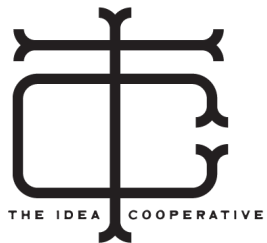




Marketing Campaign Monthly Update

May 12, 2026

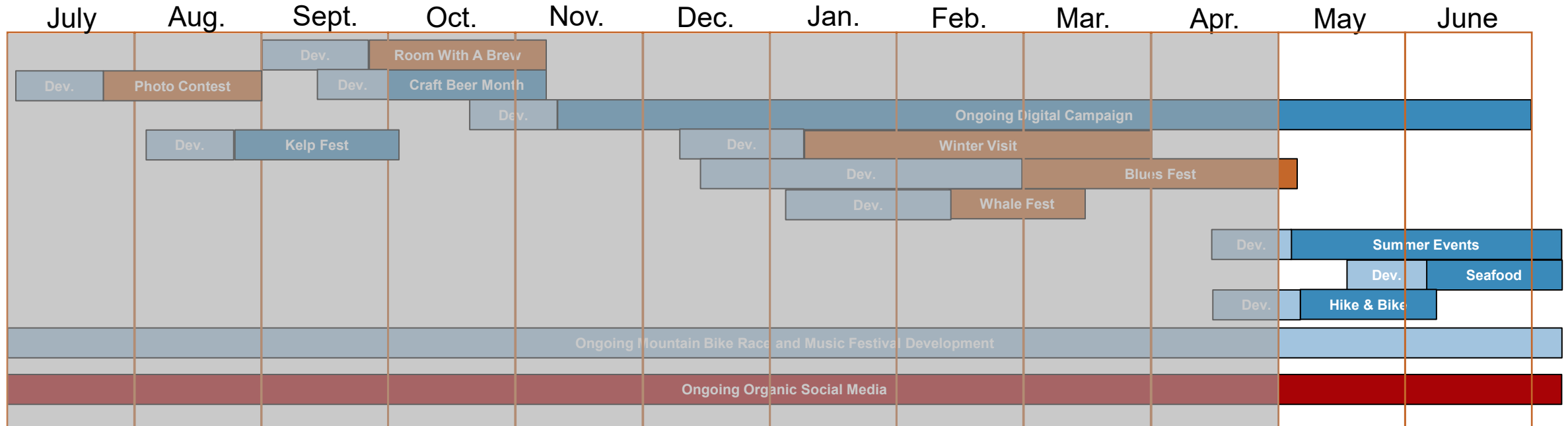


Explore A Fort Bragg

Girls Trip

EXPLORE

Preliminary
Promotional Calendar
2025 > 2026



Major Promotion

- Hotel Involvement
- Landing Page
- Paid Media
- Organic Social
- Newsletter
- Conversion CTA

