



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Agenda

Visit Fort Bragg

Tuesday, June 10, 2025

3:30 PM

Town Hall 363 N Main St. 344 North Barnes St.
Ukiah CA 95482 and Via Video Conference

MEETING CALLED TO ORDER

ROLL CALL

COMMITTEE MEMBERS PLEASE TAKE NOTICE

Committee Members are reminded that pursuant to the Council policy regarding use of electronic devices during public meetings adopted on November 28, 2022, all cell phones are to be turned off and there shall be no electronic communications during the meeting. All e-communications such as texts or emails from members of the public received during a meeting are to be forwarded to the City Clerk after the meeting is adjourned.

ZOOM WEBINAR INVITATION

This meeting is being presented in a hybrid format, both in person at Town Hall and via Zoom.

You are invited to a Zoom webinar.

When: June 10, 2025 03:30 PM Pacific Time (US and Canada)

Topic: Visit Fort Bragg Committee

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/89871082985>

*Or Telephone: +1 669 444 9171 US (*6 mute/unmute, *9 raise hand)*

Webinar ID: 898 7108 2985

To speak during public comment portions of the agenda via zoom, please join the meeting and use the raise hand feature when the Chair or Acting Chair calls for public comment on the item you wish to address. Written public comments may be submitted to the City Clerk at cityclerk@fortbragg.com.

1. APPROVAL OF MINUTES

- 1A. [25-226](#) Approve Minutes of Visit Fort Bragg Committee April 8, 2025

Attachments: [VFB MINS 04-08-2025](#)

- 1B. [25-225](#) Approve Minutes of Visit Fort Bragg Committee May 13, 2025

Attachments: [VFB MINS 05-13-2025](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

- 3A. [25-222](#) Receive Update from Idea Cooperative

Attachments: [VFB_Update06_10](#)

- 3B. [25-223](#) Receive Update from Visit Mendocino

- 3C. [25-224](#) Receive Oral Update From VFB Special Events Subcommittee

4. MATTERS FROM COMMITTEE / STAFF**ADJOURNMENT**

STATE OF CALIFORNIA)
)ss.
COUNTY OF MENDOCINO)

I declare, under penalty of perjury, that I am employed by the City of Fort Bragg and that I caused this agenda to be posted in the City Hall notice case on June 6, 2025.

Stephanie Remington, Administrative Assistant

NOTICE TO THE PUBLIC**DISTRIBUTION OF ADDITIONAL INFORMATION FOLLOWING AGENDA PACKET****DISTRIBUTION:**

- *Materials related to an item on this Agenda submitted to the Council/District/Agency after distribution of the agenda packet are available for public inspection in the lobby of City Hall at 416 N. Franklin Street during normal business hours.*
- *Such documents are also available on the City of Fort Bragg's website at <http://city.fortbragg.com> subject to staff's ability to post the documents before the meeting*

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If you need assistance to ensure your full participation, please contact the City Clerk at (707) 961-2823. Notification 48 hours in advance of any need for assistance will enable the City to make reasonable arrangements to ensure accessibility.

This notice is in compliance with the Americans with Disabilities Act (28 CFR, 35.102-35.104 ADA Title II).



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Text File

File Number: 25-226

Agenda Date: 6/10/2025

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 1A.

Approve Minutes of Visit Fort Bragg Committee April 8, 2025



City of Fort Bragg

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Meeting Minutes Visit Fort Bragg

Tuesday, April 8, 2025

3:30 PM Town Hall 363 N Main St. and Via Video Conference

VISIT FORT BRAGG COMMITTEE

MEETING CALLED TO ORDER

Chair Lindy Peters called the meeting to order at 3:31 PM

ROLL CALL

City Staff: Administrative Analyst, Cristal Muñoz and City Clerk, Diana Paoli

Note: Councilmember Tess Albin-Smith joined the meeting at 3:32 PM

Present: 9 - Tess Albin-Smith, Lindy Peters, Alison DeGrassi, Debra DeGraw, Barbara Bruce, Roxanne Perkins, Cory Epperson, Jon Glidewell and Stathi Pappas

1. APPROVAL OF MINUTES

None.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment was made by Ron White and Jenny Shattuck.

3. CONDUCT OF BUSINESS

3A. [25-104](#) Receive Oral Update from Idea Cooperative

Tom Kavanaugh of the Idea Cooperative shared a presentation regarding Marketing Campaign, Promotion Calendar, and Google Analytics. Blues Festival sold 95 percent of tickets. Social media and engagement was up in March. Great photography of coast and Botanical Gardens. Preparation for future events were also shared, including dog friendly bike ride or race in September or October and Music Fest. Anticipated surge in visitors was encouraging for lodging and downtown businesses.

Public Comment: None.

Discussion: Councilmembers and Committee Members discussed many events, promotions, and marketing ideas and asked clarifying questions.

3B. [25-105](#) Receive Update from Visit Mendocino

Report was presented by Jamie and her colleague Janice McDonald reiterating Visit Mendocino's work and desire to promote Fort Bragg and collaborate together for future events. Jamie and Janice reported they are working on Winesong's 40th year and shared money will go to Foundation which supports scholarships, Street Medicine and other priorities to give back to community. Other upcoming events will be Magic Market in October and Whiskey, Wine, and

Mushrooms.

