



New Smyrna Beach Destination Master Plan

Steering Committee Kick Off

May 12, 2022



Facilitators

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Agenda

- Welcome and Introductions
- MMGY NextFactor Overview
- Why A Destination Master Plan?
- Steering Committee Role
- Stakeholder Engagement
- Resident Survey Results Overview
- Questions and Answers



MMGY NextFactor Corporate Overview

- Consulting firm specializing in travel and tourism
- Our mission is to create a more connected, prosperous and equitable world by promoting travel as a transformative force for society
- Specialize in strategic plans and destination development plans; during the past six years:
 - Completed over 70 strategic plans
 - Completed over 20 destination master plans
- In 2019, we joined forces with MMGY Global, the world's largest integrated marketing company specializing in the travel



Destination Master Plans



Denver



Fort Worth



Breckenridge



Greater Palm Springs



Colorado Springs



Indianapolis



Waterloo



Hilton Head Island



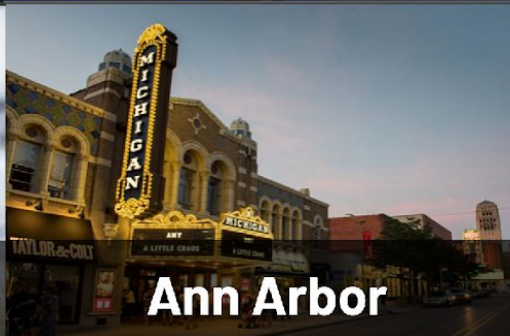
Greater Miami



Birmingham



Manitoba



Ann Arbor



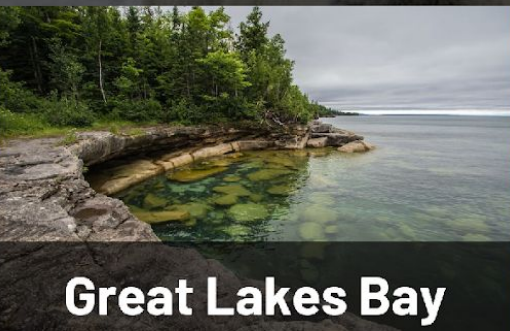
Galena



Branson



Glacier Country



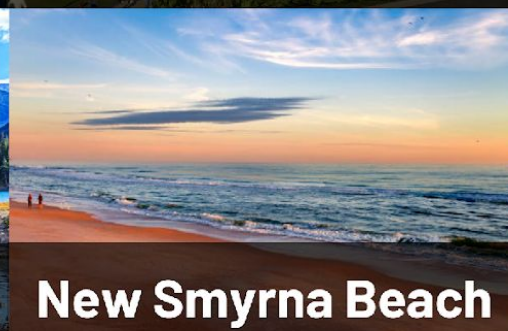
Great Lakes Bay



Vail



Jasper



New Smyrna Beach



North Myrtle Beach

Why a Destination Master Plan?



Project Objectives

- Create a vision for how New Smyrna Beach can shape and plan its physical/geographic assets to create a stronger sense of place
- Identify products, amenities, programming and experiences that will guide the long-term, sustainable planning and design of your destination
- Identify placemaking opportunities for tourism generation, talent attraction and economic development



Steering Committee Roles

- Provide general project oversight to ensure collaboration and integration
- Establish a conduit to government, industry and key stakeholders
- Offer individual knowledge and industry/community relationships
- Provide guidance and key recommendations on project focus and priorities
- Be a champion in the region for the initiative, goals and progress

