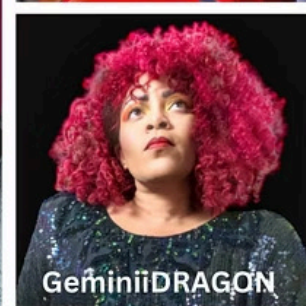


Fort Bragg Blues Festival 2026 - A Celebration of Music, Community & Economic Impact



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

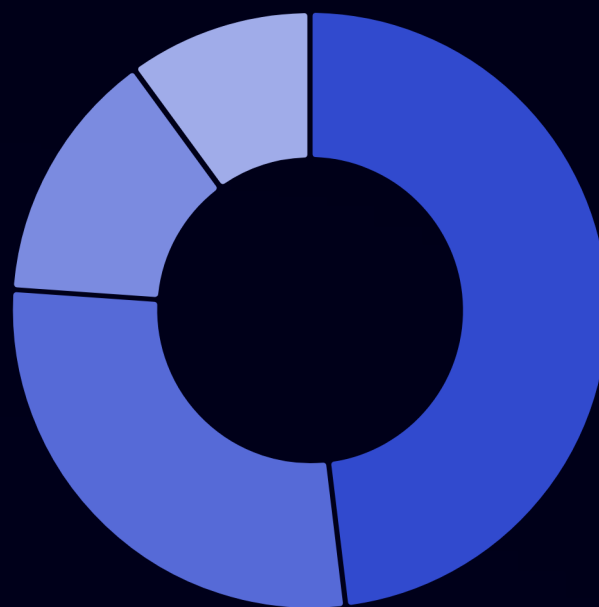
64% traveled from outside the immediate coastal region

