

New Smyrna Beach Area Leave No Trace 2024-2029 Strategic Framework

Initiative Impact: Visitors and residents discover, protect, and share New Smyrna Beach Area's natural and cultural assets.

OUR IMPERATIVES

 <p>Reduce Negative Impacts to Beaches, Blue Ways, and Trails</p>	 <p>Reach the Visiting Public with Consistent Leave No Trace Messaging</p>	 <p>Engage a Passionate Coalition of Local Stakeholders, Businesses, and Communities</p>	 <p>Lead By Example: The New Smyrna Beach Area Emerging Destination Leader</p>
--	--	---	---

LONG-TERM OUTCOMES (3-5 YEARS)

Beaches, waterways, trails, and wildlife in the New Smyrna Beach Area are healthier because the visiting public practices Leave No Trace.	Visitors and residents practice Leave No Trace when spending time in outdoor spaces and communities in the New Smyrna Beach Area.	New Smyrna Beach Area businesses, organizations, and agencies promote consistent and frequent Leave No Trace messaging to the visiting public.	The New Smyrna Beach Area is a leading, popular voice for promoting responsible visitation to Florida's Atlantic coast.
---	---	--	---

SHORT TERM OUTCOMES (12-MONTHS)

<p>The New Smyrna Beach Area's coastal environments and adjacent communities, including Edgewater, Oak Hill, Osteen, Port Orange experience a reduction in negative impacts as a result of the visiting public practicing Leave No Trace:</p> <ul style="list-style-type: none"> • Trash and litter • Parking issues near recreation areas • Conflicts between competing user groups • Impacts to wildlife 	<p>Visitors and residents encountering Leave No Trace messaging ahead of- and during their visit:</p> <ul style="list-style-type: none"> • Are aware that individual actions help reduce negative impacts to natural spaces. • Feel empowered to protect New Smyrna Beach Area assets. • Believe that being part of a stewardship solution is connected to their personal "why". • Desire and use more alternative transportation options to reduce community and beach impacts. • Believe that Leave No Trace practices are improving their local communities (Residents). 	<ul style="list-style-type: none"> • Partners feel equipped to educate their patrons about how to practice Leave No Trace in the NSB area. • Partners are able to meaningfully connect with patrons about how to practice Leave No Trace in NSB. • Partners use new NSB Leave No Trace education assets to communicate with patrons and visitors. • Hospitality partners adopt and share NSB Leave No Trace messaging with their patrons. • Partners view NSB's Leave No Trace efforts favorably. • Partners believe preservation and tourism work together help the local economy. 	<p>The visiting public, stakeholders, beach and park managers, and community residents:</p> <ul style="list-style-type: none"> • Can recognize the NSB Leave No Trace initiative brand. • Support the NSB Leave No Trace initiative. • Believe that initiative contributes to reducing negative recreation impacts to the New Smyrna Beach Area's coastal environments and communities. • Believe that the messaging is accessible and appeals to a diverse visitor audience.
--	--	---	---

New Smyrna Beach Area Leave No Trace 2024-2029 Strategic Framework

Internal Team 12-Month Activation and Metrics

SHORT TERM OUTCOMES (12 MONTHS)

<p>The New Smyrna Beach Area's coastal environments and adjacent communities, including Edgewater, Oak Hill, Osteen, Port Orange experience a reduction in negative impacts as a result of the visiting public practicing Leave No Trace:</p> <ul style="list-style-type: none">• Trash and litter on beaches• Parking issues near recreation areas• Conflicts between competing user groups• Impacts to wildlife	<p>Visitors and residents encountering Leave No Trace messaging ahead of- and during their visit:</p> <ul style="list-style-type: none">• are aware that individual actions help reduce negative impacts to natural spaces.• feel empowered to protect New Smyrna Beach Area assets.• believe that being part of a stewardship solution is connected to their personal "why".• desire and use more alternative transportation options to reduce community and beach impacts.• believe that Leave No Trace practices are improving their local communities (Residents).	<ul style="list-style-type: none">• Partners feel equipped to educate their patrons about how to practice Leave No Trace in the NSB area.• Partners are able to meaningfully connect with patrons about how to practice Leave No Trace in NSB.• Partners use new NSB Leave No Trace education assets to communicate with patrons and visitors.• Hospitality partners adopt and share NSB Leave No Trace messaging with their patrons.• Partners view NSB's Leave No Trace efforts favorably.• Partners believe preservation and tourism work together help the local economy.	<p>The visiting public, stakeholders, beach and park managers, and community residents:</p> <ul style="list-style-type: none">• Can recognize the NSB Leave No Trace initiative brand.• Support the NSB Leave No Trace initiative.• Believe that initiative contributes to reducing negative recreation impacts to the New Smyrna Beach Area's coastal environments and communities.• Believe that the messaging is accessible and appeals to a diverse visitor audience.
--	--	--	--

