



**CITY OF  
FORT BRAGG**

**Fiscal Year**  
**2024**  
**Proposed Budget**



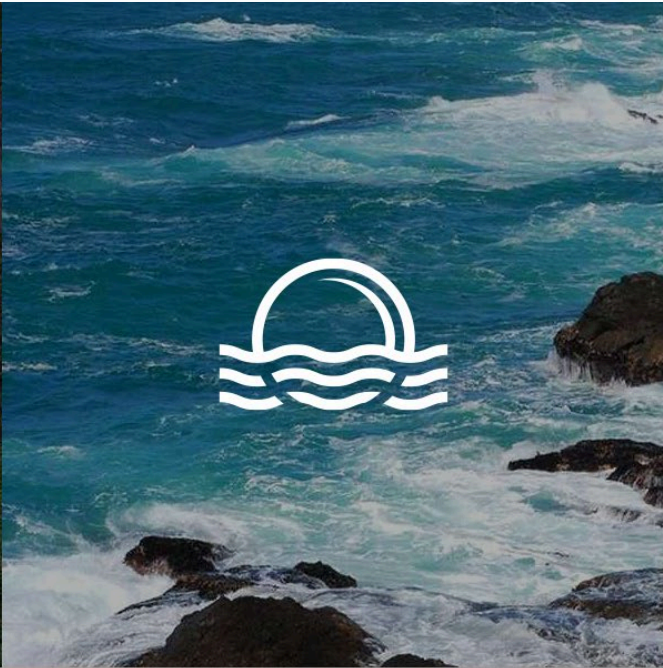
**VISIT FORT BRAGG**

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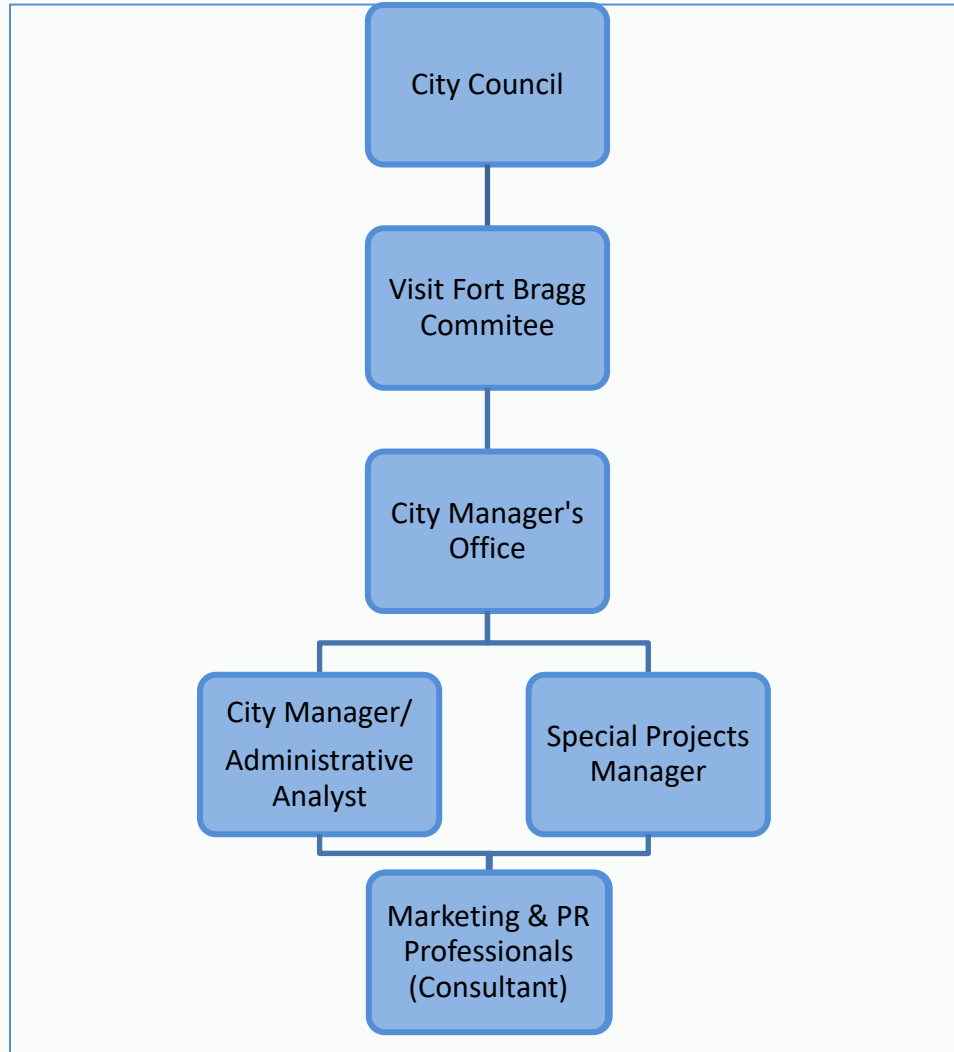


# FORT BRAGG TOURISM MARKETING & PROMOTIONS

*Promote Fort Bragg’s vibrant tourism economy; strengthen the Fort Bragg tourism experience; and Increase Transient Occupancy Tax and Sales tax revenues.*