Public Comment: None

Discussion: Committee Members discussed ideas to efficiently share promotional flyers and social media posts to promote Fort Bragg together.

3C. [25-106](#) Receive Oral Update from VFB Special Events Subcommittee

Administrative Analyst, Cristal Muñoz shared wrap-up meeting topics for Whale Festival, Wine Walk, Chowder Tasting, and Beer Tasting. All events were reported very positive with only needing a few minor tweaks for next year.

Public Comment: None

Discussion: Albin-Smith shared Whale Run sales were down 100 tickets most likely due to inclement weather forecast. Thanksgiving coffee served coffee. Symphony of the Redwoods was well attended. Lodging reported they had many last minute cancellations. Committee Members discussed strategies for continued success of Whale Festival weekend. Peters shared a prior suggestion to have flower pots hanging in Downtown District and Committee members discussed barriers and support. Hotel mixer was discussed as upcoming event in May or June.

4. MATTERS FROM COMMITTEE / STAFF

Blues Festival on May 2-4, 2025 was highlighted and Rhododendron Show at Botanical Gardens on May 3, and 4, 2025.

ADJOURNMENT

Chair Peters adjourned the meeting at 4:51 PM



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Text File

File Number: 25-225

Agenda Date: 6/10/2025

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 1B.

Approve Minutes of Visit Fort Bragg Committee May 13, 2025



City of Fort Bragg

416 N Franklin Street
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Phone: (707) 961-2823
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Meeting Minutes Visit Fort Bragg

Tuesday, May 13, 2025

3:30 PM

Town Hall 363 N Main St. and Via Video
Conference

VISIT FORT BRAGG COMMITTEE

MEETING CALLED TO ORDER

Albin-Smith called the meeting to order at 3:34 p.m.

ROLL CALL

City Staff: City Manager, Isaac Whippy, Administrative Analyst, Cristal Muñoz and City Clerk, Diana Paoli

Present: 6 - Tess Albin-Smith, Lindy Peters, Debra DeGraw, Barbara Bruce, Roxanne Perkins and Jon Glidewell

Absent: 3 - Alison DeGrassi, Cory Epperson and Stathi Pappas

1. APPROVAL OF MINUTES

1A. [25-170](#) Approve Minutes of Visit Fort Bragg Committee January 14, 2025

The minutes were approved by the committee as presented.

1B. [25-171](#) Approve Minutes of Visit Fort Bragg Committee on February 11, 2025

The minutes were approved by the committee as presented.

1C. [25-172](#) Approve Minutes of Visit Fort Bragg Committee on March 11, 2025

The minutes were approved by the committee as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. [25-164](#) Receive Presentation From Pam Bell and City Manager Isaac Whippy on Fort Bragg Blues Festival

City Manager Isaac Whippy introduced Pam Bell and reported Blues Festival was a great weekend and community building event. He thanked all the volunteers. Pam Bell provided presentation regarding wrap-up of Blues Festival and answered questions from the committee.

Public Comment: None.

3B. [25-166](#) Receive Update from Idea Cooperative

Tom Kavanaugh of Idea Cooperative shared presentation and reported on upcoming events and work group efforts on bike course.

Public Comment: None.

3C. [25-167](#) Receive Update from Visit Mendocino

Jamie Peters Connolly provided Visit Mendocino update on upcoming events including Mendocino Film Festival, Salmon BBQ in July, Art in the Gardens, and Winesong in September.

Discussion: Committee members shared engagement on social media is great.

Public Comment: None.

3D. [25-168](#) Receive Presentation and have Discussion on Visitor Engagement Ideas

Jon Glidewell presented slides regarding visitor marketing engagement ideas including murals, enhanced crosswalks, oversized Adirondacks, Coastal Access signage on Main Street, sunset spotting stations, and flower baskets.

Discussion: A subcommittee was formed to continue discussions to move forward with implementing some of the ideas. Tess, Deb, John, Lindy, Barb and Alison would like to attend meeting.

Public Comment: Alison de Grassi

3E. [25-169](#) Receive Oral Discussion on Potential Hanging Flower Baskets

Administrative Analyst Cristal Munoz provided update on potential hanging flower baskets.

Discussion: There was support regarding moving forward with flower baskets and further discussion on watering obstacles and faux flowers options to enhance downtown.

Public Comment: None.

3F. [25-165](#) Receive Oral Update From VFB Special Events Subcommittee

Administrative Analyst Cristal Munoz shared upcoming events including Hotel Mixer on May 19, 2025, between 5-7 p.m, Summer Kick-Off on June 6, 2025, and free movie The Incredibles featured by Mendocino Film Festival at Coast Cinemas.

Discussion: Committee discussed challenges to obtain input from lodging and shared upcoming mixer ideas to encourage attendance and outreach.

Public Comment: None.

4. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Albin-Smith adjourned the meeting at 4:57 p.m.



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Agenda Number: 3A.