Minor Promotion

- Landing Page
- Organic Social
- Newsletter

Campaign Development

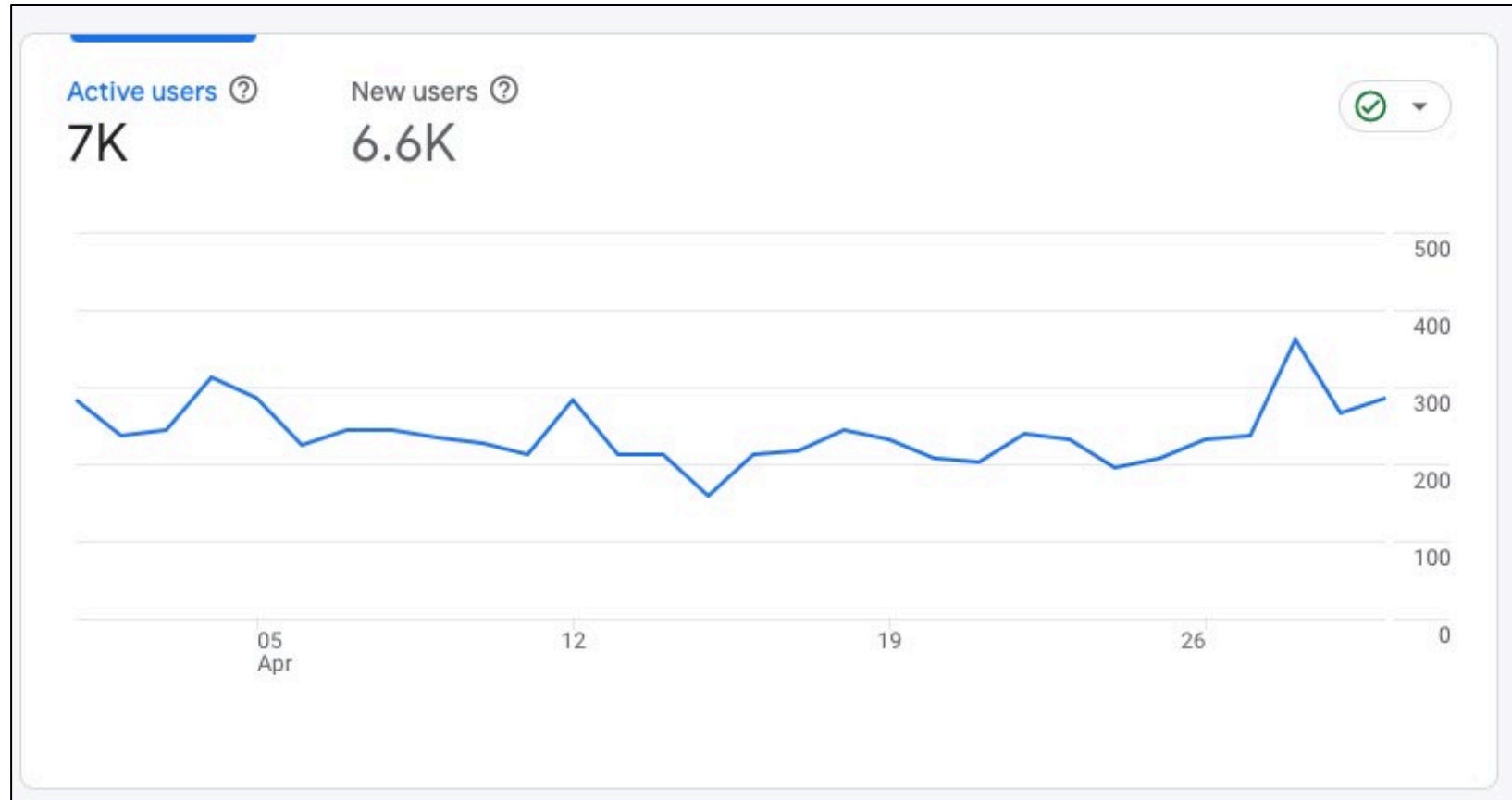
MONTHLY SITE TRAFFIC

Google Analytics

- March 2026 – 11K
- April 2025 – 7.6K
- April 2024 – 5.3K

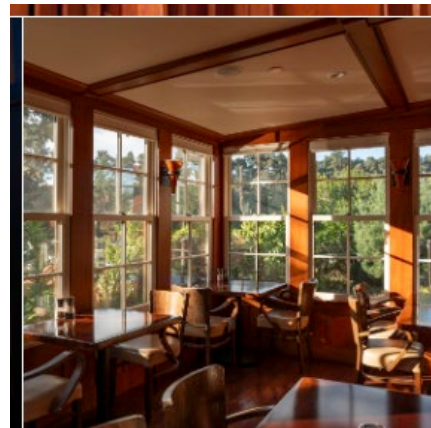
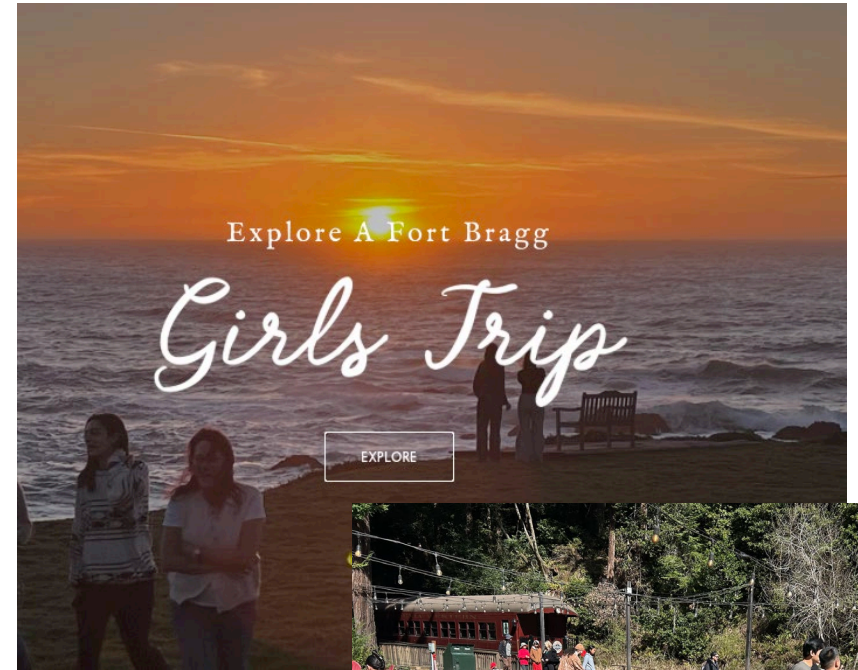
Page path and screen class	Views
<input checked="" type="checkbox"/> Total	15,435 100% of total
<input type="checkbox"/> 1 /	2,324 (15.06%)
<input type="checkbox"/> 2 /events/	1,152 (7.46%)
<input type="checkbox"/> 3 /glass-beach/	704 (4.56%)
<input type="checkbox"/> 4 /plan-your-trip/stay/hotels/	350 (2.27%)
<input type="checkbox"/> 5 /plan-your-trip/stay/camping/	343 (2.22%)
<input type="checkbox"/> 6 /about-fort-bragg/	298 (1.93%)
<input type="checkbox"/> 7 /plan-your-trip/play/shopping/	297 (1.92%)
<input type="checkbox"/> 8 /plan-your-trip/eat-drink/restaurants/	218 (1.41%)
<input type="checkbox"/> 9 /fort-bragg-coastal-trail/	209 (1.35%)
<input type="checkbox"/> 10 /whale-fest-2026/	208 (1.35%)

