

2021 ANNUAL PLAN

CITY COUNCIL MEETING | JANUARY 12, 2021

visit
MYRTLE BEACH
SOUTH CAROLINA



MYRTLE BEACH AREA CHAMBER OF COMMERCE

Introduction

- Last year has been like no other. Despite the pandemic and its high impact on tourism, on small businesses and our community, state and country, the MBACC has stayed on the watch, working tirelessly to do everything we can to salvage 2020.
- We remain financially healthy. We've retained our team. Our Board has been active and engaged. And we've managed to not only survive but emerge strong and capable of accomplishing our mission:

PROMOTE. PROTECT. IMPROVE.

- This recovery plan stems directly from our Board survey and Board retreat held last fall to focus our priorities. We will focus on those most important programs to not just build back, but to become resilient and to gain competitive advantage in tourism. We look forward to working closely with the City to help get our economy back on track.

Chamber and CVB Top Priorities

Lead the Chamber and CVB through recovery to be more resilient.

Participate in major initiatives for downtown redevelopment and economic diversification to support our City and its business community.

Aggressively advocate for relief for businesses through Covid recovery and our top legislative priorities.

Lead a successful brand relaunch for Visit Myrtle Beach.

Champion Diversity, Equity and Inclusion internally and within our business community.

Continue to deliver transparency and accountability to our Board and stakeholders.

Sustain financial strength to enable our work to proceed successfully for our business community.

Launch Keep Myrtle Beach Beautiful affiliation certification as part of Keep America Beautiful Program

2021 – Chamber will obtain Keep Myrtle Beach Beautiful Affiliation through Keep America Beautiful

- Establish bylaws, basic goals

- Apply for grant funding with Keep America Beautiful

2022 – Chamber will have an active committee and program of work in place for Keep Myrtle Beach Beautiful that is holding no less than 4 events per year to improve litter control in Myrtle Beach



Community
Building



Strategic Priority Opportunities for 2021-22

Our Mission **PROMOTE. PROTECT. IMPROVE.**

The mission of the Myrtle Beach Area Chamber of Commerce is to provide community leadership in the promotion of economic development, including tourism. Accordingly, the chamber will effectively involve itself in the governmental and political arena and the coordinating of efforts to advance business development in order to improve the quality of life and to encourage unity in the region.

Our Vision

We will be a world-class organization that thrives on continuous improvement, providing exceptional results through service, innovation, community leadership and collaboration.

COMMUNITY BUILDING	DIVERSITY, EQUITY AND INCLUSION	LEGISLATIVE ADVOCACY
Goal 1	Goal 1	Goal 1
Create a plan that starts a path forward toward re-imagining and rebuilding the City of Myrtle Beach and the Grand Strand (including participation in the marketing of downtown redevelopment of Myrtle Beach with new unrestricted sources of funds and support MBREDC efforts with site selectors).	Advocate for new ways to create access to opportunities for marginalized groups.	Evaluate new ways to attract the industries we need to bring to our community, such as health care/medical, education, aviation, advanced manufacturing, robotics, logistics, cybersecurity, professional services.
STRATEGY 1	STRATEGY 1	STRATEGY 1
Convene, through the community engagement council, a coalition of stakeholders with the goal of redeveloping downtown Myrtle Beach and advocate for funding support.	Assess the needs of the area through both a survey of the community and by identifying and engaging with key influencers and leaders from within the marginalized and underserved community.	Work with key stakeholder organizations to align goals so that we may work in unity to attract key industries to the Grand Strand by creating a shared statement/vision and outlining shared priorities.
STRATEGY 2	STRATEGY 2	STRATEGY 2
Promote and educate all stakeholders (community, current and potential businesses, and industry) about the importance of redevelopment and current plans/vision.	Based on the needs of the marginalized and underserved community, create resources and educational programs to demonstrate the path toward business ownership, career development, business growth and chamber membership.	Pursue legislative initiatives that will promote an economic development and pro-business agenda.
Goal 2	Goal 2	Goal 2
Support the efforts of our community leaders and resident groups. Engage with government and economic development leaders to drive destination performance and elevate quality of life.	Implement DEI training for our employees and member investors.	Develop a new strategy and communicate the I-73 project to the community - secure local funding for Interstate 73, secure state matching dollars for Interstate 73, and secure federal funding for Interstate 73.
STRATEGY 1	STRATEGY 1	STRATEGY 1
Enhance awareness and inform local residents and community leaders about the importance of business and tourism and the associated community benefits they bring.	Expand educational opportunities to include more collaboration and tools to implement DEI in other businesses and organizations.	Revamp the I-73 communications strategy with a goal of engaging the community and key stakeholders by exploring new tactics, such as a fresh pitch or a new "face" for the communication.
STRATEGY 2	STRATEGY 2	STRATEGY 2
Collaborate with existing groups, such as local residents and local government, on the importance of business and tourism.	Work towards dedicating further resources of staff time and talent to this program of work.	Utilize a feasibility study to discover potential funding sources and explore ways to utilize the chamber's foundation to expand initiatives for I-73.
SUCCESS METRICS	SUCCESS METRICS	SUCCESS METRICS
<ol style="list-style-type: none"> 1. Track size and participation of community engagement council 2. Conduct business and resident surveys to measure awareness and understanding of redevelopment plans 3. Track attendance of educational sessions to community 	<ol style="list-style-type: none"> 1. Complete needs assessment tool among marginalized community groups 2. Create plan to operationalize educational programs 3. Monitor progress on DEI training for employees and member investors 4. Complete organizational assessment via expert DEI consultant 	<ol style="list-style-type: none"> 1. Complete a shared priorities vision document with all stakeholders in Grand Strand 2. Monitor success of our legislative initiatives by year end 3. Create and complete new I-73 strategic plan for support and funding 4. Conduct feasibility study through foundation to expand funding opportunities



