



## Visit Fort Bragg Committee Application

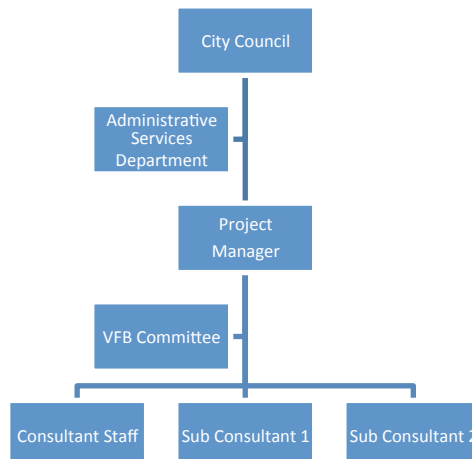
Visit Fort Bragg inspires visitors to enjoy Fort Bragg through comprehensive and collaborative outreach, ultimately increasing visitor spending and stimulating the local economy.

The City of Fort Bragg is currently seeking committed, inspired big-picture thinkers to help bring the mission to life. Applicants should represent some aspect of Fort Bragg's Tourism Economy with a focus on the lodging industry (owners and/or managers of lodging establishments).

Committee Commitment: Currently meetings will be held once per quarter in collaboration with the City's Community Development Committee. Meetings are regularly scheduled for the 4<sup>th</sup> Wednesday of the month at 3:00pm.

This Committee is subject to the Ralph M. Brown Act. Members are expected to fully comply with all applicable laws and regulations related the Brown Act. (Training will be provided upon request). As the Committee is subject to the "Brown Act", information on this application is subject to the CA Public Records Act and related regulations.

Initial terms for the Committee will be either 18 or 30 months. The long-term goal is to have 5-7 community members serve staggering terms of 2 years. Initial terms, to be chosen by members of the Community Development Committee, will be either 18 months (July 2018 through December 2019) or 30 months (July 2018 through December 2020).



**Applications are due Friday, June 8.** To submit an application or for more information or questions, please contact the VFB Project Manager:

**Aspen Logan, [aspen@mycolormill.com](mailto:aspen@mycolormill.com), 707-964-9645**

Only completed applications will be brought forward to the Community Development Committee for consideration. Supplemental information supporting the application is welcome.

## APPLICATION

**Name:** James Sant

**Company:** [REDACTED]

**Mailing Address:** [REDACTED]

**Email Address:** [REDACTED]

**Phone Number:** [REDACTED]

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

Prior to moving here, I lived in Bend, Oregon. When I arrived there in 1988 it was in the midst of a recession due to the loss of the Brooks Scanlon Mill and in desperate need of finding a path to a new prosperity. I represented the entire eastern half of the state of Oregon in the International Conference on Tourism in the Arts and brought back some powerful tools that would forever change the direction and future of Bend.

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

This city is seated in a region rich in creative cultural groups as well as a myriad of recreational opportunities. A strong marketing campaign highlighting the area as a beautiful cultural and recreational destination would reap huge benefits in the job sector. The economic impact of cultural tourism is powerful and can redefine a historic town. Bend, Oregon and Fort Bragg have allot in common, and I can bring great lessons to the table.

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

International Conference on Tourism and the Arts

Delegate 1991

Central Oregon Arts Association                      1990-1993

President 1992-94

Vice President 1990-91



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

I believe in networking with similar organizations and cities which have success in creating a vibrant tourism economy. I reached out and met with arts councils from throughout the Pacific Northwest and gleamed great ideas in marketing and budgeting. We sought out grants to fund feasibility studies on the impact the arts and culture could bring to Central Oregon. These forecast studies were paramount in bringing everyone to the table.

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

The success of this committee would be reflected in an awakening to the rich recreational and cultural gifts this city has to offer and in creating a strong campaign to support all efforts in these areas. The ultimate success is in a new perception of Fort Bragg as a fantastic cultural destination for the entire region.