Receive Update from Idea Cooperative

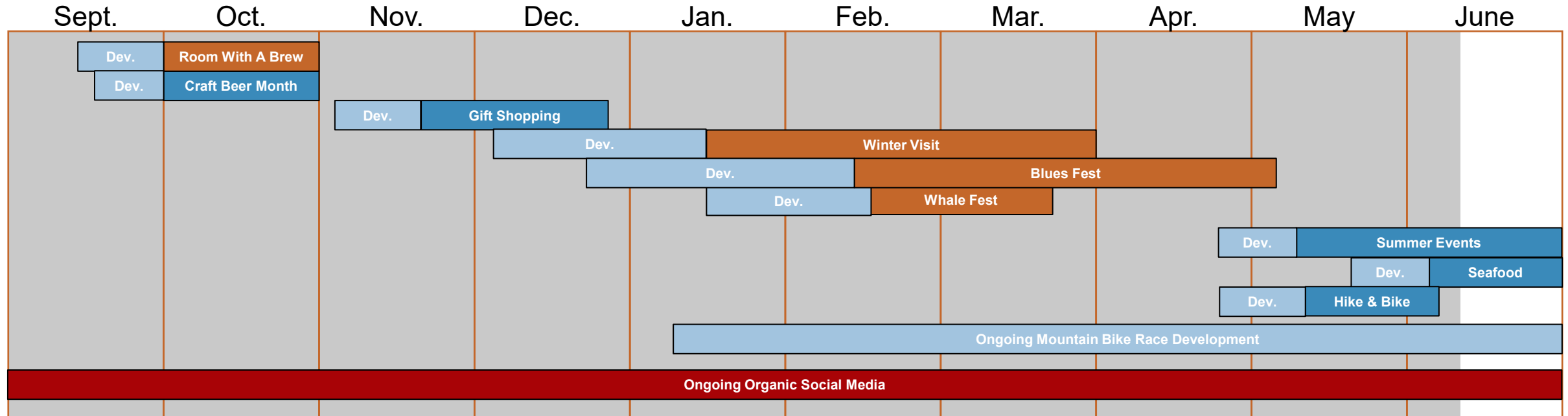


Marketing Campaign Monthly Update

June 10, 2025



Promotional Calendar 2024 > 2025



Major Promotion

- Hotel Involvement
- Landing Page
- Paid Media
- Organic Social
- Newsletter
- Conversion CTA

Minor Promotion

- Landing Page
- Organic Social
- Newsletter

Campaign Development

VisitFortBraggCa.com

MONTHLY SITE TRAFFIC

Google Analytics

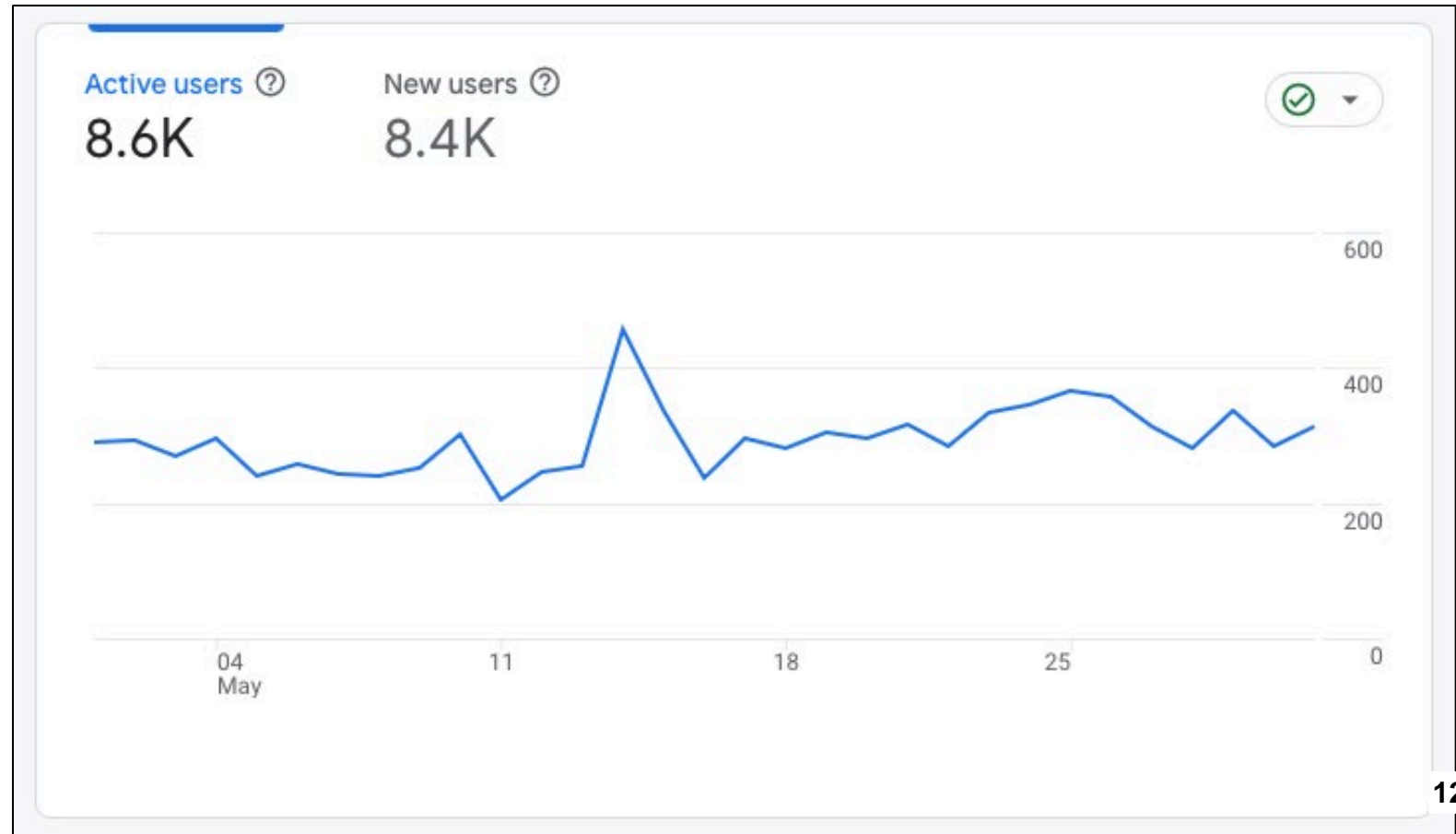
- March 2025 – 11.1 K
- April 2025 – 7.6 K