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INVESTOR RELATIONS	TOURISM MARKETING	TOURISM SALES
Goal 1	Goal 1	Goal 1
Strengthen strategic partnerships – One Grand Strand, Myrtle Beach Hospitality Association, Golf Tourism Solutions, MYR Airport, SCRLA, Myrtle Beach Regional Economic Development Corporation, Coastal Carolina Association of Realtors and area health care systems.	Visit Myrtle Beach Destination Brand Rollout - Fully execute the Visit Myrtle Beach brand strategy and elevate the destination's reputation among visitors, residents and stakeholders through integrated programs and partnerships.	Lead Myrtle Beach in aggressive efforts to secure groups for future dates to build the base of business, create compression, and allow for revenue yield management.
STRATEGY 1	STRATEGY 1	STRATEGY 1
Identify key stakeholders and organize under the community engagement council to facilitate collaboration and leverage the foundation as a funding mechanism to achieve the goals set.	Foster a sense of gratitude for tourism impacts/benefits for our community to engage and educate our stakeholders (residents, local municipalities, local businesses and organizations).	Continue to evaluate new trends for sports and events that can utilize existing venues in new ways, while developing new partnerships with airlines to expand the number of direct flights and reduce group travel costs.
STRATEGY 2	STRATEGY 2	STRATEGY 2
Convene to identify roles/responsibilities and determine 5-year goals focused on redeveloping downtown, I-73, economic diversification, and workforce development/retention.	Utilize local ambassadors, such as members of the community engagement council and elected officials, to support the brand rollout and generate more local buy in.	Conduct a feasibility study on convention center expansion and impact on downtown revitalization, plus revisit feasibility study on expansion of sports facilities.
Goal 2	Goal 2	Goal 2
Look at new approaches for events and Chamber Academy education—provide value and networking opportunities for our investors that will turn into membership renewal.	Tourism Demand Generation, Recovery & Growth - Support destination recovery through comprehensive and integrated marketing programs that inspire visitation, generate visitor demand, and growth in tourism visitation and expenditures. Enhance collaboration and integration with all key partners to deliver optimum results.	Monitor and shift sales priorities by market segment performance and recovery.
STRATEGY 1	STRATEGY 1	STRATEGY 1
Identify the value proposition of existing and proposed programs by surveying investors and connecting with other chambers to determine feasibility of programs.	Ensure a smooth transition with new marketing partners and differentiate our brand through authentic travel responsibly messaging and aggressive marketing while monitoring resident sentiment.	Identify hot/emerging opportunities and focus sales efforts to maximize opportunities in 2021. Convene stakeholders to determine best ways to optimize current facilities and add new facilities based on future demand.
STRATEGY 2	STRATEGY 2	STRATEGY 2
Use research to evaluate and develop new membership models, including a potential tiered membership structure, to attract new businesses, residents, business leaders and marginalized group-owned businesses.	Leverage world-class infrastructure, technology, data, staff and financial strength to develop a media strategy that expands our market share by targeting the right customers.	Study other large sporting event markets to identify new ways to attract new sports events in the future. Collect data to determine and prioritize opportunities.
SUCCESS METRICS	SUCCESS METRICS	SUCCESS METRICS
<ol style="list-style-type: none"> 1. Track size and participation of community engagement council 2. Complete 5 year plan for redevelopment, I-73, diversification and workforce 3. Conduct investor survey to determine priority programs 4. Launch new research to evolve membership models and pricing as needed 	<ol style="list-style-type: none"> 1. Conduct research to measure understanding of tourism benefits among stakeholders 2. Use research tools to monitor marketing efficacy with tourists and positive sentiment among residents 3. Report out our marketing ROI and market share achieved targets 	<ol style="list-style-type: none"> 1. Complete a trends report for sports and group business 2. Complete a feasibility study on convention center 3. Refresh feasibility study on sports facility expansion 4. Complete data collection on competitive markets to ID new opportunities



