

## APPLICATION

**Name:** Jason Hurst

**Company:** [REDACTED]

**Mailing Address:** [REDACTED]

**Email Address:** [REDACTED]

**Phone Number:** [REDACTED]

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

I served two and a half terms on the Mendocino County Lodging Association board and one year as the president of the Board of Directors. I feel that my lifelong experience in Lodging as well as my extensive world-wide travel can be applied to marketing strategies for the City of Fort Bragg.

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

The tourism economy in Fort Bragg needs to embrace its outdoor value and partner with the surrounding areas to make getting to and from Fort Bragg as enjoyable as the time spent here in the city. Working with state parks to further publicize the extensive nature access the Mendocino Coast has to offer with Fort Bragg as the traveler's base. Additional, developing economies and the tourism associated with those need dedicated evaluation.

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

As stated before, I have served on the Mendocino County Lodging Association, the Visit Mendocino County Board of Directors, and the Mendocino County Promotional Alliance. I was the treasurer of the Coast Youth Soccer League for the past three years and a board member for the past four.

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

I worked closely with Scott Schneider in his role as President and CEO of Visit Mendocino County developing and presenting the destination marketing plans for the County of Mendocino. I have done accounting and budgeting for the Coast Youth Soccer Association. The City has opportunities to develop new tourism attractions in the immediate future and integrating those with the traditional activities tourists have come to enjoy over time.

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

I have always envisioned a marketing strategy that is time period oriented rather than event oriented. Specific events can be tied thematically together over period of time, specifically shoulder seasons, where potential tourists see a variety of things to do marketed in seasonally specific strategy thereby spreading out the accessibility of the traveler and the impact of the marketing expense.