

Chamber/CVB Name Change and Logo Presentation

November 2020



Mission and Purpose

 $\circ~$ 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,

- o promote leisure travel to the community
- the sales and marketing to group travelers through sports tournaments, weddings, reunions, and small meetings
- o 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
- o 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

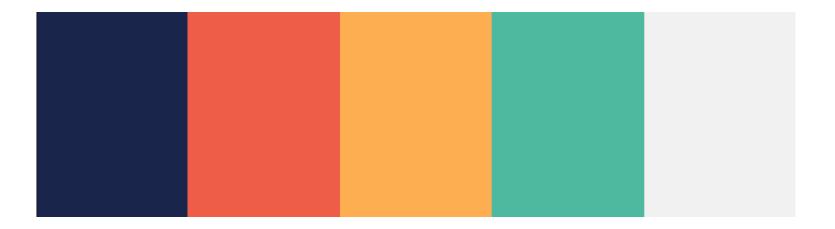
WHAT'S IN A NAME?

- What are the essential words that MUST be included in the organization name?
- o 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







DESTINATION



DESTINATION