Project Plan

Project Kickoff

Destination Assessment

Stakeholder Engagement

Situational Analysis

Visioning Workshop

Destination Master Plan Development



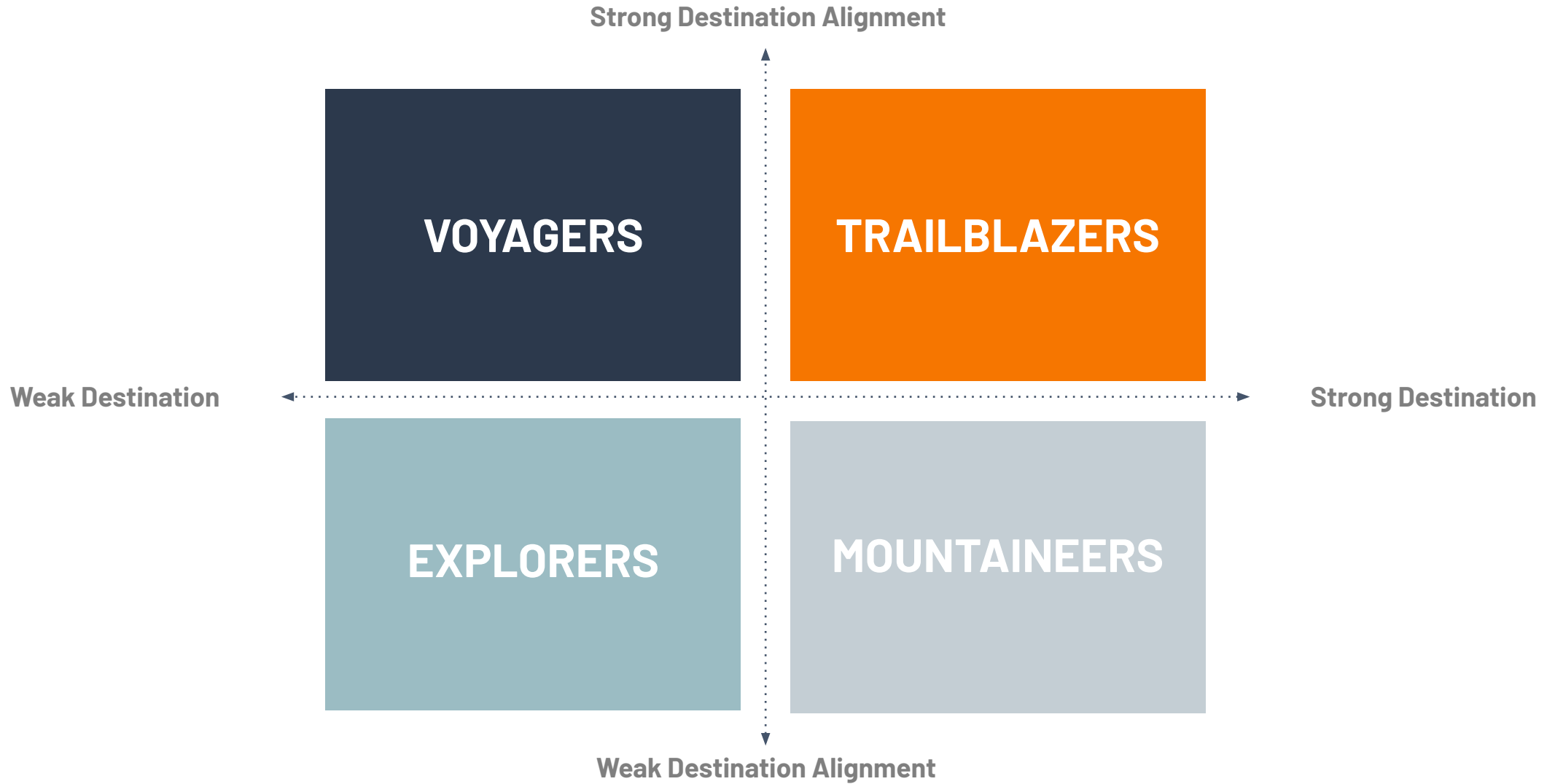
Stakeholder Engagement

- **In-Depth Interviews** (7 completed to-date)
- **DestinationNEXT** assessment (79 responses to-date)
- **Resident Survey** (835 responses)
- Steering Committee Kick-Off (May 12)
- **Front-line Industry Survey** (June - July)
- **Focus groups** (Aug. 22-23 – four/day)
 - Flagler Ave
 - Canal Street
 - 3rd Ave
 - Citizens (Smart Development Coalition)
 - Arts & Culture
 - Restaurants
 - Hotels & Property Managers
- **Visioning Session** (Tentative: Oct. 20 or Oct. 27)
- **Validation Session** (Tentative: Jan. 19 or 26)
- **Presentation of Master Plan and Strat Plan sessions** (Feb. 2023)



DestinationNEXT

DestinationNEXT Scenario Model



Destination Strength Variables



**Attractions &
Experiences**



**Arts, Culture &
Heritage**



**Dining, Shopping &
Entertainment**



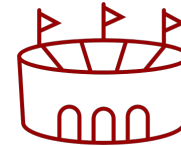
Outdoor Recreation



**Conventions &
Meetings**



Events & Festivals



Sporting Events



Accommodation



**Local Mobility &
Access**



Destination Access

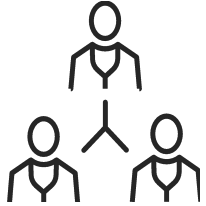


**Communication
Infrastructure**



Health & Safety

Destination Alignment Variables



**Business
Support**



**Community Group &
Resident Support**



**Government
Support**



**Organization
Governance**



**Workforce
Development**



**Hospitality
Culture**



**Equity, Diversity
& Inclusion**



**Funding
Support & Certainty**



**Regional
Cooperation**



**Sustainability
& Resilience**



**Emergency
Preparedness**



**Economic
Development**

Stakeholders





Visioning Workshop

- Identify the type of destination that residents want to live, work and play in, as well as one visitors want to experience.
- Identifies key issues and opportunities that should be prioritized in order to serve visitors, while maintaining or enhancing quality of life for residents.
- Develop strategies to leverage a destination's key strengths, improve weaknesses and address issues



Stakeholder Groups

- Stakeholder groups
- Hotels & Accommodations
- Arts, Culture and History
- Attractions and Operators
- Restaurants & Culinary
- Land Managers & Outdoor Recreation
- Retail
- Festivals & Events (Cultural and Sporting)
- Educational Institutions
- Economic Development
- Corporate
- Makers, Entrepreneurs and Young Professionals
- Transportation, Infrastructure and Government
- Staff

Discussion

- Are there stakeholder groups we should consider adding?
- What existing strategies, research and programs should we be aware of?
- Are there any roadblocks you think we might encounter?



