

City of Fort Bragg, CA Progress Update

presented by
cubic





Immersion

3 days in-market
45+ participants

Secondary Research

Online background+
In-market research

On-site Tours / Meetings

North Coast Brewing Co.
The Living Light Center
Skunk Train
C.V. Starr Community Center
Ricochet Ridge Ranch
Mendocino Coast Botanical Gardens
Flockworks mural project
Princess Seafood
Noyo Harbor Tours
Lodging meeting at Beachcomber Motel
Visit Mendocino County

Phone Interview

Liquid Fusion Kayaking

Additional Site / Attraction Visits

Downtown businesses
City Council meeting
Russian Gulch
Noyo Harbor District
Mendocino







Key Themes

Lore

a body of traditions and knowledge on a subject or held by a particular group, typically passed from person to person by word of mouth.

Grit

courage and resolve; strength of character.

Individualism

the habit or principle of being independent and self-reliant.

Mighty Land & Sea

possessing great and impressive power or strength, especially on account of size.

Hidden

kept out of sight; concealed.



FORT BRAGG

IS A PLACE OF TALES,
little legends MADE AND SHARED
by old souls and the young and independent

THROUGH STORIES AND SONGS
over pints in taverns, passed down on plates *with* FAMILY RECIPES,

WHISPERED IN KAYAKS
through hidden coves,

brought home from the sea
and RECOUNTED TO FRIENDS AND TRAVELERS
from near and far.

T H E S E T R E A S U R E D T A L E S
of this north coastal town

ECHO IN THE REDWOODS
where self-made adventure calls.

THERE IS A *ruggedness* HERE
IN THE LAND AND ITS PEOPLE,
A DEEP SOULFULNESS
THAT IS ROOTED PROUDLY IN THE HISTORY OF THE PAST,

WHERE THE INDIGENOUS, THE FISHERMEN
AND LUMBERJACKS, WITH GRIT AND FORTITUDE,

**FORGED THE TERRAIN
BY LAND AND SEA**

T O P U T F O R T B R A G G O N T H E M A P .

Creative Concept



Hands On



Rationale

There's nothing passive about Fort Bragg—it's a place for doers, for builders, for the active and adventurous. It's a place where people use their hands to negotiate the elements, to catch dinner, to create, to get things done. "Hands on" tells the story of Fort Bragg through the hands of the community and invites you to dig under the surface of things, get your hands dirty, and ultimately feel what you're missing.

TOUCH WILD BEAUTY.

In Fort Bragg, our hands tell the tale.

We use them to forage for earthy delights.

We use them to dig under the surface of things.

We use them to live—fully, fearlessly, with passion and verve.

Feel what it's like to live.

Plan your trip at visitfortbraggca.com

TASTE WILD BEAUTY.

In Fort Bragg, we eat with our hands.
We cast our lines and nets in search of the next catch.
We comb the soil for herbs and mushrooms.
We crack shells and squeeze citrus and break bread together.

We celebrate every meal as a gift to be shared.
Take a seat at our table.
Plan your trip at visitfortbraggca.com



TAME WILD BEAUTY.

In Fort Bragg, we don't just negotiate the elements to live, we battle them for sport. We kayak rushing waters, we free-dive for abalone, we cycle through rugged terrain among the redwoods and cut trails to the edge of promontories.

We know how to play outside, and our playground is big enough for everyone. Join us.
Plan your trip at visitfortbraggca.com

Social Media Posts



Visit Fort Bragg, California

February 4 at 2:03 PM · 🌐

...

In Fort Bragg, our hands tell the tale. Plan your trip and feel what it's like to live. #FortBraggCA #MendocinoCoast #TouchWildBeauty



136

13 Shares

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In Fort Bragg, we celebrate every meal as a gift to be shared. Plan your trip and take a seat at our table. #FortBraggCA #MendocinoCoast #TasteWildBeauty



