

APPLICATION

Name: Kelley Urbani Freeland

Company: Big River Realty / Strength Wraps

Mailing Address:

Email Address:

Phone Number:

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

I want to help this community grow economically, preserve it's history of being a bustling fishing and logging town, and expose it's untouched natural beauty.

I left Southern California to give my daughter the same wonderful community experience that I had growing up. Now I have the opportunity to be an integral part of creating that environment. \

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

Tourism has to keep thriving for our community to have economic health. Creating an upscale environment where people can participate in numerous outdoor activities, shop downtown, stop for a bite to eat in a quaint "farm to table" restaurant, or relax on seaside benches and watch the waves crash. All of this is available, but if we do not provide excellent advertising, then we will not grow! I want to see the "story" of Fort Bragg become something people travel here to touch, see, and feel. A place where bloggers can't wait to write about and people can't wait to experience for themselves.

3. What are some of your prior board/committee experiences?

I have not served on a committee before.

4. What is your experience and expertise in strategic planning, budgeting and destination marketing?

Over the past 12 years I have built and developed global markets for distributing my fitness product, Strength Wraps. In that time I have created and executed numerous successful digital marketing campaigns. I've designed and overseen all marketing material including print and digital media. I also spent 10 years traveling the world attending expositions, all of which I have organized, planned, and budgeted for.

I would love the opportunity to bring my skills back to my hometown to help Fort Bragg flourish!

FORT BRAGG

NORTH COAST CALIFORNIA



VISIT FORT BRAGG COMMITTEE

MEMBER CONFLICT OF INTEREST DISCLOSURE FORM

Visit Fort Bragg Committee members are required to comply with the requirements of the City's Conflict of Interest Code adopted pursuant to California Government Code § 87300 et seq., the Political Reform Act (California Government Code § 81000 et seq.), the regulations promulgated by the Fair Political Practices Commission (Title 2, § 18110 et seq. of the California Code of Regulations), California Government Code § 1090 et seq., and any other ethics laws applicable to the performance of services performed on behalf of Visit Fort Bragg.

A Visit Fort Bragg Committee member may not perform services for any other person or entity that, pursuant to any applicable law or regulation, would result in a conflict of interest or would otherwise be prohibited with respect to the Visit Fort Bragg Committee member's obligations pursuant to his or her role as a Visit Fort Bragg Committee member. The Visit Fort Bragg Committee member agrees to cooperate fully with City and to provide any necessary and appropriate information requested by City or any authorized representative concerning potential conflicts of interest or prohibitions concerning Consultant's obligations assignments or tasks undertaken by the VFB Member pursuant to this Agreement.

Please disclose below all memberships, affiliations, financial relationships and roles that may influence or may be influenced by City of Fort Bragg tourism efforts. Disclosures are for informational purposes and are not intended to disqualify a member from participation in Visit Fort Bragg promotional efforts. However, relationships should be disclosed by the member before participating in a related-party discussion.

N/A

Signature

12.31.19
Date

KELLEY URBAN FREELAND
Print name

Please return this form to:
Scott Perkins, Senior Planner
City of Fort Bragg
416 N Franklin Street, Fort Bragg, CA 95437