



New Smyrna Beach Area Visitors Bureau 3-Year Strategic Plan | Year End Report



Introduction

The New Smyrna Beach Area Visitors Bureau (NSBAVB) embarked on a bold and community-driven **three-year Strategic Plan (2023–2026)** centered on four core pillars: **Sales & Marketing**, **Destination Management**, **Destination Alignment**, and **Sustainable Organization**. Through this framework, and with the support of community partners, residents, and industry, the Bureau has advanced initiatives that align seamlessly with the goals set forth in the Strategic Plan.

This update offers an integrated view of strategic intentions and measurable results from FY2023 through September 2025, reflecting dedication to responsible tourism, economic vitality, and enhanced quality of life.





1. Sales & Marketing

Strategic Initiatives: Enhance brand visibility and grow visitor markets through expanded sales, promotion, and partnerships.

- a. Continue to evolve the brand – Growth in brand awareness amongst target audiences.
 - i. Both domestic and international marketing efforts to promote the brand and NSB area as a chic coastal destination to visitors. See marketing plan.
 - ii. Tourism Touches You – rebranded logo and campaign on the “DMO Shared Value” and “The Value of Tourism”.
 - iii. Economic Development Advertising with Southeast Volusia Manufacturing and Technology Coalition (SEVMTC), City of New Smyrna Beach, Edgewater and Oak Hill.
- b. Expand the sales strategy with corporate events.
Target: Increase the number of corporate events by 10%. See below.
- c. Expand the sales strategy for group & leisure.
Target: Increase group & Leisure sales by 10%. See below.

Meetings

- Attended Florida Encounter March 2025. 36 appointments with meeting planners. Hampton Inn and Springhill Suites joined me.
- Parrot Head Group – Meeting date September __ 2025. 100 people. being held at the Hampton Inn.
- International Association of Esoterica Science – July 2025 – Brannon Center, Springhill Suites, multiple restaurants. *Cancelled due to international travel issues.
- East Coast Regional Economic Development Council (ECREDC) -Brannon Center, Springhill Suites, sustainable restaurants. 200-400 people. February 2026.





Niche Marketing

Sports

- 5 Star National Football – Pop Warner football championship. 1500 players from around Florida came to NSB Sports Complex in November 2024. Rooms were booked at Casago NSB, Hampton Inn, multiple restaurants, Kickoff session at General Public House.
- Mike Martin Pro Am Surf Competition – April 9-12, 20026. 200 ppl, local activities. 2027 will see the event grow to NSB lead off competition, then South Carolina, and Virginia Beach.

Film

- F1 The Movie - racing film starring Brad Pitt and Javier Bardem a movie by Apple Studios with producers Joseph Kosinski (Top Gun Maverick). Filmed at Pappas Drive in Diner, NSB Laundromat, Daytona International Speedway.
- Waddell Media – Escape to Florida – series for channel 4, follows the lives of British Ex-pats that left Britain for a better life in Florida. Filmed in NSB.
- Nascar Home Turn – December 2024 – series that explores places that are important to the culture of NASCAR.
- Discovery Channel – Shark Week footage – b-roll, speaking with Gnarly Charlie. May 2025
- National Geographic – B-roll footage for Shark Fest week. May 2025

International

- a. Expand the international market.
 - i. We were making consistent progress with the United Kingdom (UK), Scotland and Ireland tour operators.





- ii. Current leadership in Washington has imposed tariffs, international stigmas that have halted the growth of these markets into the USA.
- iii. Evaluation needed on future of international representation. Staff to continue work with tour operators and receptive operators in the USA, to continue sales to properties. No ROI reports are attainable from area properties.

Educating Visitors & Residents

- a. Educate visitors and residents about responsible travel behavior.

Target: Number of visitors and residents reached with education program.