April 2026



April Activity:

- Blues Fest Final Push
- Girls Weekend Listicle
- New Business Pages
- First Fridays Identity
- Music Fest Identity



FORT BRAGG

NORTH COAST CALIFORNIA

Newsletter

April Email


- 9,983 Deliveries (+323)
- 1,463 Total Opens (-283)
- 10.8% Open Rate
- 304 Total Clicks (+136)
- 3% Click Rate

Total Contacts: **11,733 (+253)**

Click performance		
April 28, 2026 - May 11, 2026		
Top links clicked		
https://fortbraggblues.com	101	22.95%
https://www.noyocenter.org/live-web-c...	95	21.59%
https://visitfortbraggca.com/top-10-t...	81	18.41%
https://visitfortbraggca.com/events/	80	18.18%
https://visitfortbraggca.com/downtown...	45	10.23%

FORT BRAGG

NORTH COAST CALIFORNIA




Girls Trip

Thinking of a Weekend Away, just the Girls?

Think no further than Fort Bragg! This idyllic spot on the North Coast delivers coastal views, outdoor adventure, great food, and plenty of opportunities to relax and connect. Whether your crew is large or just the two of you, wants nonstop activity or long, lazy lounge sessions with an ocean view, Fort Bragg has you covered.

[EXPLORE](#)

DOWNTOWN FIRST FRIDAYS



First Fridays are Here to Stay

Every first Friday of every month, the community of Fort Bragg comes together downtown to celebrate with shops open late offering live music and activities for the whole family.


[LEARN MORE](#)

FORT BRAGG BLUES FESTIVAL 2026

Event Highlight:
Fort Bragg Blues Festival

Limited tickets are still available for great blues bands playing all around town, all weekend long! Make some last-minute plans and head up to the North Coast for the second annual Fort Bragg Blues Fest.


[Learn More and Buy Tickets](#)



Summer is coming! Plan your stay early!

Book your accommodations now for the best selection of hotels, oceanfront inns and campsites.

[BOOK NOW](#)




Ongoing Festivities

Weekly Wednesday Farmer's Markets continue throughout the year, as do Downtown First Friday celebrations.


[SEE THE FULL CALENDAR OF EVENTS](#)

FORWARD TO A FRIEND



Share your love of Fort Bragg and the incredible North Coast. Click below to forward this email to your friends so they can see how much is happening in and around Fort Bragg.


[FORWARD TO A FRIEND](#)



Watch the Weather On the North Coast


The Noyo Center's Crow's Nest Live Cam offers a continuous view of the coast near Fort Bragg.

[VIEW](#)




April Social

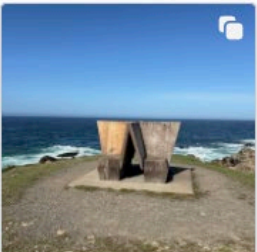
Top content by views Boost content See all content



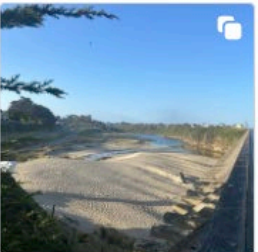
We've still got whales for about another...
Sat Apr 4, 10:00am
136.3K views, 1.1K likes, 31 comments, 88 shares




Tucked into Noyo Harbor, Casa del Sol i...
Fri Apr 10, 8:15am
52.8K views, 1.1K likes, 70 comments, 100 shares