# FORT BRAGG TOURISM MARKETING & PROMOTIONS



The City Manager's Office will oversee the implementation of Fort Bragg's Visit Fort Bragg/Marketing & Promotion Plan, which is funded from the increased Transient Occupancy Tax (TOT) revenues per the Measures AA and AB. The Marketing & Promotion Plan includes the following primary tasks which have been undertaken through contracts with consultants and partner agencies:

- Branding
- Advertising
- Public Relations & Media Outreach
- Website Development
- Interactive & Social Media Marketing
- Collateral & Visitor Information
- Content Development (word/photo/video)
- Creative Support Visit Fort Bragg Committee Special Events

## **FY 2022/23 ACCOMPLISHMENTS**

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- Increased site traffic and engaged subscribers to social media and e-newsletter through ongoing promotions, including digital campaigns and television reach campaigns.
- Direct merchant support through events and promotions such as Magic Market, Winter Wonderland, Holiday Gift Guide, Whale Fest and Restaurant Week.
- The Great Photo Collection campaign garnered over 400 original entries and increased social following and engagement. Five winners were selected, and all photos were available for marketing purposes.
- Creation and promotion of original website/microsite for Fort Bragg Arts and Culture featuring a wide range of artists along with the creation of the Fort Bragg Alleyway Art Project website. Continued, ongoing creation and promotion of multiple art and culture features and stories.
- Shoulder season video campaign featuring two: 30 TV commercials shot on location in Fort Bragg. The campaign generated over 300,000 impressions, 2,000 hours of video interaction, and an unprecedented 87% online Viewed in Full rate.
- Sacramento Magazine print and newsletter campaign.
- Mendocino Film Festival sponsorship with program and preens at Coast Cinemas.
- Continued creative identity and promotion of key events:
  - Magic Market Holiday Gift Guide, including first-time artist pop-ups
  - Winter Wonderland with extensive local and visitor outreach
  - Whale Fest + Restaurant Week, Beer Fest
- Landing Page: newsletter sign up promotions creates 5,000 subscribers
- Google Display Campaign with 39,000 clicks @ \$0.11/click
- Organic Social unites merchants, restaurants, wineries, and breweries.

## **FY 2023/24 TOP PRIORITIES**

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- Continue to grow to Visit Fort Bragg’s marketing subscriber base on social media and e-newsletter, encouraging visitation and maintaining an affinity for Fort Bragg.
- Continue to support Fort Bragg merchants through directly-measurable marketing promotions that drive engagement and customer traffic.
- Continue to reach and engage with younger audiences in driving distance regions (SF, East & South Bay) outside of Northern Central Valley.
- Currently involved in Social Media restructuring to highlight and differentiate creative brand identity, align social content categories, solidify use of local stories and reels and support robust event promotion.
- Promote and cultivate Fort Bragg’s role in a regional Blue Economy effort with targeted campaigns focused on the marine environment, environment and technology.
- Maintain successful, popular annual promotions such as Photo Collection, Gift Guide, etc., using past years as foundations for increased engagement.
- Develop a mountain biking campaign in partnership with CAL FIRE and Jackson State Demonstration Forest to encourage discovery, visitation and responsible use of state forest.

## BUDGET OVERVIEW

A voter-approved Measure AA in 2016 increased the City’s Transient Occupancy Tax (TOT) with a companion advisory measure (Measure AB), which allocates one-half of the TOT proceeds to Marketing Fort Bragg as a visitor destination. TOT revenue has recorded year-over-year growth since 2017, which is to some degree related to the increase in marketing efforts.

The Marketing and Promotions Budget is \$241K for FY 2024, a 9% increase from budgeting for the July 4<sup>th</sup> Fireworks in the current budget rather than splitting the budgets during two fiscal years. Additionally, the Visit Fort Bragg Committee has a budget increase of \$24K for local events. Professional services of \$180k are costs for Idea Cooperative, the contracted marketing firm.

### BUDGET EXPENDITURE DETAIL:

Fund #110

Department: 4321

Object	Description	FY 2021/22	FY 2022/23	22/23 FYE	FY 2023/24	% + /-
		Audited	Amended Budget	Projected	Proposed Budget	
0319	Professional Services	\$ 193,880	\$ 200,000	\$ 200,000	\$ 180,000	-10%
0320	Dues & Memberships	150	-	150	150	0%
0371	Meetings/City Business	-	500	250	500	100%
0619	Fireworks	32,803	20,000	20,000	35,000	75%
0382	Visit Fort Bragg Committee	-	-	-	25,000	100%
<b>Total Marketing &amp; Promotion Budget</b>		<b>\$ 226,875</b>	<b>\$ 220,500</b>	<b>\$ 220,400</b>	<b>\$ 240,650</b>	<b>9%</b>

### VISIT FORT BRAGG MARKETING & PROMOTIONS BUDGET SUMMARY

FUND 110

DEPARTMENT: 4321

Description	FY 2021/22	FY 2022/23	22/23 FYE	FY 2023/24	% + /-
	Audited	Amended Budget	Projected	Proposed Budget	
<b>Expenditure:</b>					
Material and Services	\$ 226,875	\$ 220,500	\$ 220,400	\$ 240,650	9%
<b>Total Departmental Expenditure</b>	<b>\$ 226,875</b>	<b>\$ 220,500</b>	<b>\$ 220,400</b>	<b>\$ 240,650</b>	<b>9%</b>