May:

- 2023 – 6.3K
- 2024 – 7.3K

May 2025

	Page path and screen class	Views
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<input checked="" type="checkbox"/>	1 /	2,440 (11.22%)
<input checked="" type="checkbox"/>	2 /events/	2,219 (10.21%)
<input checked="" type="checkbox"/>	3 /glass-beach/	1,444 (6.64%)
<input checked="" type="checkbox"/>	4 /plan-your-trip/stay/hotels/	738 (3.39%)
<input checked="" type="checkbox"/>	5 /plan-your-trip/stay/camping/	652 (3%)
<input type="checkbox"/>	6 /fort-bragg-independence-day-fireworks/	630 (2.9%)
<input type="checkbox"/>	7 /plan-your-trip/play/coastal-activities/	511 (2.35%)
<input type="checkbox"/>	8 /about-fort-bragg/	460 (2.12%)
<input type="checkbox"/>	9 /plan-your-trip/play/shopping/	455 (2.09%)
<input type="checkbox"/>	10 /the-worlds-largest-salmon-bbq/	342 (1.57%)



APRIL EMAIL

- 7,998 Sends
- 1,667 Total Opens (13.5%)
- 787 Total Clicks
- 5.1% Click Rate
- 37.6 - Clicks Per Open
- 5 Forwards

7 days30 days60 days

Current contacts

9,130

↑ 0.72%

Compared to last 30 days

Click performance

May 14, 2025 - June 6, 2025 • Excludes Apple MPP

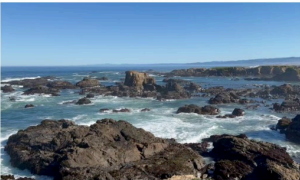
Top links clicked

https://visitfortbraggca.com/events/	375	47.65%
https://www.noyocenter.org/live-web-c...	76	9.66%
https://noyocenter.org/live-web-cam	75	9.53%
https://visitfortbraggca.com/plan-you...	74	9.40%
https://visitfortbraggca.com/top-5-hi...	55	6.99%

FORWARD TO A FRIEND

Share the love of Fort Bragg and the incredible North Coast. Click below to forward this email so they can see how much is happening in and around Fort Bragg.

Forward To A Friend



Coast Cam Calls

The Noyo Center's Crow's Nest Live Cam offers a continuous view from the Coastal Trail. Click for an online reminder of Fort Bragg's spectacular coastline.

View



Calling All Bikers & Hikers!

Fort Bragg is your basecamp for coastal trail adventures this summer. Whether on foot or two wheels, Fort Bragg has a trail for all levels of outdoor fun seekers. From keeping it simple, flat and family friendly on the Coastal Trail to single track trail riding in Jackson State Demonstration Forest, and everything in between. Be sure to pack your hiking shoes and biking gear this summer to experience the beauty of the North coast up close.

EXPLORE



Mural Walk

Fort Bragg's downtown mural collection continues to grow. If you haven't done a walking tour of the murals yet, it should definitely be on your next Fort Bragg itinerary. And if you have, you have two new ones to visit, including one you can touch and interact with. For a Mural Walking Tour Map, and lots of unique Fort Bragg inspired merchandise, art, and crafts, head to Holdin' Down the Fort on Main Street just North of the Laurel Street intersection. Expanded hours for summertime!

EXPLORE

Ongoing festivities

Weekly Wednesday Farmer's Markets continue throughout the year, as do Downtown First Friday celebrations.

EXPLORE

Make Fort Bragg Your Summer Destination

Pack your bags for Fort Bragg to experience a summer season packed with events! Fort Bragg has fireworks over 4th of July weekend, the World's Largest Salmon Barbecue, and Paul Bunyan Days (not to be missed) among the summer line up. It's a summer filled with unique events you'll only find in Fort Bragg. See the full calendar.