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Sneak Peak



Photography | Videography Shoot - Getting Here



Photography | Videography Shoot - NYE Ranch



Photography | Videography Shoot - Liquid Fusion Kayaking

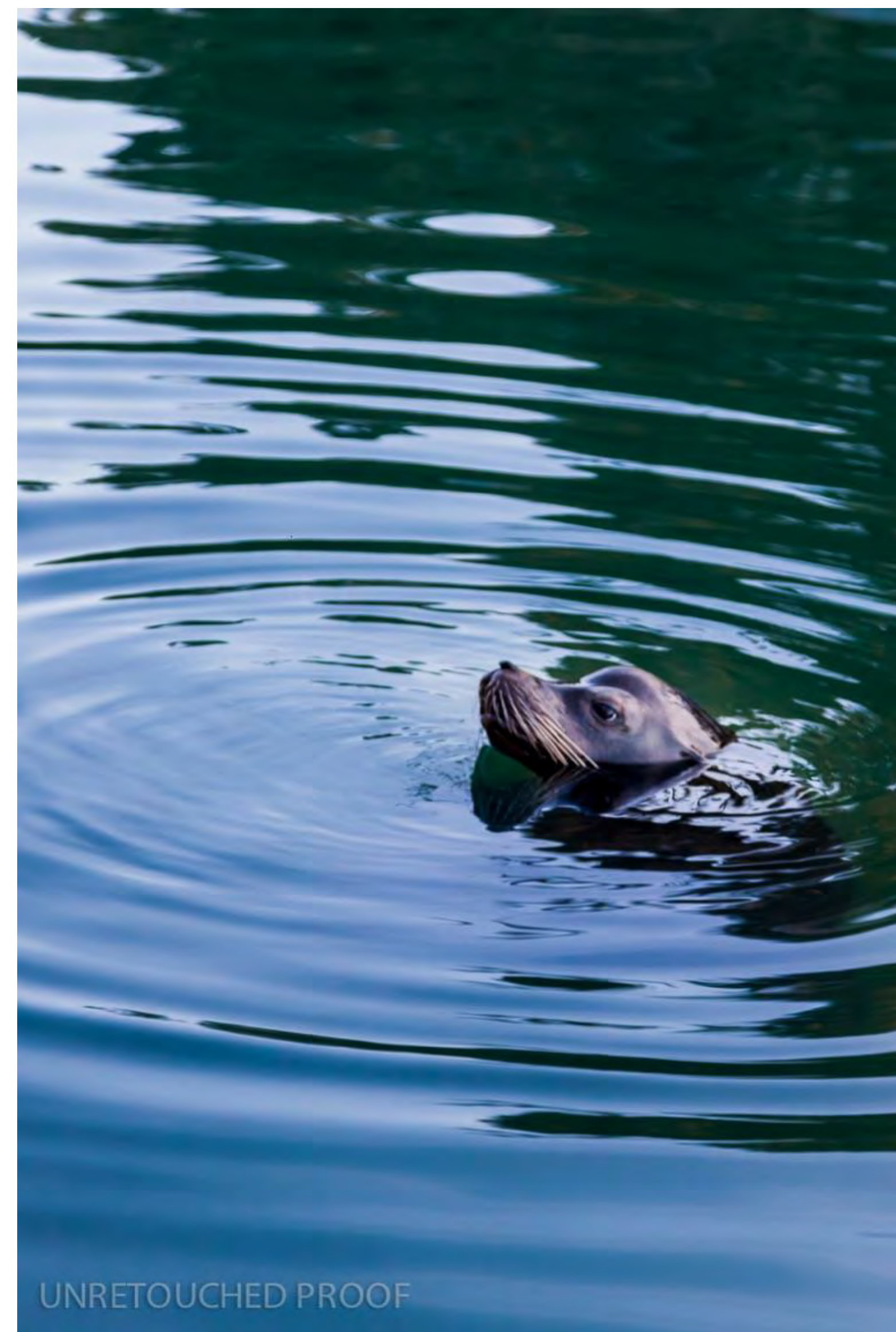




Photography | Videography Shoot - Princess



Photography | Videography Shoot - Sea Pal & The Harbor





Photography | Videography Shoot - Ricochet Ranch



Photography | Videography Shoot - North Coast Brewing Co.



