



New Smyrna Beach Area Visitors Bureau Destination Master Plan Steering Committee Terms of Reference

Introduction

The New Smyrna Beach Area Visitors Bureau has engaged MMGY NextFactor, a global thought-leader in tourism and economic development, to support the development of a Destination Master Plan for New Smyrna Beach and a Strategic Plan for the New Smyrna Beach Area Visitor Bureau. MMGY NextFactor has proven experience in developing both Strategic and Destination Master Plans, having completed more than 60 strategic plans for DMOs worldwide, more than 20 comprehensive Destination Master Plans across North America, and detailed assessments of more than 260 destinations around the world.

The outcome of the Destination Master Plan will be a shared vision for the future of our 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 while acknowledging and incorporating the great work and plans already underway across New Smyrna Beach.

Critical to this work will be the valued input of our stakeholders and residents of our community. New Smyrna Beach Area Visitors Bureau is enlisting a Steering Committee to guide the development of this strategy and act as champions throughout the implementation process.

Steering Committee Roles & Responsibilities

1. Provide general project oversight to ensure collaboration and integration
2. Establish a conduit to government, industry and key stakeholders, where appropriate
3. Offer individual knowledge and industry/community relationships
4. Provide guidance and key recommendations on project focus and priorities
5. Be a champion in the community for the initiative, goals and progress
6. Offer active participation in meetings and events
7. Supply innovative and entrepreneurial thinking and perspectives

1. Kickoff Meeting – May 12, 2022
2. Visioning Workshop - Tentatively scheduled for the week of Oct. 19, 2022
3. Validation Session – Jan. 18, 2023

Commitment

Steering committee members will be asked to participate in approximately two, one-hour meetings throughout the strategy development process as well as a 3-hour visioning workshop.