Resident Survey

Resident Survey

- 835 respondents
- March 31 – April 19
- 71% completion rate
- Over 8 minutes spent on each response



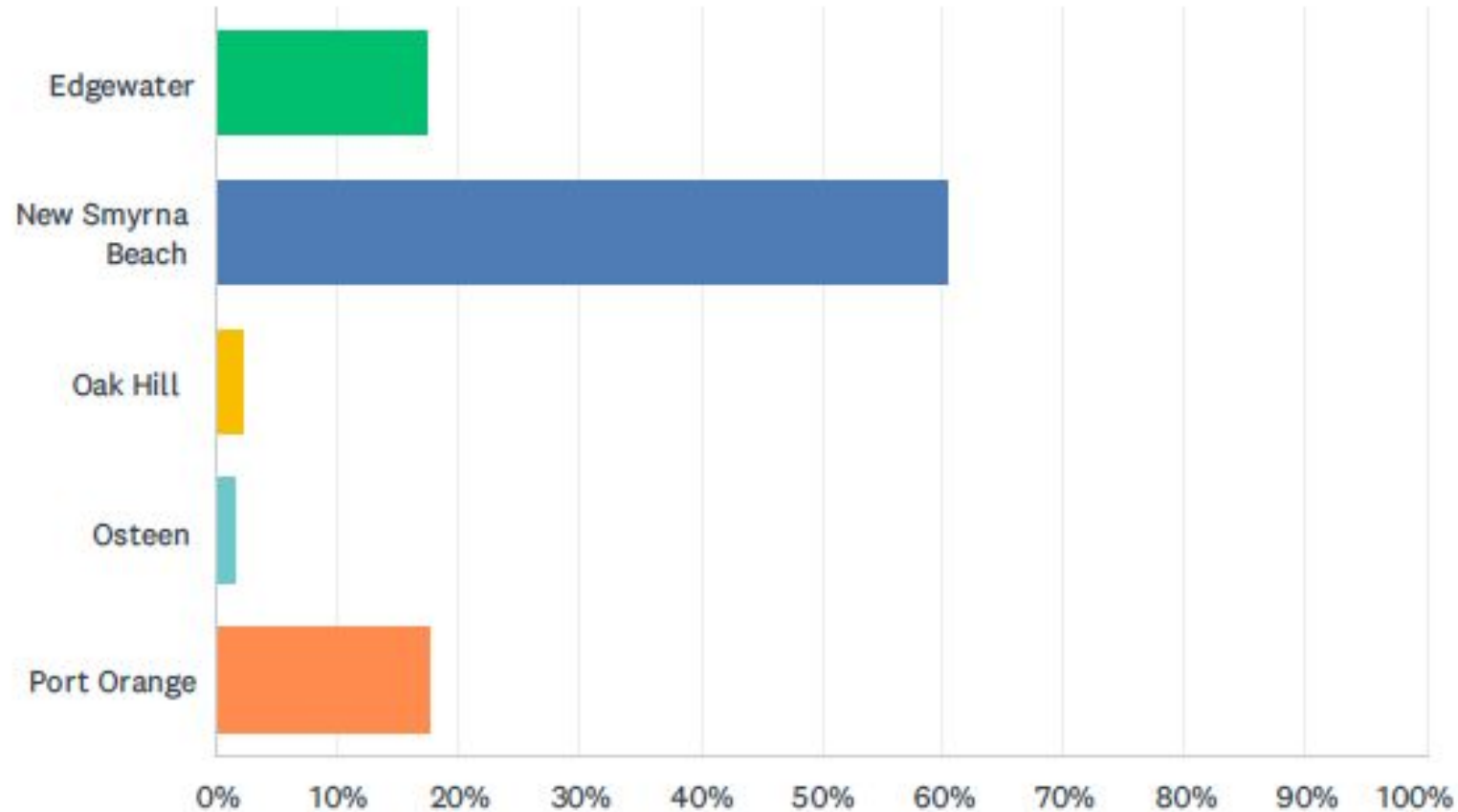
Demographics

- 45% of respondents are 65 or older
- 55% female / 41% male
- 89% describe themselves as Caucasian
- 52% with an annual income over \$100K
- 44% retired / 30% work full-time at a specific location



Demographics

The majority of survey respondents reside in New Smyrna Beach.