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%

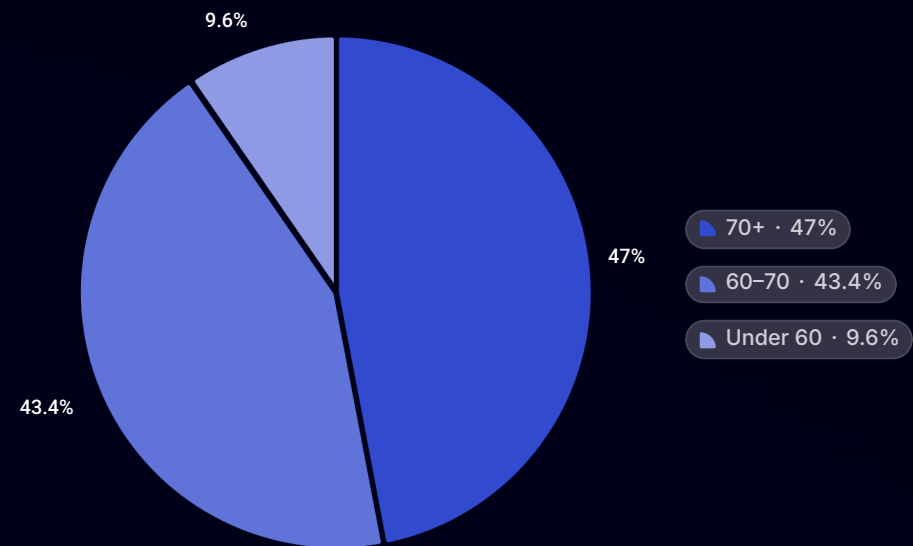


The Silver Economy Advantage

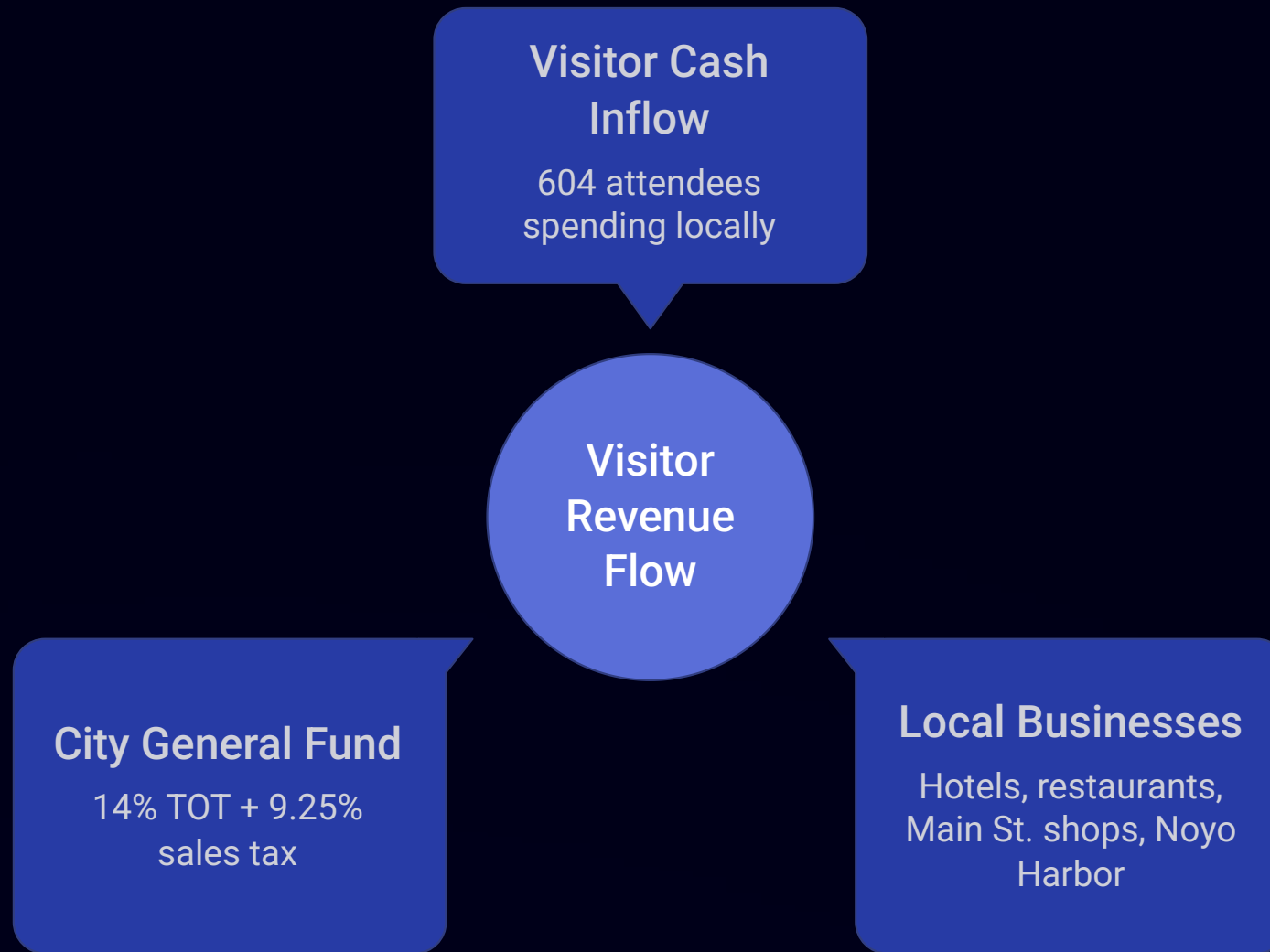
Who Is Our Audience?

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

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10 Months of Multichannel Marketing

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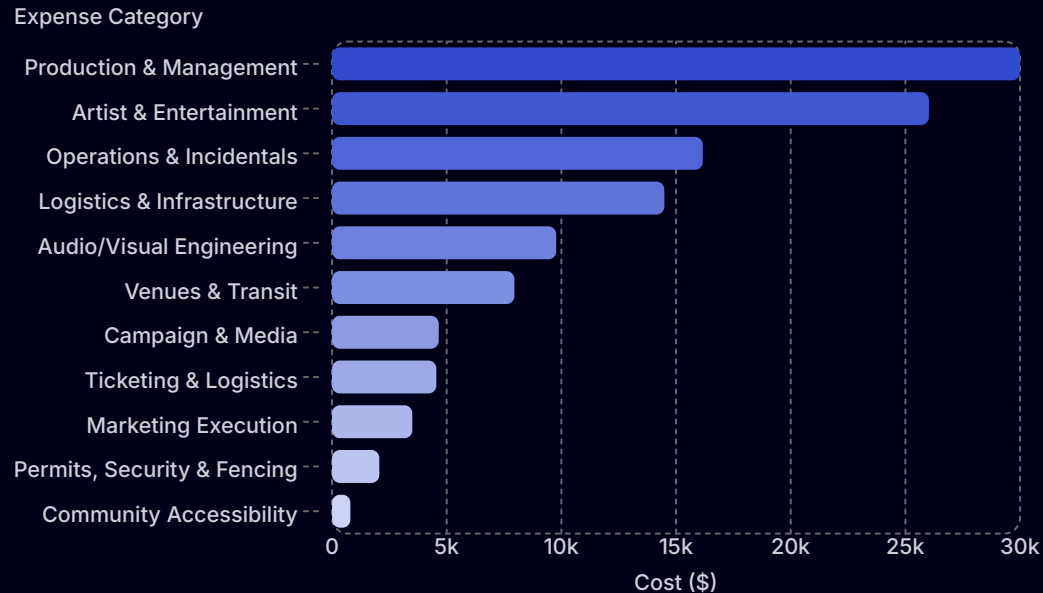
Passionate Brand Advocates

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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

i 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