



NORTH MYRTLE BEACH
Chamber of Commerce
Convention & Visitors Bureau

Chamber/CVB Name Change and Logo Presentation

November 2020

miles
PARTNERSHIP

Mission and Purpose

- Our mission is to advance the prosperity of North Myrtle Beach

Mission and Purpose

Destination NMB is organized to market the community as a preferred destination for all visitors; to strengthen, support, and develop the destination brand; to coordinate the use of community funds and resources; to provide services that will include, but not be limited to,

- promote leisure travel to the community
- the sales and marketing to group travelers through sports tournaments, weddings, reunions, and small meetings
- develop a base of support for guest services that prioritize the visitor experience
- serve as facilitator and convener for the tourism industry on such matters that impact the marketability of the region and destination
- promote the use and occupancy of public and private facilities
- serve as a community resource for destination development, sustainable tourism plans, and economic opportunities related to tourism planning and development

Mission and Purpose

Guiding Principles

- Grow the North Myrtle Beach Visitor and Destination Market
- Communicate our story
- Serve as the voice of business
- Focus on our customers

Discovery
work group

THE ORGANIZATION

- List 10 features or benefits of the organization that you think are important, appealing and distinctive
 1. **Tourism promotion**
 2. **Business advocacy**
 3. **Destination management (including brand management)**
 4. Sense of community for partners
 5. One-stop shop for information – travelers, businesses
 6. Important community role as convener and facilitator
 7. Destination brand management
 8. Networking
 9. Strategic guidance & collaboration
 10. Moving toward workforce development

Discovery
work group

THE ORGANIZATION

- What kinds of problems can the organization best solve or mitigate?
- If the organization were a person, what adjectives might be used to describe it?

Discovery
work group

THE MEMBERS

- List the top 5 needs or wants of member businesses. Consider fears, challenges, expectations and what they hope to gain.
 1. Awareness for customers
 2. A voice in the community
 3. Marketing guidance – research, etc.
 4. Networking & access
 5. Collective power & energy
 6. Education

Assessing
the name

WHAT'S IN A NAME?

- What are the essential words that **MUST** be included in the organization name?
- Should any words be avoided?
- What is the *feel* of the new name?
- What are ideal qualities of the new name?

New

name

Destination NMB

Color Execution



New Logo - Color



New Logo – Black & White



Logo Set

