



## **New Smyrna Beach Area Visitors Bureau Destination Master Plan Steering Committee Key Messages**

- To further engage the Southeast Volusia County community in planning for the future of tourism in the area, the New Smyrna Beach Area Visitors Bureau has set out to create a comprehensive and collaborative Destination Master Plan.
- The outcome of the Destination Master Plan will be a shared vision for the future of tourism in the community and a roadmap for how to achieve it.
- The goal is to enhance the impact of the visitor economy while ensuring the long-term health of the destination and quality of life for our residents.
- This process will also acknowledge and incorporate the great work and plans already underway across New Smyrna Beach and area.
- Residents, business coalitions, frontline tourism industry members, business owners, economic development leaders, political leaders and arts and culture champions will all be involved in the process, along with other key members of the community.

As a member of the Steering Committee, my role is to:

- Provide general project oversight to ensure collaboration and integration
- Engage with key stakeholders, where appropriate
- Offer individual knowledge and industry/community relationships
- Provide guidance and key recommendations on project focus and priorities
- Be a champion in the community for the initiative, goals and progress
- Offer active participation in meetings and events
- Supply innovative and entrepreneurial thinking and perspectives

Everyone's voice is welcome in this process! You're welcome to share your thoughts with me, or Debbie Meihls, President & CEO of the New Smyrna Beach Area Visitors Bureau at [dmeihls@visitnsbfla.com](mailto:dmeihls@visitnsbfla.com)