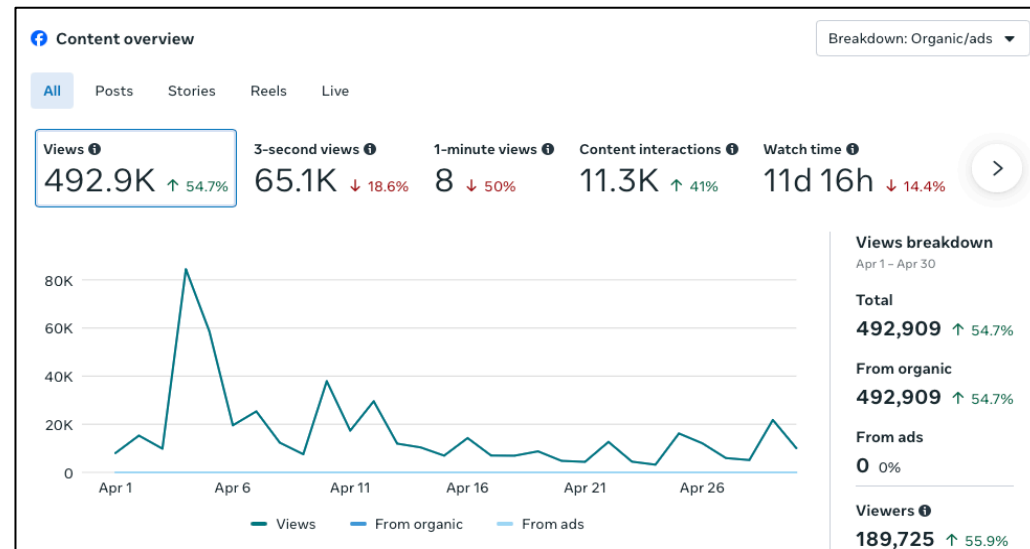
We've got some of the best seats in the house.
Mon Apr 6, 8:00pm
36.4K views, 696 likes, 22 comments, 40 shares




Just north of downtown Fort Bragg...
Wed Apr 29, 10:00am
32.5K views, 757 likes, 48 comments, 36 shares




The whales are still on the move off the coa...
Sun Apr 12, 10:00am
30.8K views, 545 likes, 8 comments, 37 shares




Top content by views Boost content See all content




FORT BRAGG, the perfect GIRLS GET-...
Thu Apr 30, 8:22pm
28.5K views, 1.1K likes, 40 comments, 205 shares



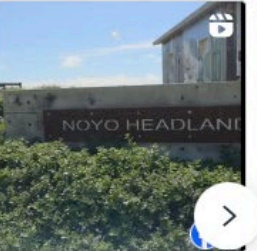
Tucked into Noyo Harbor, Casa del Sol i...
Thu Apr 9, 6:03pm
52.8K views, 1.1K likes, 70 comments, 100 shares



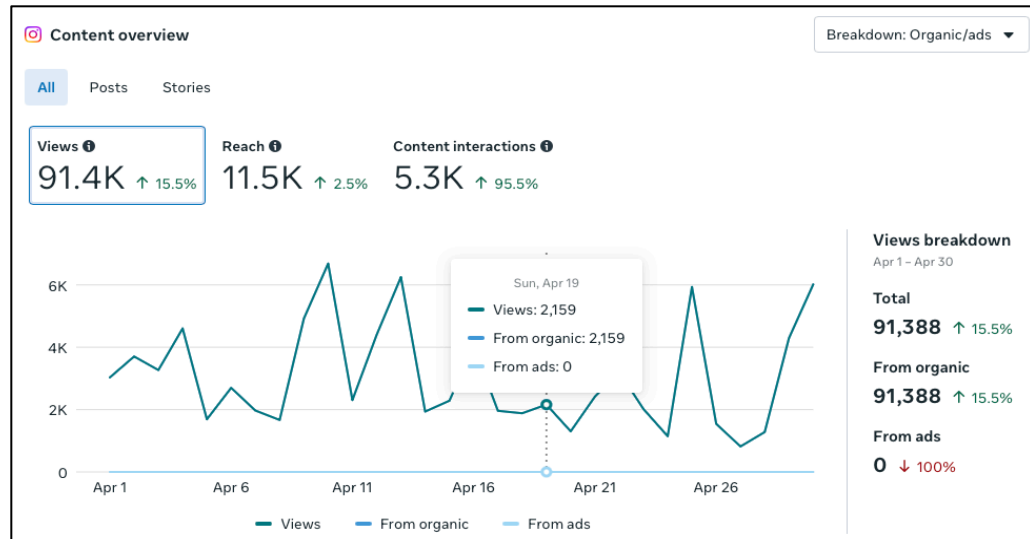
We are eating pretty good in this...
Fri Apr 10, 10:01am
4.9K views, 179 likes, 3 comments, 11 shares