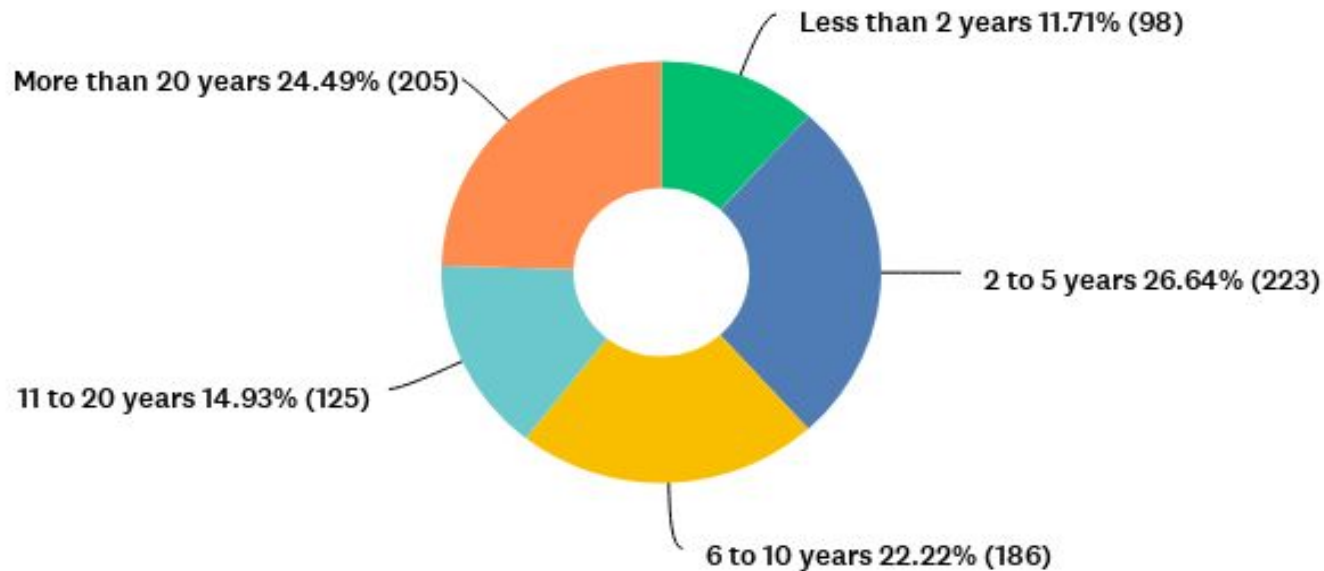


Which city do you live in?

Resident breakdown

Roughly one in four respondents have lived in Southeast Volusia for over 20 years, one in sixth have resided as long-term residents for about 10 - 20 years.

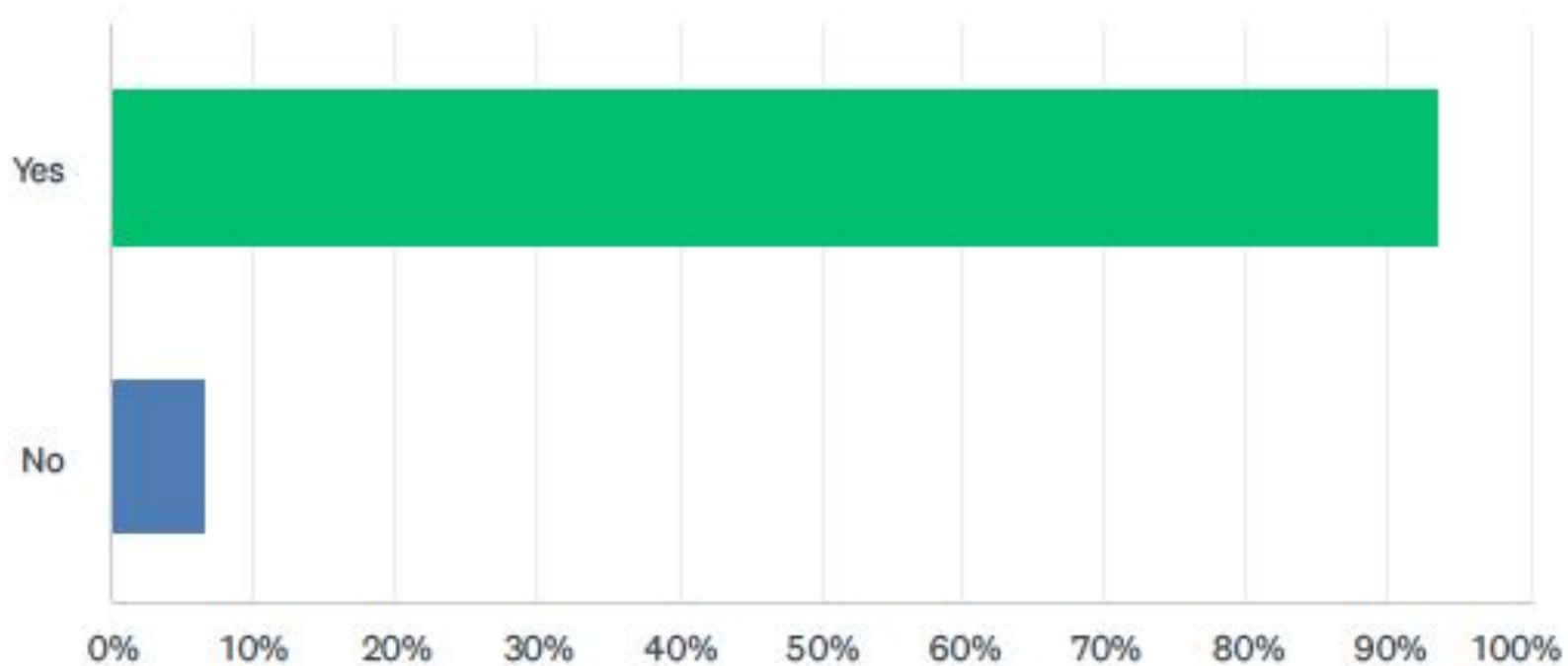
12% are new residents, having resided in Southeast Volusia County for less than two years.