VIEW THE EVENTS

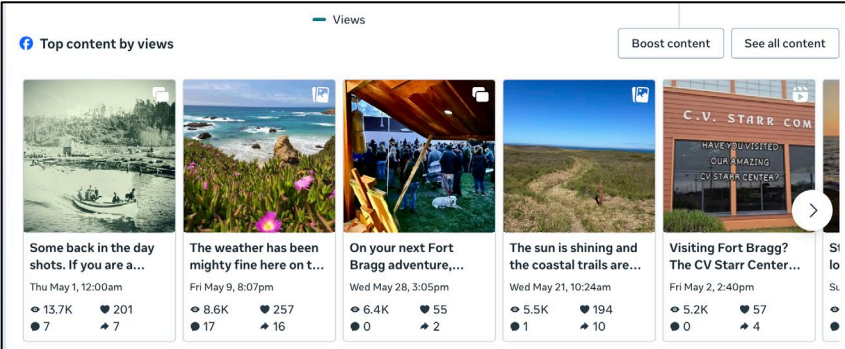
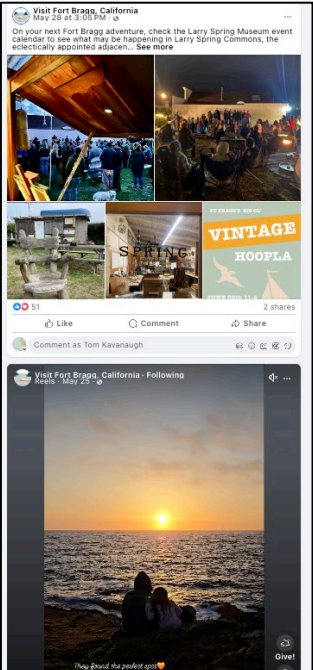
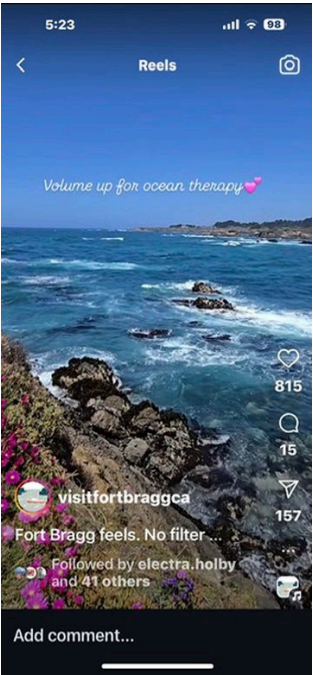
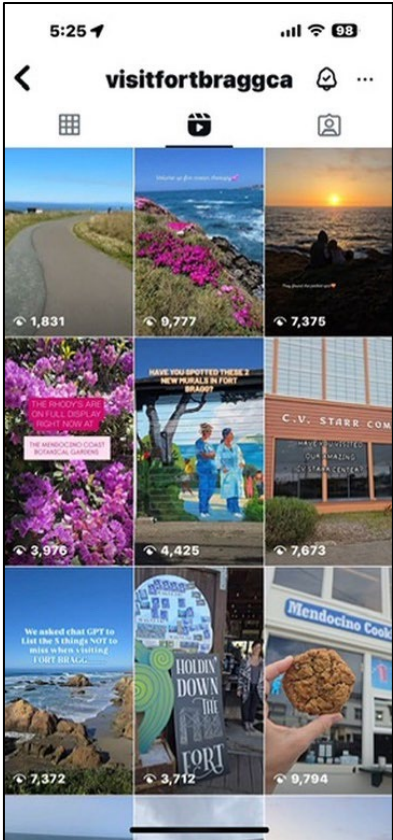
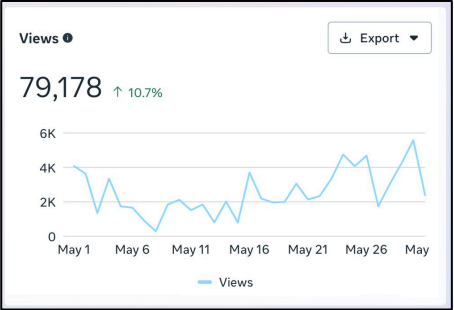


Plan your stay early! Summer is Fort Bragg's busiest season – book your accommodations now for the best selection of hotels, oceanfront inns and campsites.