Chamber of Commerce Investor Relations Goals

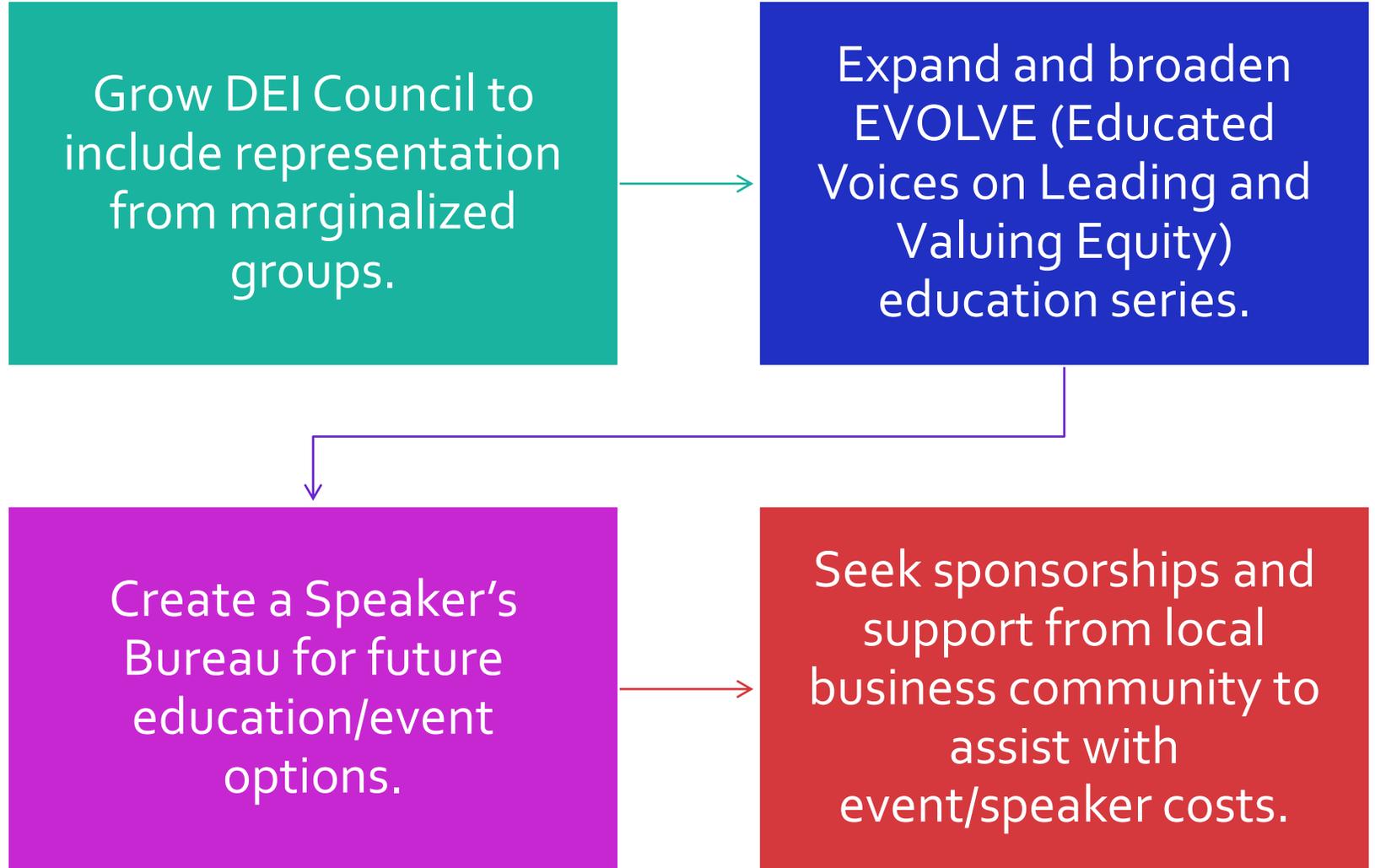
Diversity Equity & Inclusion Goals

Grow DEI Council to include representation from marginalized groups.

Expand and broaden EVOLVE (Educated Voices on Leading and Valuing Equity) education series.

Create a Speaker's Bureau for future education/event options.

Seek sponsorships and support from local business community to assist with event/speaker costs.



*Government
Relations*

**Plan to
redevelop and
rebrand
downtown
Myrtle Beach**

Stakeholder Coalition

- Identify stakeholders critical to current/future downtown
- Downtown funding sources
- Establish MBACC lead role

Education

- Celebrate successes
- Local campaigns to drive traffic to downtown
- Pride in the “face of our city.”

Government Relations

Drive destination performance and quality of life

Inform on Importance of Tourism

Revamp "Tourism works for us" site

Educate on TDF Tax Credit

Create Ambassadors for Tourism

Collaborate with existing groups

Engagement with City Leaders

Share Key Metrics with Allies

Engage with other groups on Priorities

*Government
Relations*

**Strengthen
Strategic
Partnerships**

- Regularly scheduled meetings of Community Engagement Council
- Clearly defined, tangible goals
- Map short term, 5-year and 10-year projects

**Mobilize
Community
Engagement
Council**

**Big
Picture
Advocacy**

- Identify big items: Downtown Redevelopment, Roads, Workforce
- Publish goals and metrics
- Member engagement & ownership

*Government
Relations*

**Public
policies to
attract new
industries**

