

Visit Fort Bragg: Selection Process

Community Development Committee

June 26, 2018

Interview Questions and Introduction

World class destination marketing starts with an experience, continues with word of mouth promotion and resident engagement and culminates in a repeat, long-term-stay vacation spot.

The role of Visit Fort Bragg is:

- Collaborate with local industry toward a common vision
- Provide stakeholders with knowledge and resources to help them navigate the changing landscape
- Make tourism relevant to all industries, not only lodging and restaurants
- Improve public relations and demonstrate its value to the community
- Oversee a world-class destination marketing program making the most out of the available resources
- Advocate City leadership to ensure a robust, long-term, successful promotional program
- Break down barriers by connecting to county and state organizations

In order to begin to achieve these goals, the three most important things the new Visit Fort Bragg Committee will accomplish this year:

1. Drive the Action Plan and its strategic direction forward effectively and efficiently.
2. Create and foster positive strategic alliances throughout the community and with other tourist organizations.
3. Create and foster a positive, fun, innovative and forceful team of effective community members who are all moving toward the goal of making Fort Bragg a world-class tourist destination—and one that its residents are proud to live in!

Questions:

1. What do you hope to bring to this committee?
2. Do you have the time to fully commit to this committee? What kind of autonomy do you have over your calendar?
3. What are your expectations around this committee?
4. What are a couple of the biggest challenges FB has to overcome to become a world-class destination?