

	type of lodging	would you support a 2% TOT increase	are your customers concerned about TOT	should we be doing more marketing & promotion	FBPC; fortbragg.com website	what draws your visitors to Fort Bragg	how's business	are you satisfied with police response	other concerns	suggestions
Weller House	B&B	no	B&B's have a price point; tax eats into my profit	no; individual purposeful marketing is needed	hokey; need stats; coastal trail-who knows about it?	what they don't have there is what we do have here	B&Bs are struggling; five are for sale		derelict housing on Main Street	should target retreat, conference market; make alliances with silicon valley
Surf Motel	motel	yes; if money goes to marketing	no	yes; tv, magazines, websites, show people what we have	not aware of FBPC	coast	last few months very bad	no, poor follow-through	workforce is a challenge	tell visitors to not take glass; advertise coastal trail
Harbor Lite	motel	yes; specify what it should be used for; provide annual reports	no: Fort Bragg has some of lowest TOT in state. 13-14% is norm	yes; need coordination with VMC	is FBPC still a partnership with Chamber?		Jan-Feb rain a problem	yes	workforce a challenge	need more reasons for people to come that aren't date specific; access trails to harbor; fix playing fields
Seabird	motel-chain	no; should use existing TOT for promotion; shouldn't have built trail if you can't afford it		yes; coastal trail needs promotion, promote Fort Bragg	not aware of FBPC		online travel agencies getting big cut	yes	need to address homeless issues; increase occupancy rates	coastal trail needs promotion
Colombi's	motel	yes- put it on ballot	yes	yes	not aware of FBPC until last night (Chamber mtg)			yes	need more things for people to do; people need to feel safe; be more pro-business	concerts; more shopping; motocross events; healing/massage & meditation; nursing program
Motel 6	motel-chain	yes		yes	not aware of FBPC	repeat customers; skunk train, glass beach, abalone, mendocino				
Travelodge	motel-chain	yes		yes				yes!	need more things for people to do	fix playing fields

Fort Bragg Community Survey										
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Emerald Dolphin	motel	yes; don't think a 2% increae would turn anyone away	no; Fort Bragg is at lower end for bed tax	yes	not impressed; all hotels should be on there in same capacity. Website should be amazing	repeat business; they can just breathe; skunk train, party boats		yes	façade improvements- appearance; need more things to do; skunk train	colorful history; sporting events; videos go viral; little clips of movies shot here; Santa Cruz boardwalk?
Oceanside Suites	motel	yes; 1% at a time								
Ebb Tide Lodge	motel	yes; 1% at a time		yes	vaguely familiar with FBPC	skunk train, nature, beaches	winter is very dead		need year-round business; people run out of things to do	target kids and families; have them stay longer; special events help in off
Best Western Vista Manor	motel-chain	maybe; need to ensure it is used for promotion		yes	nobody has ever told me anything about the FBPC	repeat visitors; quaint, quiet, peaceful. People come to relax. Nature a big draw. Hiking, biking a big thing.	full in peak season; winter is brutal	yes	collecting TOT has costs to lodging if payment is by credit card	might not want to change things too much
Beachcomber	motel	yes; if it is used for specific things- need binding policy	no	yes; should use Scott Schneider (in-house talent)	thought we didn't have FBPC b/c money going to Chamber; "don't care for website"; social media a little better	silence and tranquility; coastal trail; whales; lots to discover, explore		yes; we love the police; heard they need a raise	homeless people	market coastal trail; whales; wine industry; spread word about what makes area special; generate loyalty to area- define brand of FB; OJ Park is an enchanted forest; define brand of Fort Bragg; people expect history; generate loyalty to area
Surf and Sand	motel	yes; if it is used for specific things- need binding policy	no							
Beach House	motel	yes; if it is used for specific things- need binding policy	no							

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Glass Beach Inn	B&B	yes! Marketing needs to be well coordinated		yes; I want Scott Schneider back	FBPC needs to be abolished- its not working			yes	homeless people; lighting at night; need meeting facility instead of tents	list of everything to do. Bluff trails, music, galleries; events in off-season; retreat and conference center; see what other small communities have done
The Atrium	B&B	no (probably)		yes; have PR company do work; professional agency with a strategic plan	website is terrible; having Chamber administer promotions is iffy; getting volunteers to work difficult; need one person to be king of website; need good content;	uncrowded coastal destination; value			City needs to be more engaged with lodging. Skunk train? Derelict house next to Gray Whale Inn; signage; need to raise the bar-should have more value for rooms	PR; get word out to wealthy techy people; brand FB-uncrowded coastal destination; online forum for lodging owners; have Councilmember engaged with lodging
Living Light Inn	B&B	yes; what will happen with money; how would marketing firm be chosen	no	yes		Nature, air, trails, beach, weather, breathe, hear the ocean; get away from the City			replace picnic tables at Bainbridge?	videos; webcam; add picnic tables at north end of coastal trail; Problem if too many people come; weather is a draw; Fort Bragg is more real than Mendocino

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Oceanview Lodge	motel	no- owner; yes- manager need to hire the right PR agency	yes, guests ask about TOT. San Francisco, Sonoma Co have higher rates.	yes	don't know	Lots of returning guests. Once you come here, you fall in love. FB- Best kept secret on the coast. Beauty, ocean	?	?	people should stay longer; why are we paying for playing field upgrades?	have people stay for 3 days- give them something to do; events are good (not tournaments); State Parks should have doggie bags; fix haul road
Holiday Inn Express	motel-chain	yes; 1% don't mind; 2% seems a little steep	no	yes; didn't like favoritism of BID	don't know	coastline; guest book online- brand name		yes		local cruise ships; more local attractions would be good; promote tournaments; day trips exploring the coast
Grey Whale Inn	B&B	yes; I like paying taxes; special TOT exemption for B&Bs?	?	yes; about how to effectively spend money to get right people here	?	Fort Bragg is a really inviting place; not manicured like Mendocino; fusion- cultural renaissance; friendly; fusion/cultural renaissance in FB		?	Marijuana industry attracts punks	historic B&B district; respect the past- embrace the future; have MCHC do trail maintenance?; living history; marijuana tourism
Super 8	motel-chain	yes	no; our town is a lot lower than other towns	yes	uses fortbragg.com to see what events are coming up.	glass beach; Mendocino a draw, but not kid friendly; hiking and biking	?	yes; Police patrol around Perkos once in a while	people dashing across Hwy 1 to south trail; homeless	maps of hiking and biking trails; stormwatch packages; whales all winter long; promote fishing charters; events help

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Country Inn	B&B	no; might put us out of business	customers might be willing to pay it	yes	website could be modernized	Mendocino- bargain hunting; repeat customers; Mendo is like museum- FB, people live here; seeing more hipsters who want to be able to walk to town & interact with other guests	difficult year, bad winter; skunk train and crab season hurting us	yes; very responsive and helpful	traffic speeds- enforcement; noise; homeless issues; abandoned buildings; downtown seems rundown	coastal trail signage; have TOT measure take effect at beginning of summer;