- i. Newsletter announcements about the Leave No Trace program. Oct – Sep 25.
- ii. Ambassador program online. E-learning modules. 16 UK.
- iii. WSBB Radio talk show: Sep. 9th, Aug. 5, July 14th, June 9th, May, April, March, February, January 2025. 9 on air shows and monthly in-kind radio media.
- iv. Premier Magazine advertising. ¼ page for 3 months to NSB, Edgewater, Port Orange.
- v. Night & Day Magazine – Summer 2025 – Spring 2026. FP4C
- vi. Speakers' bureau: NSB Economic Development Task Force presentation on July 15, 2025.
- vii. Canal Street Historic District Networking. Presentation to group on August 4, and Sep 9th, 2025.
- viii. Flagler Avenue Business Association Town Halls – Presentation on September 24, 2025.
- ix. Homeowner Association Meetings and collateral giveaway. Sugar Mill, Coastal Waters, Turnbull Estates.
- x. Southeast Volusia Chamber of Commerce Economic Development Committee. Monthly meetings and SEV Leadership presentation on 8/21/25.
- xi. Beach Cleanups – Five times a year. Over 20 came out to join the team.





2. Destination Management

Strategic Goal: Enrich visitor experience through mobility, placemaking, events, and infrastructure development.

- a. Promote improved mobility and access.

Target: Benchmark and grow number of visitors using alternative mobility options.

- i. Golf Cart usage
- ii. The Southeast Volusia Chamber used our 10-year Master Plan and conveyed this to the city commission, creating the Parking Task Force, which their work turned into a dedicated position in the City of New Smyrna Beach. New Parking map developed.

- b. Work with Partners to create new experiences in the area.

Target: Three new experiences developed by the end of 2025.

- i. Coastal Catch Restaurant Month – Started in October 2024, with 18 restaurants, this event continues in October 2025 with 12 restaurants.
- ii. Staycation Campaign – Created and launched in July 2024 through December 2024, the second year launched in June 2025 and will continue throughout October 2025.
- iii. Mural Trail – Over 24 murals throughout NSB alone. Planning your itinerary online to see them all. Dovetails with the Arts in NSB.

- c. Work with partners to create and promote new Signature Initiatives.

Target: Two new events developed by the end of 2025.

- i. Worth Tasting – Two Connecticut journalist have brought their “Foodie” event to NSB. The first event was planned for 10/25/24 and moved to 3/15/25 due to Milton. The second event is now planned for 10/17/25.
- ii. An Art Affair – the second annual event was held on January 8, 2025, after being moved from October 2024 due to Milton. After two years, we are planning to move this event to Garden & Gun restaurant in Atlanta or take it on the road for “A Taste of NSB”.





iii. Events – Stakeholder participation was required for the “Art Affair” to be in NSB.

d. Implement the Destination Master Plan.

Target: Number of Destination Master Plan actions implemented.

- i. Develop more experiences for visitors to connect with Southeast Volusia. (3)
- ii. Arts District – The historic overlay of Canal Street has turned into an official “Arts District” for NSB.

Target: A Task force was formed by Board Member Richard England and now this task force is merged with the Canal Street Historic District.

- iii. Focus on placemaking options to support economic development & Tourism. 4 Districts created:

- 1. NSB Arts District
- 2. Beach District – Flagler to Mathews Avenue
- 3. North Beach District – Surfing, Smyrna Dunes Park, Inlet
- 4. South Beach District – Mary Bethune Beach to Canaveral National Seashore.

- iv. Enhance transportation and mobility options to move visitors throughout the area:

Target: Parking initiative underway to streamline parking and find a solution. City of New Smyrna Beach, Volusia County and NSBAVB

- v. Evolve and Expand Tourism industry support.

Target: Community Relations plan to advocate the value of tourism to our residents. Speaking to groups throughout SE Volusia and supplying HOA’s with visitor guides. We are scheduled to send another resident survey by the end of February 2026 and look forward to having even better metrics to increase annual resident sentiment scores.



3. Destination Alignment

Strategic Goal: Foster local partnerships, education, and support systems that strengthen community and industry engagement.

