New Smyrna Beach Project Timeline	Timeline	Format	Target Audience	NSB Participation	MMGY Participation	Ma	У	June	Ju	lly	August	S	eptem	ber	Oct	ober	No	vemb	er	Decembe	r J	January	У	February		March		April
Destination Master Plan & Strategic Plan																												
1. Project Planning & Management																												
	Postponed from March 23- 25 to May 9-13	In-Person	Steering Committee	Steering Committee NSB Team	Paul, Cassandra																							
Project planning, management and monitoring	Ongoing	-	-	Debbie, Roberto, Elizabeth	Paul, Cassandra, Teresa																							
Identify primary stakeholder groups	January-February	-	-	Debbie, Roberto, Elizabeth	Paul, Cassandra																							
Confirm the approach to stakeholder engagement	January-May	-	-	Debbie, Roberto, Elizabeth	Paul, Cassandra																							
Confirm composition and terms of reference for project Steering Committee	January-February	-	-	Debbie, Roberto, Elizabeth	Paul, Cassandra																							
2. Destination Assessment																												
Collect and analyze destination metrics	-	_		_	Cassandra	ТТ							Т			П	1			<del>1 1 1 1</del>				T 1 1	$\neg \neg$			$\overline{}$
Leverage ongoing research and knowledge of travel trends		_		_	Cassandra				+++			_					1		1 1	+++	-	-			+			+++-
Conduct DestinationNEXT assessment	Feb 3 - June 1	-	Industry stakeholders	Debbie, Roberto	Cassandra, Shirin																				世			
3. Stakeholder Engagement																												
Design interview guide	March-June	_		I -	Cassandra							Т	Т	1 1		П	1			<del>1 1 1</del>				1 1 1	$\overline{}$			$\overline{}$
Conduct 12 one-on-one interviews	June-July	Virtual & In-Person	Key stakeholders	-	Cassandra			-									+			+ + +				+ + +	+			++++
Conduct 8 focus groups	1 x May 10 7 x August 22-23	In-Person	Industry/Community stakeholders	Debbie, Roberto	Cassandra, Paul																							
Develop an online resident survey	March 31 - April 19	Online	Residents	Debbie, Roberto	Cassandra												1 1								$\neg$			<del>+   -   -  </del>
Develop an online frontline industry survey	June-July	Online	Frontline industry employees	Debbie, Roberto	Cassandra																							
4. Synthesis and Analysis:	A				Constant Dark	т г	1 1		1 1 1				_		-		_				-	<del>- 1</del>		<del> </del>	—			
Analyze stakeholder and public survey results	August-September	-	-	-	Cassandra, Paul		_								_		1		+	+	_				$-\!$			+++
Analyze interview and focus group feedback  Develop situational analysis of all findings	August-September August-September	-	-	-	Cassandra, Paul Cassandra, Paul	+		<del> </del>	+++						-	<del>                                     </del>	1		+	+++				+ + +	+			+++-7
	September 27th BOD (TBC)	Virtual	Board of Directors	Debbie, Roberto,	Cassandra, Paul												+								+			+++
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5. Visioning Workshop																												
Prepare session materials	October	-	-	Debbie, Roberto,	Cassandra, Paul																				$\perp$			
Facilitate a half-day visioning workshop (4 hour session)	Wednesday October 19	In-Person	Board of Directors, Steering	Debbie, Roberto,	Cassandra, Paul																							
6. Destination Master Plan Development																												
Prepare draft master plan report	November-January	I - I	-	I -	Cassandra, Paul									1														<del></del>
Conduct validation sessions with key stakeholders	January 18-19	In-Person	Board of Directors	Debbie, Roberto.	Cassandra, Paul		+					+		+											$\dashv$		+	+++
Work with New Smyrna Beach VB team to review/edit plan	January-February	-	-	Debbie, Roberto,	Cassandra, Paul							十					1 1			<del>                                     </del>								<del>                                     </del>
Layout and design the final plan according to brand standards	January-February	-	-	-	Cassandra, Paul, Teresa												1 1											<del>       </del>
	February 28 at 10:00am ET	In-Person	Board of Directors	Debbie, Roberto,	Cassandra, Paul																							
7. New Smyrna Beach Visitor Bureau Strategic Plan																												
Prepare detailed agenda and presentation materials	February	-	-	Debbie, Roberto	Cassandra, Paul																							T
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Facilitate board strategic planning session	February 28 (following the																											
Facilitate board strategic planning session Facilitate management team session	March 1 (AM - Time TBC)	In-Person	NSB Management Team	Debbie, Roberto,	Cassandra, Paul																							
				Debbie, Roberto, -	Cassandra, Paul Cassandra, Paul	+								+					+				Н					
Facilitate management team session	March 1 (AM - Time TBC)	In-Person	NSB Management Team	, , , , , , , , , , , , , , , , , , ,											ŧ													