ACTIVATIONS

<ul style="list-style-type: none"><input type="checkbox"/> Integrate awareness messaging into visitor campaigns (see next column over) that touches on the following four topics:<ul style="list-style-type: none">• Trash and litter on beaches• Parking issues near recreation areas• Conflicts between competing user groups• Impacts to wildlife<input type="checkbox"/> Increase PR and media coverage of the four impact areas listed above.<input type="checkbox"/> Work with Volusia County beach and park managers to deploy new Leave No Trace signage into physical spaces, as well as their digital spaces (websites, social media, etc).<input type="checkbox"/> Work with Volusia County beach and park managers to determine what indicators they already potentially use to track the four impacts list above.	<ul style="list-style-type: none"><input type="checkbox"/> Develop campaigns based on newly developed Leave No Trace messaging:<ul style="list-style-type: none"><input type="checkbox"/> "Introducing Leave No Trace in New Smyrna Beach Area"<input type="checkbox"/> "Things to Know Ahead of Your Visit"<input type="checkbox"/> "What impacts are taking place? What can I do about them?" (carry over from the campaign to the left)<input type="checkbox"/> "This is My Why: a campaign featuring the faces and voices of the New Smyrna Beach Area"<input type="checkbox"/> "Alternative Transportation in the New Smyrna Beach Area"<input type="checkbox"/> "Visitor storytelling: Social Media Campaign"<input type="checkbox"/> Activate print and social campaigns across radio, digital advertising in key markets, blog-a-torials.<input type="checkbox"/> Develop a plan for video storytelling over the next 12 months.<input type="checkbox"/> Increase PR and media coverage of the Leave No Trace initiative.	<ul style="list-style-type: none"><input type="checkbox"/> Provide education and professional development to engage and support local partners knowledge about Leave No Trace and their role.<input type="checkbox"/> Develop, distribute, and track digital and print Leave No Trace assets for partners to use.<input type="checkbox"/> Media outlets share stories about the business community role in the New Smyrna Beach Area Leave No Trace initiative.<input type="checkbox"/> Identify and engage a short list of highly engaged and powerful partners who would be first to participate.<input type="checkbox"/> Develop and activate PR campaigns about getting involved with the new Leave No Trace initiative aimed at potential partners.<input type="checkbox"/> Partner activation at May 2024 National Travel & Tourism Week Breakfast.	<ul style="list-style-type: none"><input type="checkbox"/> Develop questions for the above audiences to answer and deploy those questions across various feedback loops, satisfaction surveys, and focus groups.<input type="checkbox"/> Create a list of industry awards and their known criteria and deadlines. Apply for award consideration.<input type="checkbox"/> Increase PR and media coverage of the Leave No Trace initiative.
--	---	--	---

EVALUATION AND METRICS

<p>Use indicators and metrics from Volusia County beach and park managers to determine relationship between visitor behavior connected to various education campaigns.</p> <p>Survey county beach and park employees about their feelings toward the New Smyrna Beach Area Leave No Trace initiative.</p>	<p>Visitor and resident feedback (survey/focus groups) asking likert-type questions that speak to the bulleted outcomes above. Additional questions can ask about the influence of those items to help uncover level of change.</p> <p>Digital campaign statistics and impressions.</p>	<p>Stakeholder feedback (survey/focus groups) asking likert-type questions that speak to the bulleted outcomes above. Additional questions can ask about the influence of those items to help uncover level of change.</p>	<p>Utilize feedback from key audiences mentioned above to determine success metrics.</p> <p>Did New Smyrna Beach Area Visitors Bureau receive any awards or recognition from the travel industry?</p>
---	---	--	---