

Visit Fort Bragg

Pull Marketing / Visitor Engagement

I'm hoping we can continue to...

- Expand on our vision strategy as a small town DMO
- Build a distinctive sense of place that gets talked about
- Develop ambiance
- Offer unique local experiences
- Craft memorable moments that prompt visitors to tell friends and family about their experience, turning them into destination advocates
- Create Instagram-worthy photo opportunities that visitors organically share, spreading authentic destination content



1. Instagrammable Murals



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2. Enhanced Crosswalks





3. Oversized Adirondacks



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4. Coastal Access Signage



6. Sunset Spotting Station



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7. Lindy's Flower Baskets



More brainstorm



- Create "selfie spots" with mounted phone holders and suggested photo compositions - makes it easier for groups to take photos together.
- Organize monthly window decorating contests for local shops based on seasonal themes to keep storefronts fresh and encourage window shopping.
- Outdoor Seating "Pockets" - Create small seating areas with benches, colorful chairs, or even recycled driftwood benches in underused corners or wide sidewalks. Enhances pedestrian comfort, encourages longer visits downtown, and can be dressed up with potted plants or local art.
- Musical Moments - Place a few weather-resistant, free-play pianos or interactive xylophones in public spaces. Encourages spontaneous performances, creates a lively atmosphere, and can be started with donated instruments.

More brainstorm



- Install weatherproof wooden swing seats at key coastal viewing points - simple but creates memorable moments and photo opportunities.
- Create nautical-themed bike racks throughout downtown (shaped like anchors or waves) - functional yet adds to the coastal character.
- Install small wind-powered kinetic sculptures along the coastal trail - creates movement and interest with minimal maintenance.

Each of these ideas...

- Requires relatively modest investment
- Can be implemented fairly quickly
- Adds to the overall visitor experience
- Creates opportunities for social media sharing
- Enhances the coastal town character
- Requires minimal ongoing maintenance
- Could be sponsored by local businesses to offset costs
- Builds on Fort Bragg's existing charm