The whales are still on the move off the coa...
Sun Apr 12, 10:00am
4.8K views, 171 likes, 0 comments, 5 shares



Take the trail past Glass Beach and you'...
Sat Apr 25, 6:33am
21.7K views, 792 likes, 18 comments, 59 shares



Sustaining Google Performance Max Brand Campaign

(no promo campaigns currently in market)

To Date Performance (Jan 1 > May 10):

- Clicks: 13,492
- Impressions: 443,476
- CTR: 3.04%
- Average cost per click: \$.16
- Spend: \$2,011
- New eNewsletter Sign ups: 1,530

- **Brand Campaign:** Drove the majority of the traffic with 301K impressions and 9.2K clicks, maintaining a 3.05% CTR and the lowest CPC, making it the most cost-efficient campaign.
- **Key Takeaways:** Brand drove the largest share of volume, while Whale Fest showed the strongest engagement. Winter Wonderland showed moderate performance but achieved goal of significant new sign ups.



Plan Your Coastal Escape. Explore mystical redwoods, Glass Beach, and whale watching on the North Coast.

Visit Fort Bragg
www.visitfortbraggca.com/

Cozy Up In Fort Bragg - Plan Your Coastal Escape

Make this winter unforgettable with endless North Coast adventures. Find your perfect getaway with our guide to Fort Bragg's winter activities. Highlights: Trip Planning Option Available, Events Available. Make Inquiries. Plan Your Trip. Check Events.

[Play Options](#)

[Explore Experiences](#)



Discover North Coast Magic

Make this winter unforgettable with endless North Coast adventures.

Visit Fort Bragg



Ride The Historic Skunk Train



Make this winter unforgettable with endless North Coast adventures.



What's on deck:

Girls weekend destination promotion

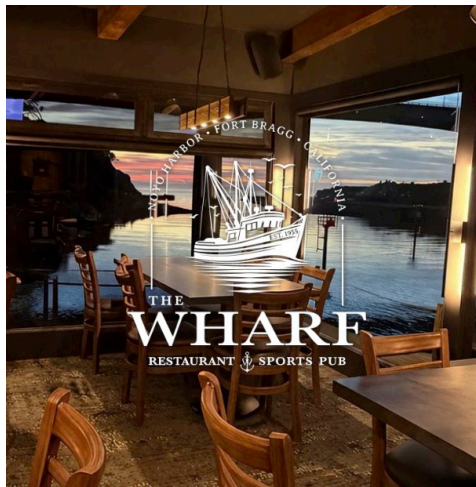
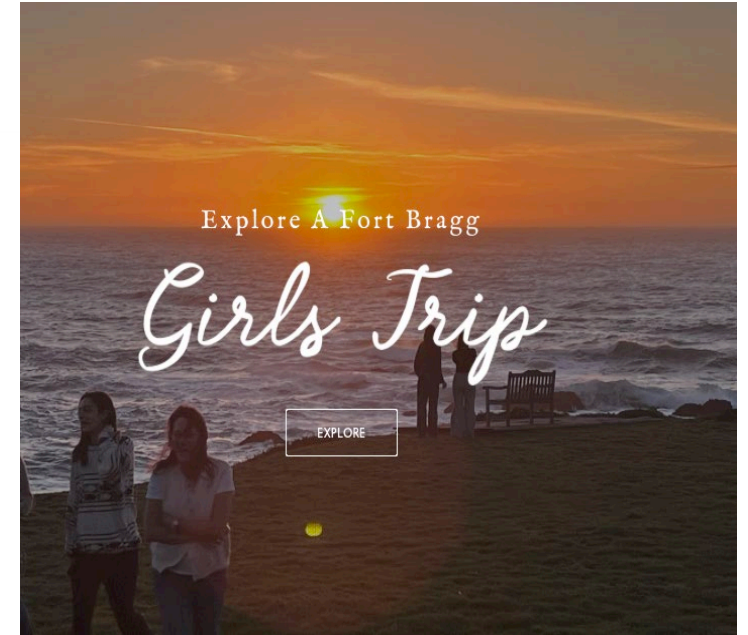
New Pages:

- Stories: Harborview Bistro: the bartender and her bitters
- New business pages: Harborview Bistro and Noyo Harbor Inn, The Wharf

Listicle: Top 10 Things to do in Fort Bragg with kids/for families (May eNewsletter)

Beach Map – at hotels?

Sign up for the eNewsletter Tent Card: on hold per last meeting



Music Festival:

Year One Recommendation

Single Day Music Festival with Feature Headliner and Three to Four Opening Acts

Year one of the music fest should be an achievable success to set in motion an annual event to draw visitors to Fort Bragg during the shoulder season.