Align goals with stakeholder groups

- Collaborate on legislative priorities agenda
- Advocate issues beyond tourism
- Listen to the experts

Pro-business legislative agenda

- Tax reform role for MBACC
- Education reform role for MBACC
- Pay attention to priorities throughout the year

*Government
Relations*

Revamp I-73 Strategy

I-73 Marketing

- 1) Engage Legislative Delegation
- 2) Address Statewide Issues
- 3) Develop new strategic approaches for I-73

Funding

- 1) Conduct feasibility study
- 2) Explore local funding options
- 3) Study other communities

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CVB TOURISM MARKETING

Promoting the Grand Strand as a premiere year-round destination.

Destination Marketing Key Strategic Priorities

ROLLOUT BRAND

VISIT MYRTLE BEACH BRAND ROLLOUT

- Fully execute the Visit Myrtle Beach brand strategy and elevate the destination's reputation among visitors, residents and stakeholders through integrated programs and partnerships.

LEAD RECOVERY

LEAD DESTINATION RECOVERY & GROWTH

- Support destination recovery through comprehensive and integrated marketing programs that inspire visitation, generate visitor demand, and growth in tourism visitation and expenditures. Enhance collaboration and integration with all key partners to deliver optimum results.

PARTNER

EXECUTE & EVOLVE TOURISM PARTNER PROGRAMS

- Continue to implement, evaluate, and evolve Tourism Investment Program (TIP) for CVB partners as market changes to better connect partners to potential visitors while supporting the organization's private revenue goals.

