

**Name:** Patrick M. Quan

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

I am eager to contribute and support the community. As a resident of Fort Bragg, I recognize both the challenges and the immense potential of our wonderful town. My professional background in marketing spans various industries, but here in Fort Bragg, my focus is on promoting tourism and enhancing its appeal.

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

Fort Bragg will become the premier vacation destination along California's upper coastline. It will attract individuals living in or visiting California, rivaling other Northern California coastal gems such as Santa Cruz and Monterey. Fort Bragg will serve as the hub of Mendocino County, hosting new festivals, events, and tours that showcase the region's unparalleled offerings.

This growth will stimulate opportunities for tourism-focused businesses, including travel services, accommodations, dining, equipment rentals, spas, and guided tours. Our town's industries will evolve to meet this increased demand, strengthening the local economy and creating a thriving, dynamic community.

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**What are some of your prior board/committee experiences?**

- **CTE Advisory Council – Fort Bragg High School**  
Industry Representative for Business Marketing Technology.
- **Partners in Art, Fresno, CA**  
Introduced underprivileged children to the creation and appreciation of fine art.
- **Central California Rugby Foundation**  
Promoted youth sports and the culture of rugby.
- **Bulldog Rugby Inc.**  
Supported and developed the California State University Fresno men's rugby program.

- **Fresno Arts Council**  
Enriched the community through the arts.
  - **Friends of China Camp**  
Supported the nonprofit that maintains China Camp State Park.
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### **What is your experience and expertise in strategic planning, budgeting, and destination marketing?**

As a partner and CEO of Artisan Marketing Group, I bring nearly two decades of experience in marketing, strategic planning, and budgeting. These skills are essential to my business's continued success and have been integral to my involvement in numerous campaigns designed to boost tourism in various destinations.

On a personal note, I am a descendant of a family that lived and worked in a Chinese fishing village on San Francisco Bay, now a California State Park called China Camp. I have collaborated with Friends of China Camp to promote the park and its brand, further solidifying my understanding of destination marketing.

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### **What does success for this Committee look like to you?**

The era of Fort Bragg as a logging and fishing town has passed. Unlike many communities that struggle after losing key industries, Fort Bragg is blessed with a stunning natural setting. Tourism is the logical next step for generating industry and creating jobs.

Success for this committee involves developing a clear, goal-oriented, and actionable strategy that includes measurable KPIs. Initiatives should balance immediate impact with long-term growth, laying a solid foundation for the future of Fort Bragg's tourism industry. With thoughtful planning and execution, we can establish Fort Bragg as a world-class destination.