- Proposed Date: Saturday, September 26, 2026
- Proposed Location: Skunk Train Property, Behind Warehouse or Noyo Headlands

Considerations:

- Viability of staging a live music event on the headlands with associated elements (vending, security, sanitation, staging, lighting, ticketing, parking, etc.)
- Total hotel room availability – how many actual rooms will be free for that weekend.

Music Festival:

Preliminary City Funding Costs Exploration

Partner	Responsibility	Costs
The Idea Cooperative	Concept, Promotions, Production Management	\$35,000
Sean Van Buskirk	Local Coordination	\$10,000
Peter Huson	Consultation, Legal & Logistics	\$10,000
The Lost Church	Staging, Light, Sound	\$5,000
Hard Costs	Rentals, Permits, Insurance, etc.	\$5,000
Paid Media & Printing	Target Digital Adverting, Posters, Signage, etc.	\$10,000
Talent	Bands	\$25,000
	TOTAL	\$100,000.00

Music Festival:

Preliminary Starting Costs

Partner	Responsibility	Costs
The Idea Cooperative	Concept, Promotions, Production Management	\$25,000
Sean Van Buskirk	Local Coordination	\$2,500
Peter Huson	Consultation, Legal & Logistics	\$5,000
The Lost Church	Staging, Light, Sound	\$2,500
Hard Costs	Rentals, Permits, Insurance, etc.	0
Paid Media & Printing	Target Digital Adverting, Posters, Signage, etc.	0
Talent	Bands	\$25,000
	TOTAL	\$60,000.00

Projected Sponsorships: **\$40,000**

Music Festival:

THE CITY OF FORT BRAGG

Tide & Timber Music Festival

CONCEPTS V1

April 9th, 2026

The Tide & Timber Music Festival is a harmonious celebration of the beauty and splendor of California's North Coast, from spectacular Pacific shorelines to majestic redwood forests. Taking place every fall in the historic coastal town of Fort Bragg on the Mendocino Coast, Tide & Timber offers the unique opportunity to enjoy world class music in an incredible and dramatic setting.

Music Festival:

LIVE FROM FORT BRAGG, CA

Tide & Timber

MUSIC FESTIVAL



The Tide & Timber Music Festival activates California's North Coast, from the Pacific shorelines to the redwood forests. Taking place every fall in the coastal town of Fort Bragg on the Mendocino Coast, Tide & Timber offers the opportunity to enjoy music in one of the most beautiful places on earth.




 **SUNDAY
SEPT. 26TH
2026**

The Tide & Timber Music Festival activates California's North Coast, from the Pacific shorelines to the redwood forests. Taking place every fall in the coastal town of Fort Bragg on the Mendocino Coast, Tide & Timber offers the opportunity to enjoy music in one of the most beautiful places on earth.