- a. Educate residents about the importance of tourism.
Target: Increase the annual resident sentiment scores. Currently:
- b. Promote great sustainability (economic, socio-cultural and environmental).
Target: Stewardship plan with "Leave No Trace"
- c. Maintain good relations with local and county officials.
Target:
- d. Strengthening ties with local community groups.
Target: Canal Street Historic District and Flagler Avenue Business Association.
- e. Improve collaboration with other DMO's in the region.
Target: Initiate two partnership initiatives with other regional DMO's. We have worked with Space Coast CVB on journalist visits from the UK. They stay here, visit Kennedy Space Center, this has worked very well. We have worked with Experience Kissimmee on German journalist familiarization tours this past year. Bradenton and Port Charlotte CVBs have also worked with us to bring journalists around the state. We did an initiative on the Indian River Lagoon (IRL) having five CVBs sign off on the importance of the Lagoon for tourism. This initiative is still ongoing but not extremely active due to a change of partners.
- f. Increase industry engagement.
Target: Measurable increase in engagement amongst industry partners.
 - i. DMO Cooperative offerings: 2024 had \$29,314 and 10 partners.
 - ii. DMO Cooperative offerings 2025 had \$45,712 and 16 partners, an increase 60%
 - iii. Staycation programs continue to grow, FY23/24 – 6 partners: FY24/25 9 partners.
 - iv. Coastal Catch Restaurant Month is in second year FY23/24 = 18 partners, FY24/25 = 12 partners, a decrease of 60%





Outcomes:

- a. **Resident Education:** “Leave No Trace” promoted monthly via newsletters and amplified through WSBB radio, magazine ads, homeowners’ association (HOA) meetings, and speaker bureaus.
- b. **Community Relations:** Executed presentations with local organizations including Canal Street, Flagler Avenue, SEV Chamber, Economic Development, and homeowner associations.
- c. **Regional Collaboration:** Partnered with Space Coast CVB and Experience Kissimmee on UK and German journalist visits. Coordinated IRL awareness efforts with five regional CVBs.
- d. **Tourism Industry Engagement:** Destinations Florida Board Member, Destinations International Task Force Member. FL Restaurant & Lodging Association is interested in coming to Volusia County.
- e. **DMO cooperative** programs expanded in scope and participation.
- f. **Stakeholders support** evident in event partnerships and campaign development. Will reengage the steering committee for the Destination Master Plan and 3 year strategic plan.



4. Sustainable Organization

Strategic Goal: Safeguard resources, governance, and operational resilience to support long-term mission success.

Outcomes:

- a. Protect existing funding.

Target: Funding levels maintained or grown.

Advocacy & Funding: Maintained bed tax funding amid state legislative challenges by advocating at local and state levels. TDT is at a critical state.

- b. Continue to invest in new technology and resources.

Target:

Technology & Resources: Continued investment in digital infrastructure, including e-learning modules and reporting systems. Installed co-pilot, SharePoint cloud-based storage, Asana Project Software, Hubspot Software.

- c. Review organizational needs, including staffing and facilities.

- i. Target: Staff review completed.
- ii. Target: Two new positions filled by the end of 2023 and 2025.
- iii. Target: Facility review completed. Needs discussion.

Staffing & Facilities:

- Hired two new positions (completed 2023 and 2025).
- Organizational governance review rescheduled to 2025/2026 due to Hurricane Milton.

- d. Review Organizational Governance.

Target: Governance review completed by end of 2024. Due to Milton and our closure for a month, we moved this to 2025/2026.





Cross-Cutting Strategic Values in Action

- **We Serve:** Delivered heartfelt visitor experiences and supported tourism frontlines.
- **We Protect:** Prioritized sustainability via stewardship messaging and education.
- **We Share:** Actively collaborated with partners and community leaders.
- **We Own:** Maintained transparency and accountability amid crisis recovery.
- **We Beach:** Preserved NSB's authentic coastal charm while embracing responsible growth.

Conclusion

The New Smyrna Beach Area Visitors Bureau's Strategic Plan is not just a guiding document—it is a living commitment to inclusive growth, responsible tourism, and community pride. Through intentional marketing, destination development, stakeholder alignment, and organizational resilience, the Bureau has demonstrated meaningful progress on all fronts. With one year remaining in the 2023–2026 Strategic Plan, the organization is set for continued success and legacy impact.

We will begin our new review of the Destination Master Plan and create a new 3-year Strategic plan from that for Fiscal years 2027-3030. Your involvement is instrumental, thank you for your dedication.