BOOK NOW

May Social

Title		Date published ↑↓	Reach ↓	Likes and reactions	Comments ↑↓	Shares ↑↓
 Some back in the day shots. If you are a vintage photo fan, ... Multi media · Visit Fort Bragg, California	Boost	Thu May 1, 12:00am	10.5K	192	7	7
 The weather has been mighty fine here on the Coast!! Have... Photo · Visit Fort Bragg, California	Boost	Fri May 9, 8:07pm	6.8K	233	11	16
 Fort Bragg feels. No filter needed. #FortBragg #Northe... Reel · visitfortbraggca	Boost	Thu May 29, 7:05pm	6.7K	825	15	157
 The sun is shining and the coastal trails are calling! So many... Photo · Visit Fort Bragg, California	Boost	Wed May 21, 10:24am	5.7K	181	0	10
 On your next Fort Bragg adventure, check the Larry Spring ... Multi media · Visit Fort Bragg, California	Boost	Wed May 28, 3:05pm	4.6K	51	0	2
 Visiting Fort Bragg? The CV Starr Center has it all—swimmi... Reel · Visit Fort Bragg, California	Boost	Fri May 2, 2:40pm	4.4K	55	0	4
 Stumbled across this lovely family perched on the bluff, wa... Reel · Visit Fort Bragg, California	Boost	Sun May 25, 4:20pm	4K	143	5	5
 We are so on board with this! Photo · Visit Fort Bragg, California	Boost	Wed May 21, 10:11am	3.9K	147	16	0
 Transforming Fort Bragg's alleys into vibrant canvases, the ... Reel · visitfortbraggca	Boost	Fri May 16, 4:44pm	3.2K	324	10	27
 Your Video Story · Visit Fort Bragg, California	Boost	Fri May 16, 11:12am	3.1K	13	--	0
 Rhododendrons are blooming!! Now through June, the Me... Reel · visitfortbraggca	Boost	Fri May 23, 3:29pm	2.6K	219	12	27



Miscellaneous

Seafood Listicle:

- Key Word Optimized Content
- Launches with June newsletter

Bike Race Groundwork:

- Southern Route Taking Shape
- Fall 2026 Timeline

Music Fest Groundwork:

Coalition Coming Together:

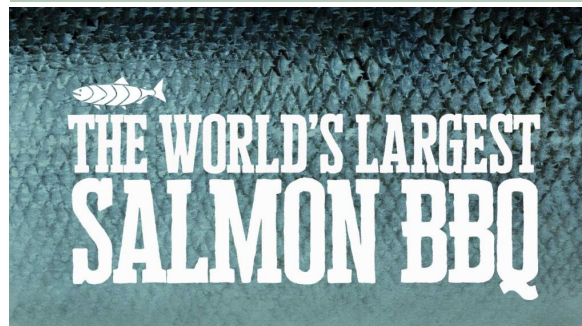
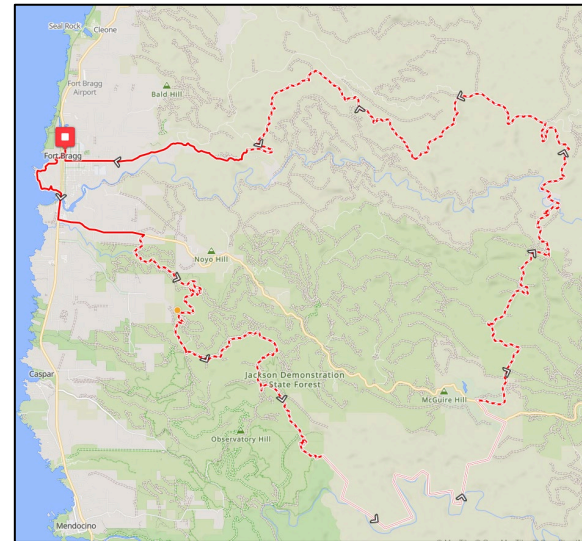
- (((folkYEAH!))) – Booking
- Lost Church – Production
- Sean Van Buskirk – Local Coordination
- Peter Huson – Back of house


Summer Events:

- Big Summer Kick-Off
- Urchins, Rodders, Fireworks, Salmon


Lodging Outreach:

- Weller House Event – Short Terms Added





[PLAN YOUR TRIP](#)
[EVENTS](#)
[OUR STORIES](#)
[ABOUT FORT BRAGG](#)




FOR THE

SEAFOOD LOVER

Top 10 Places for the Seafood Lover

Nestled on California's breathtaking Mendocino Coast, Fort Bragg is a seafood lover's paradise, offering a variety of the region's fresh catches and a side of coastal charm. Every spot provides a unique dining experience that reflects the. Whether you're seeking fresh catches, scenic waterfront dining, or unique culinary twists, these top restaurants are a




5. NOYO FISH COMPANY

Casual and inviting, this harbor-side eatery is known for its delicious fish & chips and creamy clam chowder. Located directly over the water, you might get lucky and see a family of resident otter cubs.

Local Tip: A great spot to watch fishing boats coming in with fresh catches.

[EXPLORE](#)




6. CASA DEL SOL

This family-owned gem blends Latin flavors with fresh seafood - a staple of Fort Bragg food culture, and a favorite of the locals (which says volume!).

Local Tip: Follow them on Instagram to get their weekly taco Tuesday specials.

[EXPLORE](#)




7. THE WHARF

A Fort Bragg staple since the 1950s, this classic eatery offers traditional seafood dishes paired with panoramic views of Noyo Harbor.

Local Tip: Eat your meal at the bar for some local color and conversation.

[EXPLORE](#)




8. OFF THE HOOK SUSHI OK TAKA'S

Fort Bragg has two places to satisfy your sushi cravings with premium sushi-grade fish and creative rolls in a laid-back atmosphere.

Local Tip: The udon noodle soup and ramen are just the thing on a cool coastal evening.