Photography | Videography Shoot - Downtown Businesses



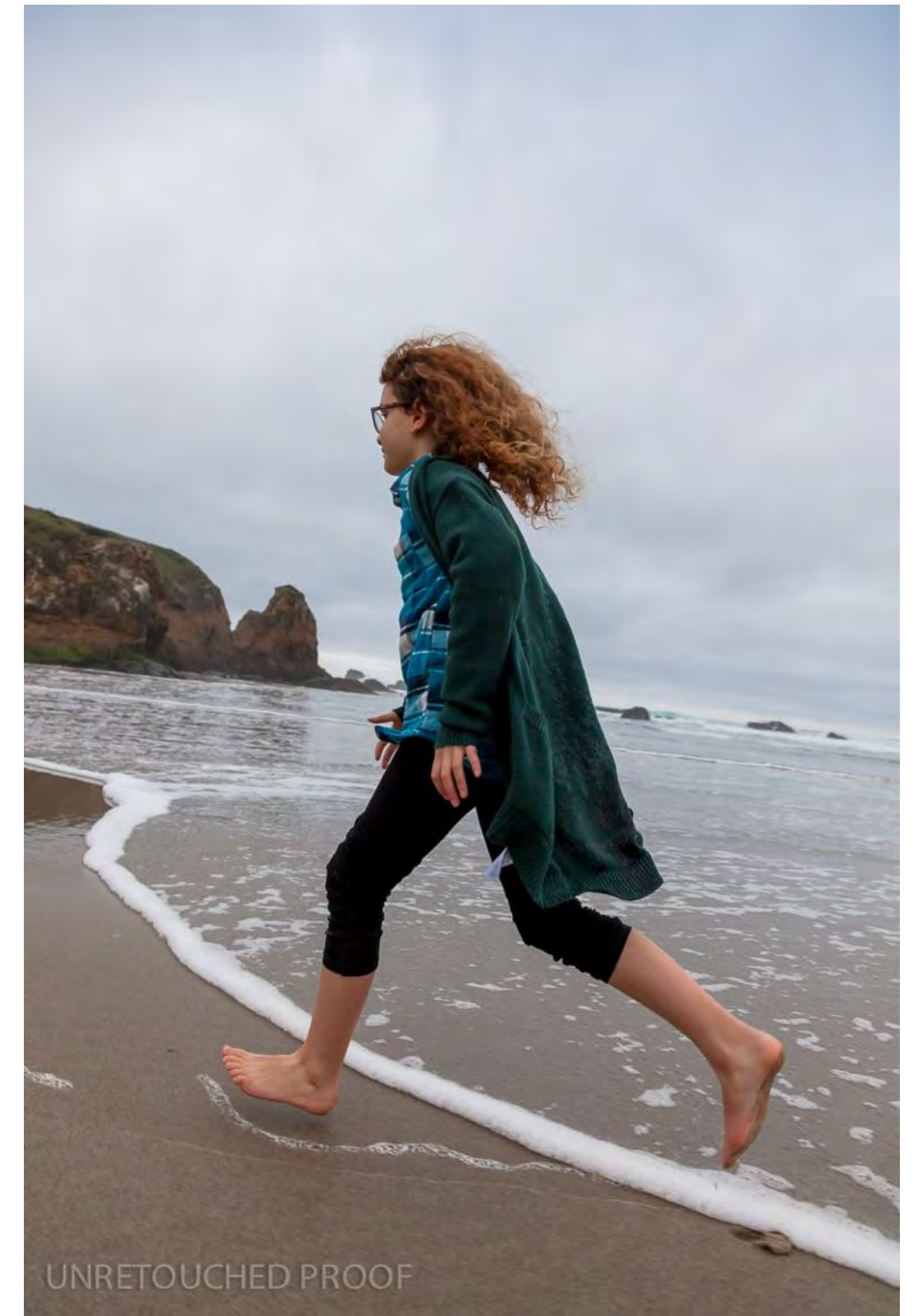
Photography | Videography Shoot - Downtown