LIVE FROM FORT BRAGG, CA

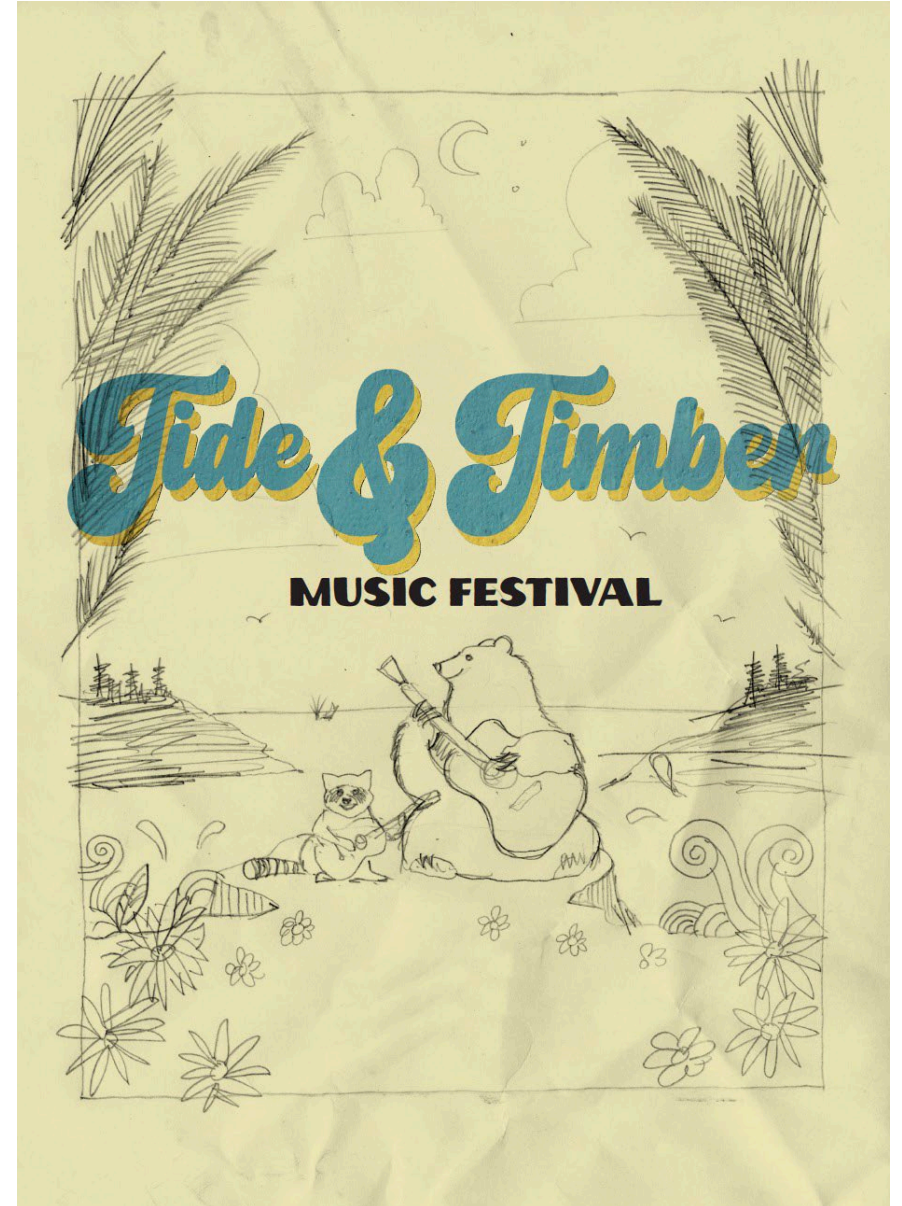
TIDE & TIMBER

MUSIC FESTIVAL

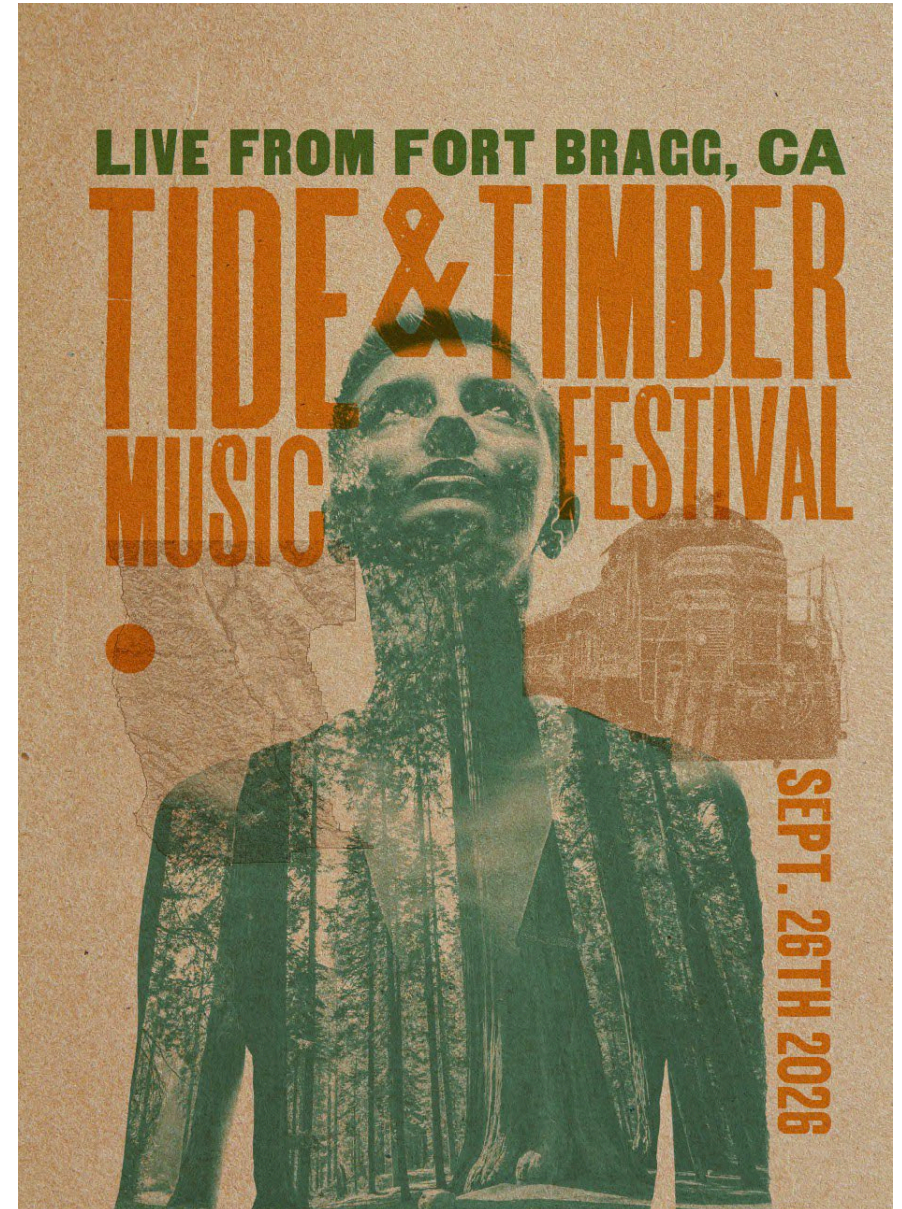