[EXPLORE](#)




9. KW SALTWATER GRILL

Upscale fresh local seafood with a welcoming atmosphere, KW Saltwater elevates Fort Bragg's seafood scene with a refined menu and cozy ambiance. Perfect for a special night out on the North Coast.

Local Tip: The black cod. Say no more.

[EXPLORE](#)



10. CATCH IT YOURSELF!

Head out to sea in one of Noyo Harbor's many fishing charter boats and bring home the catch of the day yourself to cook at home. Anchor Charter, Hooked on Mendocino, and All Aboard Adventures are all great choices!


[EXPLORE](#)

1. SEA PAL COVE

Located right on the wharf, this casual gem serves up crispy fish & chips with stunning harbor views. Enjoy your meal outdoors as fishing boats glide by and seals bark from the opposite bank. Perfect for outdoor dining and dog-friendly fun. Fire pits in the colder weather make this outdoor spot winter friendly.

Local Tip: Don't miss the deep-fried Twinkie when it's time for dessert!

[EXPLORE](#)




2. PRINCESS SEAFOOD & DELI

A seafood lover's dream, Princess offers sustainably caught fish from local waters by an all-female crew. Fresh seafood offerings include anything and everything that is catchable on the North Coast, along with specialty items like smoked fish and seafood salads. Princess has two locations: the seafood market and deli near the entry to the wharf and their restaurant which sits at the farthest point along the wharf. At the restaurant you will find superb fish tacos made with locally caught cod among the fresh fish fare. Dishes are healthy, crisp and fresh, served with a delicious limey slaw for crispy bites.

Local Tip: Nothing is ever fried here, so don't ask!

[EXPLORE](#)




3. MAYAN FUSION

Experience the vibrant flavors of Mexico with a seafood twist. Dishes like seafood enchiladas and ceviche make this flavorful stop a memorable experience. Executive Chef Silver Camil has Yucatan roots and is French trained. The result is a menu of unique dishes you'll crave forever.

Local Tip: Most definitely order one of the specialty margaritas!

[EXPLORE](#)



4. NOYO RIVER GRILL

Set along the Noyo River, this serene spot run by the Guillermo Brothers features fresh seafood delights like coconut greens and ahi tartar, served with a side of spectacular views. Watch boats come and go from the wall of windows out to the harbor.

Local Tip: There's an excellent full bar spanning one end of the restaurant.

[EXPLORE](#)

LOCAL TIPS:

Explore all the coastal charm, fresh flavors, and unforgettable dining experiences has to offer.

[EXPLORE MORE](#)

15

has to offer.

Tourism & Marketing

2024 > 2025 Recap	KPI's	2025 > 2026 Priorities
<p>Strategic Plan Refinement:</p> <ul style="list-style-type: none"> • Revised Integrated Communications Strategy • KPI-Driven Strategic Initiatives • Next-Level Destination-Focused Local Events <p>Creative Refresh:</p> <ul style="list-style-type: none"> • “Wander” Direction – “hub” positioning <p>Major Event Progress:</p> <ul style="list-style-type: none"> • Premier, Nationally-Recognized Bike Race • Headliner-Level Multi-Day Music Festival <p>SEO Content:</p> <ul style="list-style-type: none"> • Listicles: 24 Hours, Winter Wonderland, Dog Friendly, Company Store, Hiking/Biking, Seafood <p>Hotelier Engagement :</p> <ul style="list-style-type: none"> • Room With A Brew, Winter Visit, Whale Fest <p>Merchant Support:</p> <ul style="list-style-type: none"> • Fall & Summer Event Calendars • Gift Shopping Page Refinement 	<p>Organic Digital Engagement (July 2024 to June 2025)</p> <ul style="list-style-type: none"> • eNewsletter – 7,400 to over 9,000 subscribers • Instagram – 24,700 followers • Facebook – 69,000 followers <p>Paid Media Online Shoulder Season Promotions</p> <ul style="list-style-type: none"> • 405,000 Impressions • 6,510 Site Clicks <p>Winter Site Traffic January > March</p> <ul style="list-style-type: none"> • 17,000 – 2022 • 22,000 – 2023 • 27,000 – 2024 • 29,000 – 2025 <p>Site Traffic June > May</p> <ul style="list-style-type: none"> • 62,300 – 2021 > 22 • 68,400 – 2022 > 23 • 94,000 – 2023 > 24 • 103,000 – 2024 > 25 	<p>Month One Strategic Evaluation:</p> <ul style="list-style-type: none"> • Revisit Communications Strategy • Align Budgets and Promotions <p>Creative Direction:</p> <ul style="list-style-type: none"> • Build on “Wander” – increase analytics <p>SEO Focus:</p> <ul style="list-style-type: none"> • Continue Site Traffic Growth • Sharpen Target Focus <p>Major Event Progress:</p> <ul style="list-style-type: none"> • Music Festival – Spring 2026? • Bike Race – Fall 2026 <p>Shoulder Season Prioritization:</p> <ul style="list-style-type: none"> • Continue Budget “Bulge” <p>Younger Demographic Skew:</p> <ul style="list-style-type: none"> • Continue Targeting Younger Audience <p>Photo Contest:</p> <ul style="list-style-type: none"> • Return and Expand Great Fort Bragg Photo Contest <p>Blue Economy:</p> <ul style="list-style-type: none"> • Promote/nurture Fort Bragg’s environmental role