EXPAND INSIGHTS

EXPAND MARKET-WIDE DATA & ANALYTICS

- Continue to refine, enhance, and expand the destination's market-wide analytics, data, and insights to provide a competitive advantage to the destination.
- Expand Key Performance Indicators, including resident sentiment, visitor satisfaction, and economic, socio-cultural, and environmental sustainability.

ENHANCE SERVICES

ENHANCE VISITOR SERVICES & ENGAGEMENT

- Continue to refine and evolve visitor services and communications to enhance positive customer engagement across all channels and visitor segments, including through social media, consumer response centers and visitor centers.

Visit
Myrtle Beach
Brand
Positioning

For those seeking a place to call their own, Myrtle Beach is one destination made up of unique beach communities – sixty miles of bringing people together, where you can be who you are and find where you belong.

Visit Myrtle Beach Brand Consumer Launch

New design elements

New logo and type fonts

New photos and video images

MMGY, new media agency

New media plans February – December for spring, summer, fall, holiday and winter seasons

New advertising creative:

- **Digital ads**
- **Search**
- **TV spots**
- **Print magazine and Newspaper**
- **Social Media**

Launching Spring, 2021 for Summer visitors

New Local Resident Education Campaign

Showcase new brand campaign so residents see what we are doing in markets outside our area and state

Educate residents about our tourism campaigns

Local to Local on social media: locals talking to each other, sharing their passion for Myrtle Beach started fall, 2020

Reawaken locals' love of the beach

- Share why they love Myrtle beach
- Share hidden gems
- Share favorite memories

Launching Spring, as a sneak peek before the brand launches to visitors so our residents are “in the know”