How long have you been a resident of Southeast Volusia County?

Full-time vs Seasonal Residents

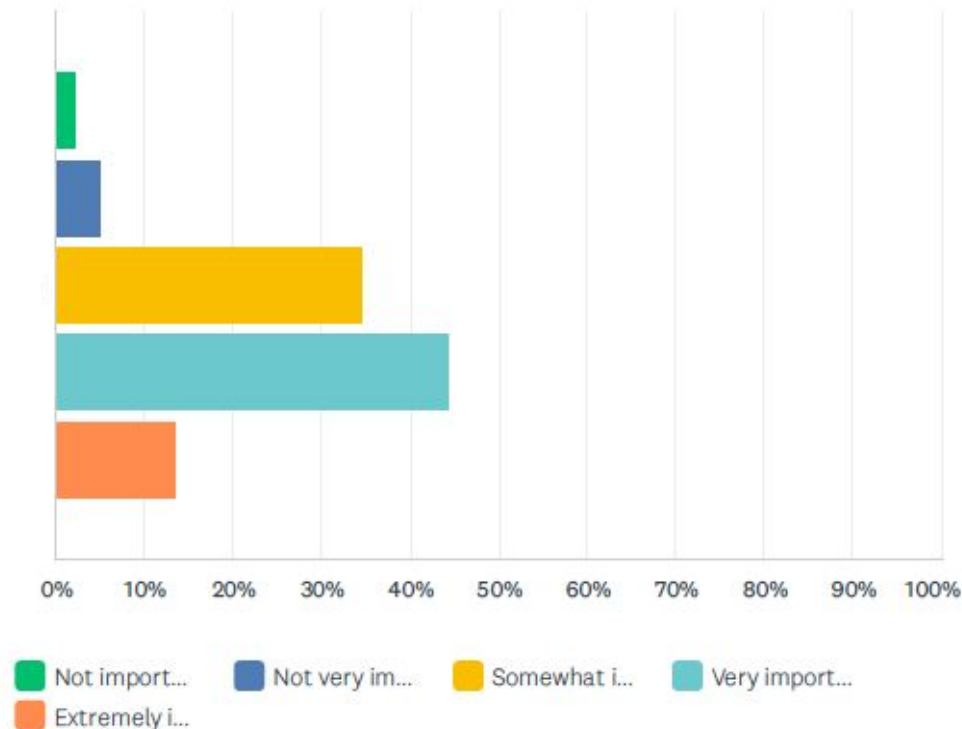
The overwhelming majority of respondents were full-time residents of Southeast Volusia County, with roughly 7% indicating they lived in the region on a part-time basis.



Do you live here year-round?

Rating of importance of tourism to the County

Respondents understand the importance of tourism.



How would you rate the importance of tourism to Southeast Volusia County's economy?

