

APPLICATION: VISIT FORT BRAGG COMMITTEE - JUNE 2018

Name:	Jon Glidewell
Company:	
Mailing Address:	
Email Address:	
Phone Number:	

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

I believe members of the community should work together and do what they can to strengthen and improve its interests. My education and experience in the tourism industry makes me a resource for the VFB Committee. If the council decides that my participation will contribute positive change, then I would be delighted to be of service.

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

I would like to see Fort Bragg foster a new appreciation for its tourism culture by designing a creative advertising strategy aimed at exposing a unique and memorable visitor experience. We need to use research information (data) to carefully market our brand to increase visibility, build loyalty, and position ourselves to offer greater value than competing destinations.

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

Visit Fort Bragg Committee (VFB): 2017-2018

Visitor Services Committee – Mendocino County: 2015 - 2018

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

As Regional Manager for the Beachcomber Hotels, I am responsible for all planning, budgeting, and destination marketing for our products. I use print, radio, and digital advertising mediums to showcase our properties to our target markets. I believe more opportunities for VFB exist in online advertising; social media, SEO, Third Party Intermediary branded destination marketing, and Google / SEM will be critical in communicating our message.

5. What does success for this Committee look like to you?

Measurable results: More visitors, more online traffic/conversation, and increased TOT.