Photography | Videography Shoot - Skunk Train



Photography | Videography Shoot - Beach





Photography | Videography Shoot - Glass Beach Coastal Trail





Photography | Videography Shoot - Krenov Woodworking School



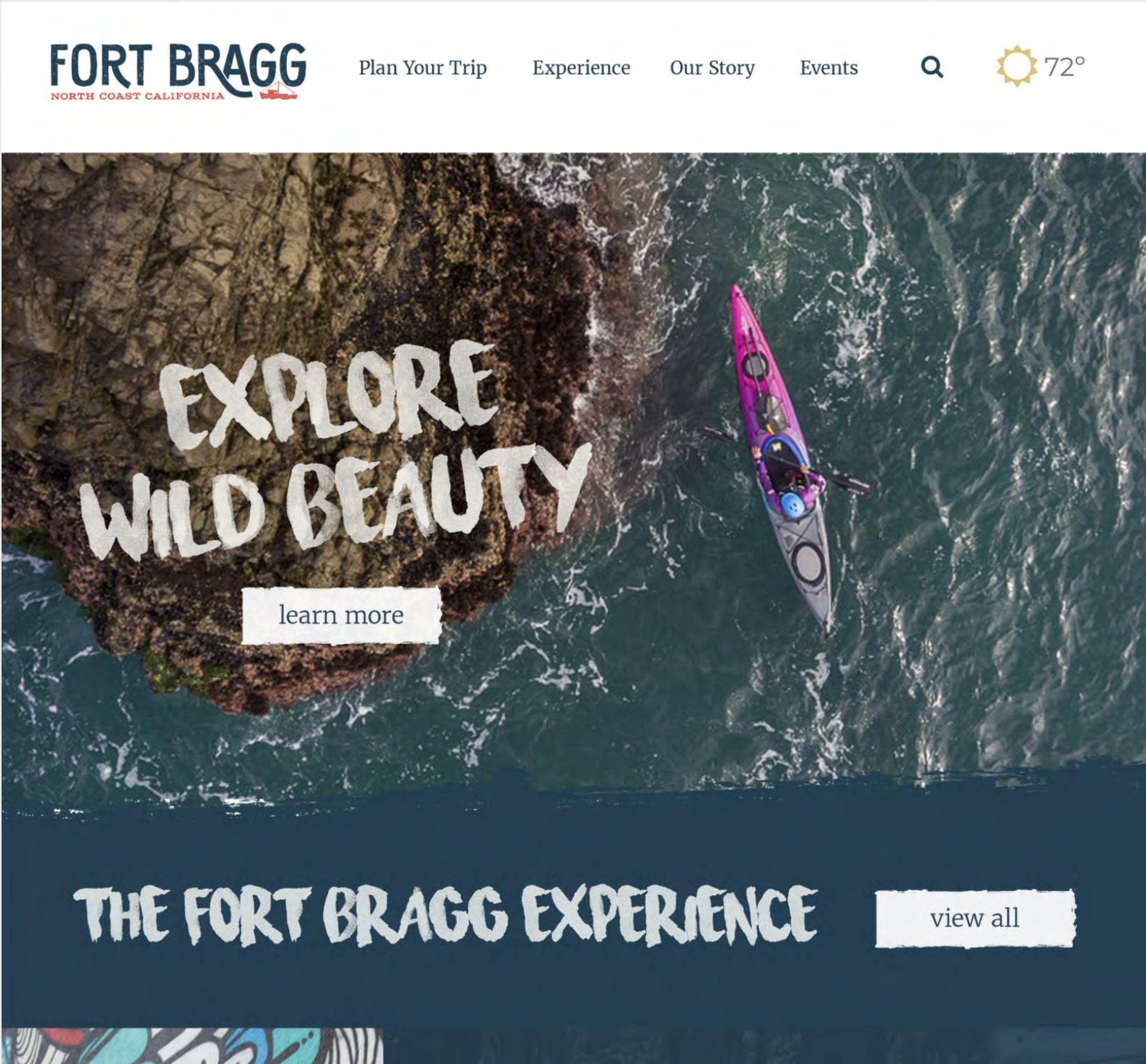
Photography | Videography Shoot - Scenes





Website Redesign

Website



The background is a complex, abstract composition. On the left, there are organic, flowing shapes in shades of pink, magenta, and cyan. In the center, a dark, almost black, angular shape is prominent. To the right, a bright, glowing yellow and green area with a grainy, textured appearance suggests a light source or a digital effect. Diagonal lines of various colors (red, orange, yellow, green, blue) sweep across the upper portion of the image, creating a sense of movement and depth. The overall effect is one of high energy and modern digital art.

Thank You