Rating of impact of tourism

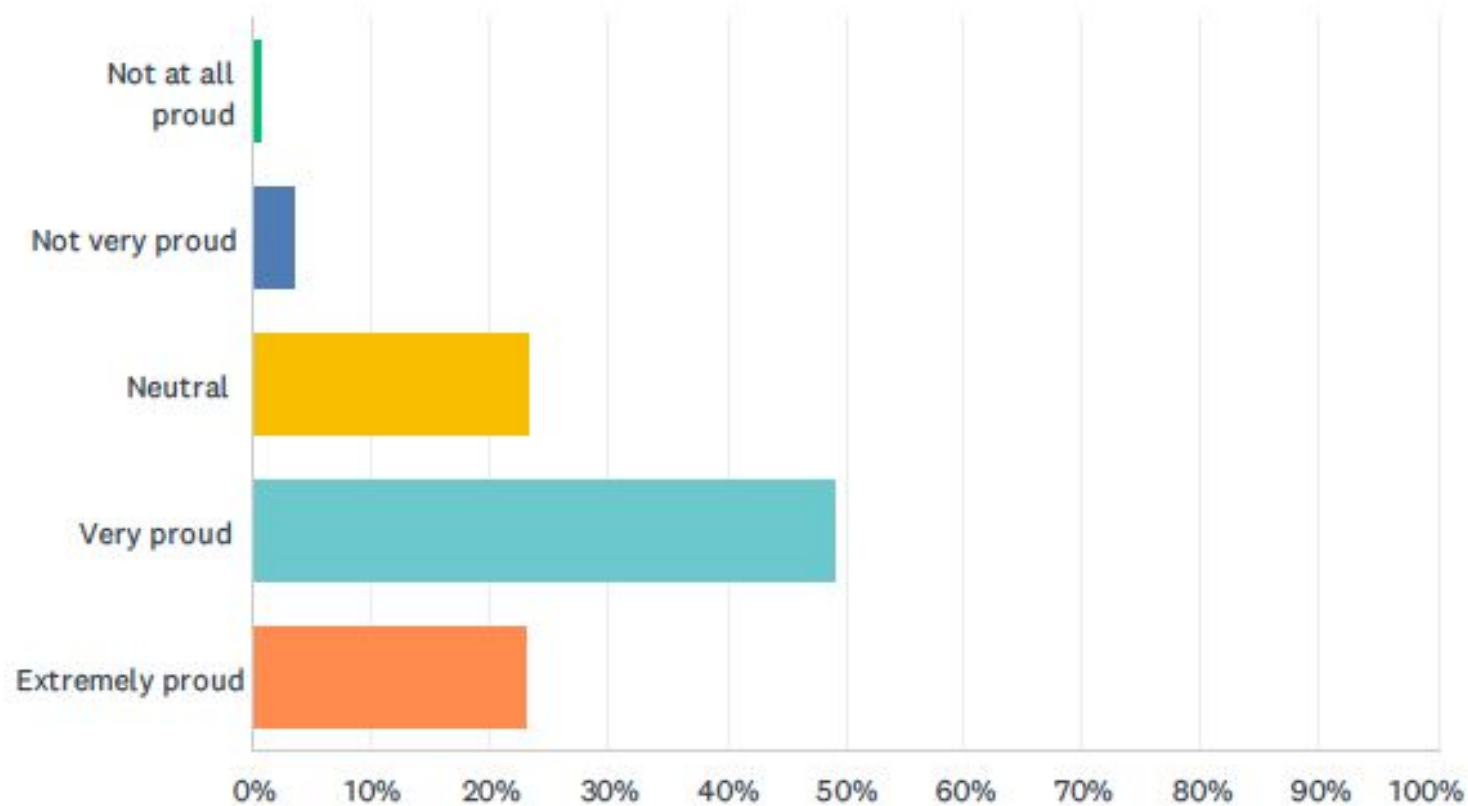
Over half of the respondents acknowledge the positive impact of tourism to Southeast Volusia County



**How would you rate the impact of tourism on you and your family?
(From Extremely Negative to Extremely Positive)**

Pride of Place

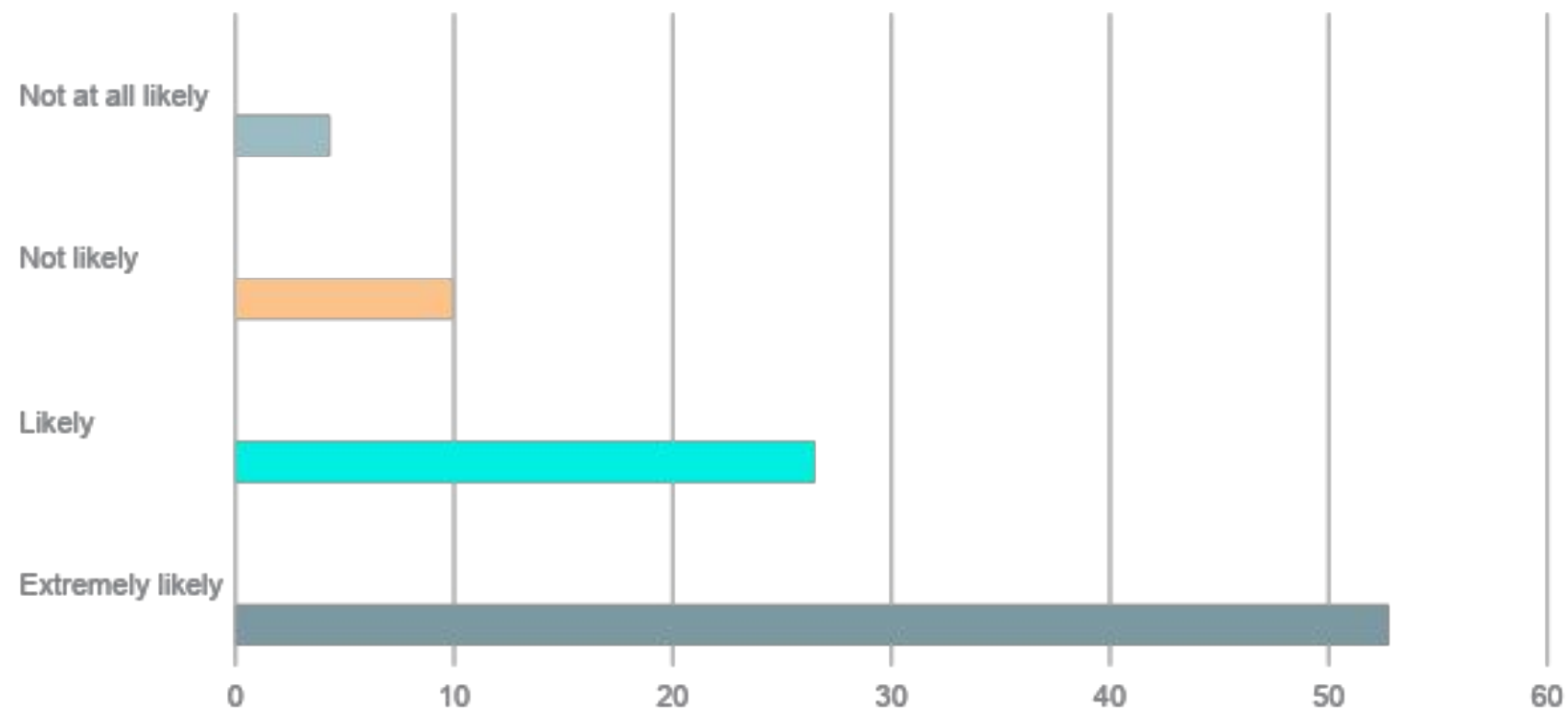
Residents are overwhelmingly proud of being a resident of Southeast Volusia