Destination Marketing Key Success Metrics



INCREASE VISITATION

VISITOR STATS
FIRST-TIME & SEASONAL
HIGHER INCOME AUDIENCES
EXPANDED MARKET SHARE
INCREASED TAX COLLECTIONS



INCREASE VISITOR DEMAND

LODGING STATS
INTENT TO VISIT
DESTINATION SEARCH
MARKETING RESULTS
PARTNER REFERRALS



IMPROVE BRAND REPUTATION

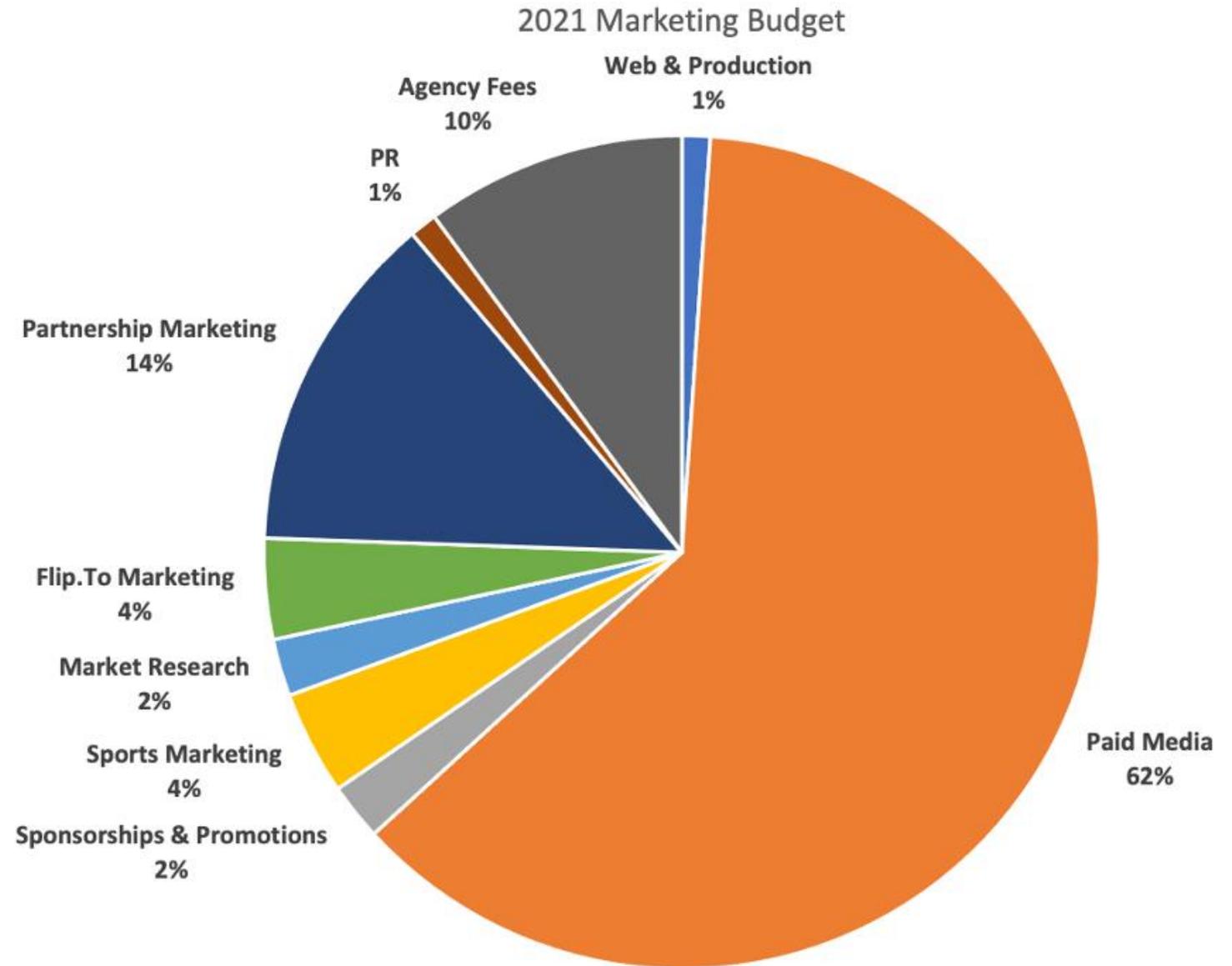
VISITOR SATISFACTION
RESIDENT SENTIMENT
STAKEHOLDER ENGAGEMENT

Tourism Marketing – Visitor Center Program and Consumer Response Center

Refine and evolve programs and communications to enhance positive customer engagement across all channels and visitor segments, through the consumer response center, the mobile visitor center, and the visitor centers in Myrtle Beach

- 2021 – Visitor Center reorganization and cross-training complete
- 2021 – Evaluation of marketing division’s needs related to consumer response center and how it can be improved or utilized more effectively.
- 2021 – RFP for Consumer Response Center finalized by June 2021
- 2021 – Mobile Visitor Center rewrapped and outfitted based on new branding strategy by June 2021
- 2021 – Mobile visitor center resumes schedule by July 1, 2021
- 2022 – Mobile Visitor Center Utilized by staff during “down” times in busy areas in Myrtle Beach area
- 2022 – Mobile Visitor Center runs a full-year schedule

2021 Destination Marketing Programs Allocations



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CVB GROUP SALES

Attracting groups to the Myrtle Beach area.

Group Sales Goals

1. INCREASE GROUP ECONOMIC IMPACT

- INCREASE GROUP DEMAND
- GENERATE 700 LEADS
- BOOK 240,000 ROOM NIGHTS
- GAIN 6 FAM TOURS
- CONDUCT 25 SITE VISITS/FAM TOURS
- HOST 3 GROUP TRADE SHOWS
- ID 3 competitive sports destinations for insights on possible future events
- Complete eSports feasibility study

Group Sales Strategies

Monitor and shift group sales priorities by market segment and activity during recovery period

Identify hot and emerging opportunities for future bookings including outreach for groups with previous plans not allowed in certain regions but available here

Implement new virtual site inspection technology for group investors and area sports venues

Serve as a continued connection between our clients and investors as they continue with recovery transitions

Study other large sporting event markets to identify new ways to attract new groups and new types of groups to our region

Host three in-person group trade shows during 2021 – Sports Express, Spotlight on the Mid-Atlantic and Meetings Live

Continue to get prospective clients to the destination with a stronger emphasis on the second half of 2021 and all of 2022

Evaluate existing convention and sports venues for possible expansions

Thank you.

