoted annual tradition-makers.



### Attract Premium Sponsors & Artists

Multi-year stability signals credibility to corporate partners and national travel publications. Stability unlocks tier-one artist bookings and marquee sponsorship conversations.



### Empower Local Businesses

Main Street and Noyo Harbor can confidently invest in inventory and staffing knowing this economic engine is guaranteed – turning festival weekend into a planned annual revenue peak.





# Fort Bragg's Blues Future Is Bright

The infrastructure is built. The audience is loyal. The economic model works.

1

## Today

69.67% ticket revenue growth, 739 room nights, \$10,700 back to nonprofits

2

## Year 3+

A permanent fixture on the Northern California cultural calendar

3

## The Vision

A year-round engine for Fort Bragg's economic and cultural revitalization — for generations to come



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Receive Presentation on the Tide & Timber Music Festival Concept and Provide Direction for FY 2026-27 Budget Planning