Please indicate the level of pride you feel in being a resident of Southeast Volusia County

Likely to Recommend

More than half of Southeast Volusia residents are Extremely Likely to recommend the area to recommend Southeast Volusia County as a place to visit when talking to friends and family members who do not live in the area. Conversely, only 4.3% are not likely to recommend the area.



How likely are you to recommend Southeast Volusia County as a place to visit when talking to friends and family members who do not live in the area?

Describing Southeast Volusia County

The most common words used by respondents were overwhelmingly 'beach' and 'beautiful' and 'friendly'. The next most commonly used words were 'home', 'clean' and 'crowded'.

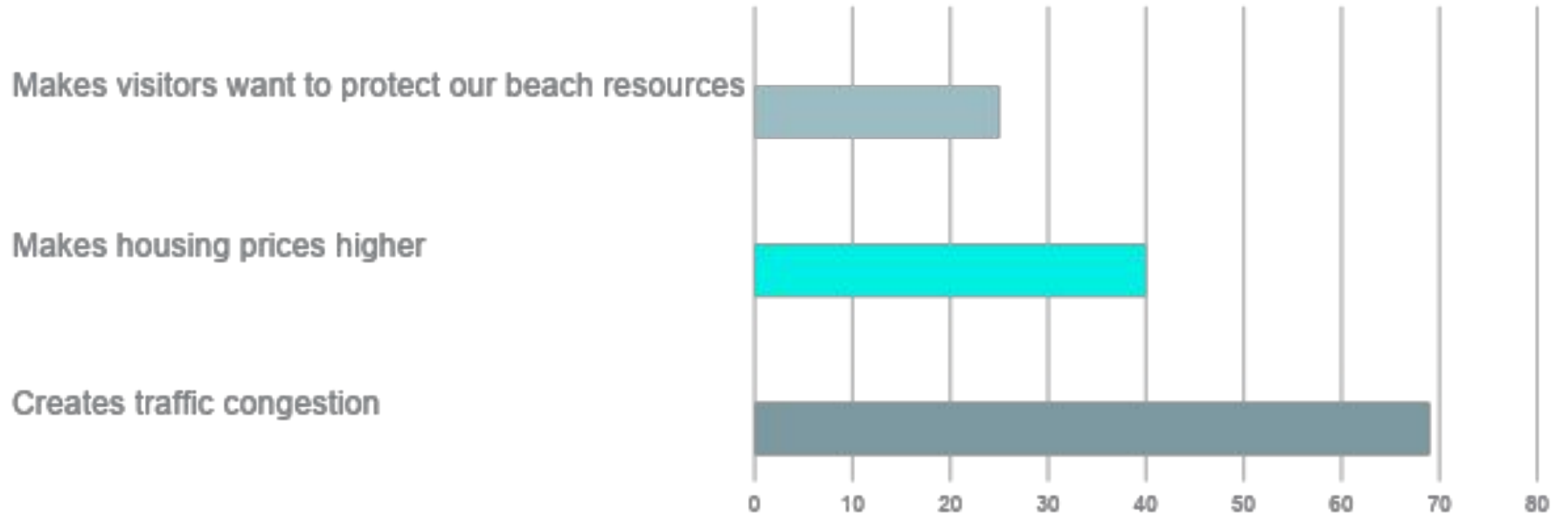


A word cloud of various terms used to describe Southeast Volusia County. The words are arranged in a non-uniform, overlapping manner. The most prominent words, shown in larger fonts, include 'Beach', 'Beautiful', 'Friendly', 'Home', 'Clean', 'Crowded', 'Quiet', 'Safe', 'Sun', 'Community', 'Old Florida', 'Warm', 'Good', 'Small town', 'Coastal', 'Nice', 'Laid back', 'Overcrowded', 'Nature', 'Tranquility', 'Unique', 'Busy', 'People', 'Growing', 'Freedom', 'Overdeveloped', 'Pretty', 'Natural', 'Congested', 'Quaint', 'small', and 'town'. The colors of the words range from light blue to dark purple.