EVENTS

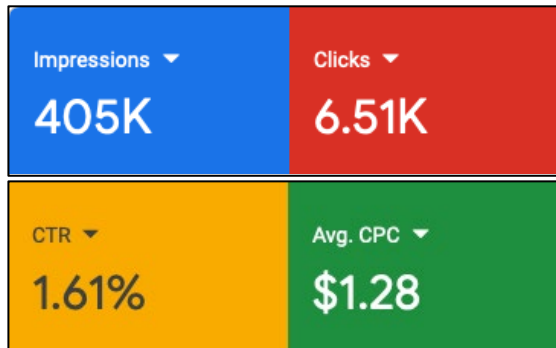
DIGITAL ENGAGEMENT

Social

- Instagram – 24,700
- Facebook – 69,000
- E-newsletter – 9,000

Online Media

- Winter Visit & Whale Fest (Jan > Mar.)

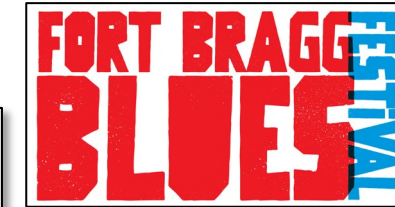
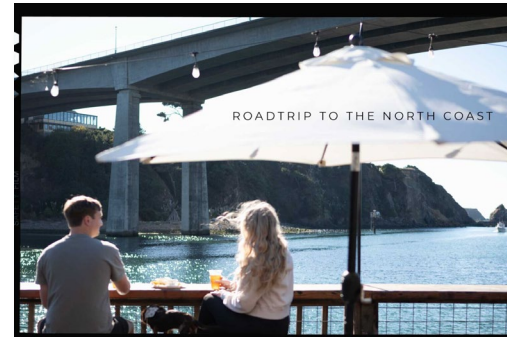


Winter Site Traffic

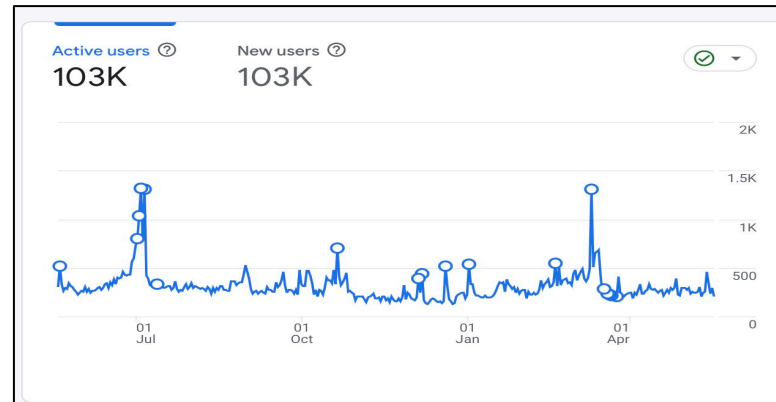
January > March

- 2022 – 17K
- 2023 – 22K
- 2024 – 27K
- 2025 – 29K

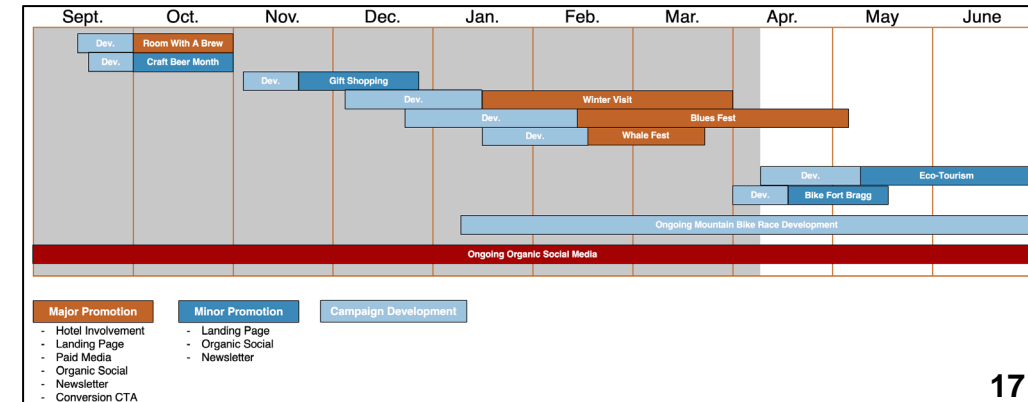
VisitFortBraggCa.com



Website User Acquisition - Year To Date



2024 > 2025 Promotions Calendar



Questions?

Comments?





City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Text File

File Number: 25-223

Agenda Date: 6/10/2025

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 3B.

Receive Update from Visit Mendocino



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Fort Bragg, CA 95437
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Text File

File Number: 25-224

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Version: 1

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In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 3C.

Receive Oral Update From VFB Special Events Subcommittee