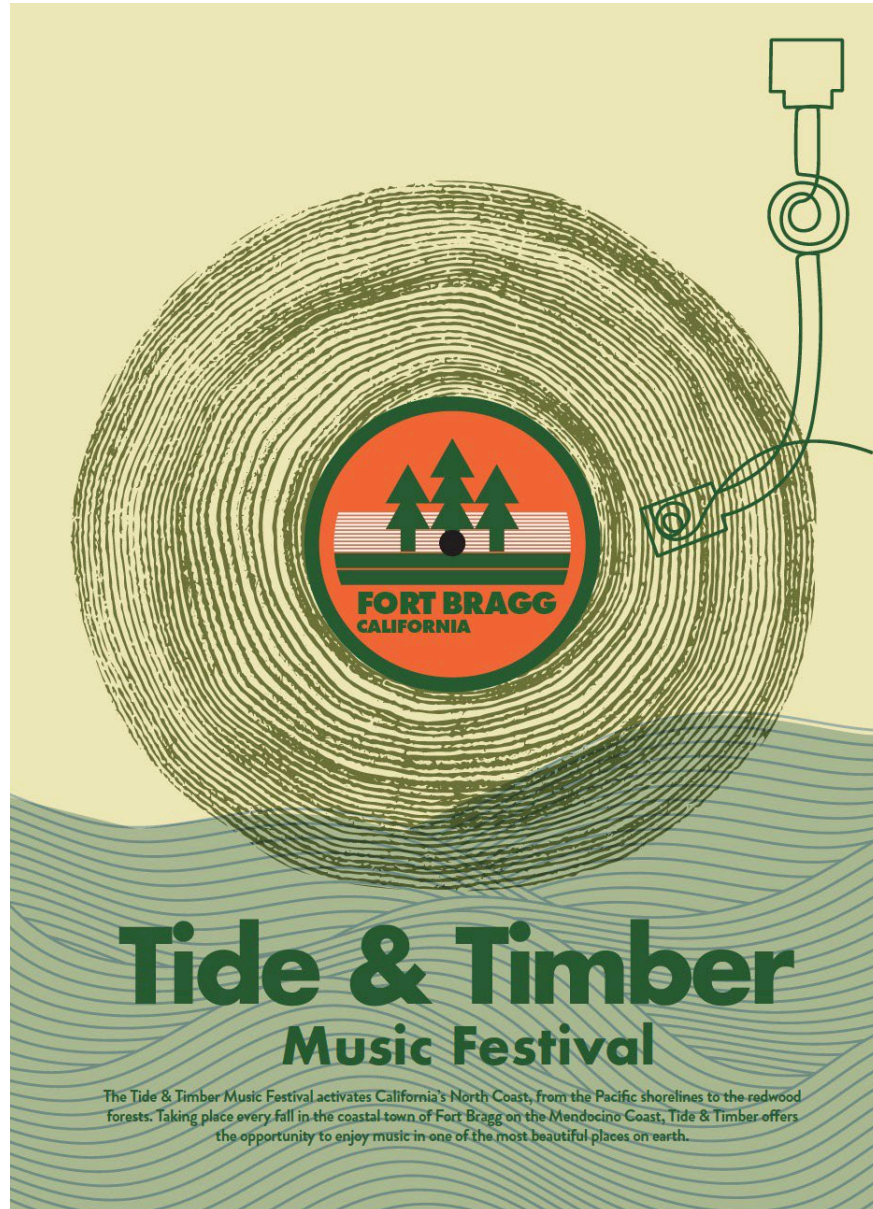


SEPT. 26TH 2026

Music Festival:



Music Festival:



Questions?

Comments?