town overdeveloped Old Florida Pretty Warm Natural good Congested
Community Tranquility Sun Unique Safe Busy Small town
Nature Quaint small Quiet people crowded
Overcrowded Home Laid back Beautiful Nice
Beach Coastal Friendly Freedom Clean Growing

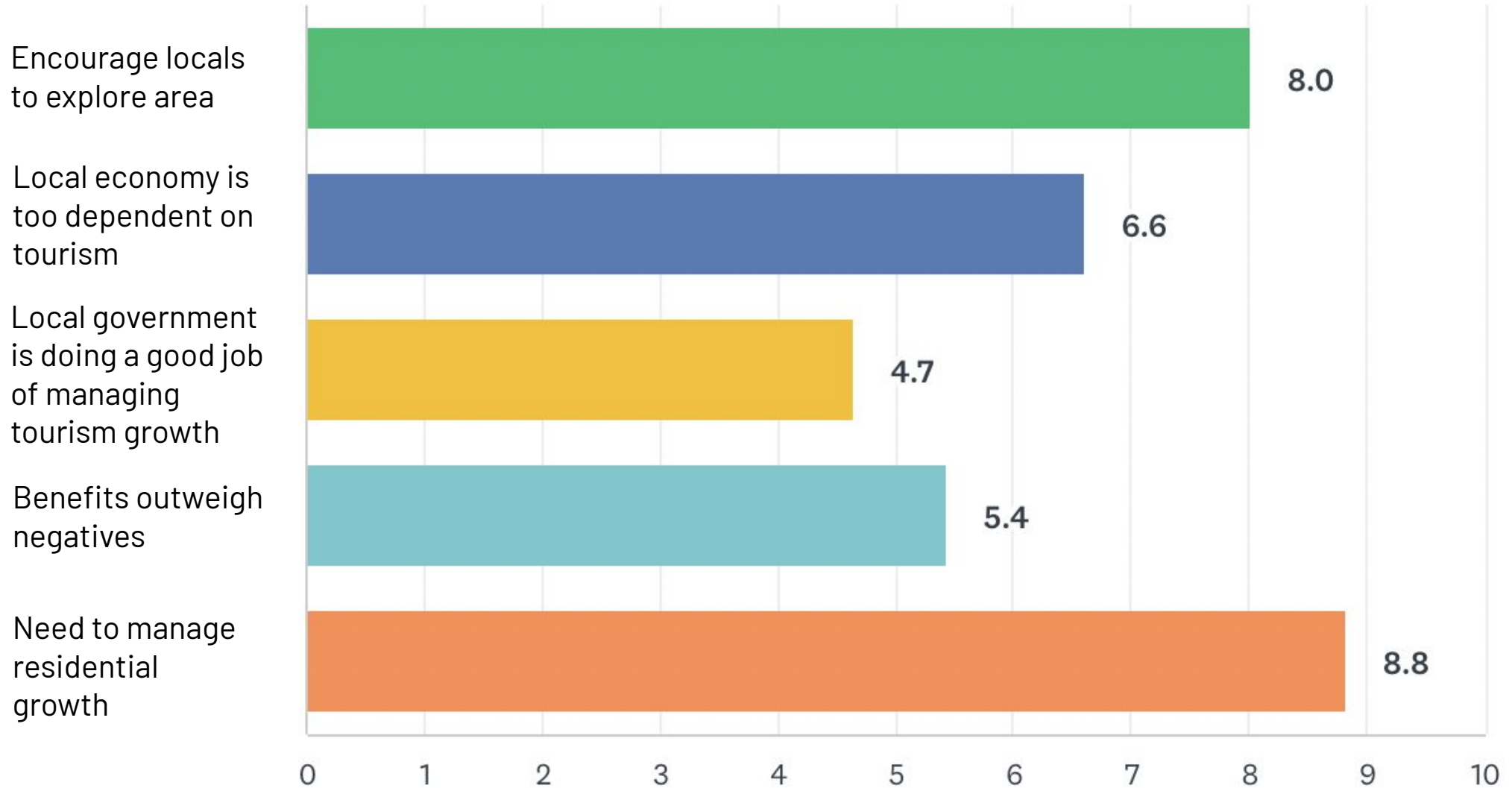
What are the first three words or phrases that come to mind when you think of Southeast Volusia County?

Negatives of Tourism



Please indicate your level of agreement with the following statements.

Managing Tourism



Discussion

- Do any of the resident survey results surprise you?
- Is there anything that concerns you?
- Is there anything you think should be explored further?





Next steps

- Focus groups (Aug. 22-23)
- Visioning Workshop (October)
- Validation Session (January 2023)
- Final presentation (February 2023)



Thank you

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