New Smyrna Beach Project Timeline	Timeline	Format	Target Audience	NSB Participation	MMGY Participation	Januar	y Fe	bruary	March	April	Ma	ч	June		July	Augus	t Septembe	r October	Novem	nber D	ecember	January	February	March	April	
Destination Master Plan & Strategic Plan																										
1. Project Planning & Management																										
Conduct a familiarization trip to discuss project plan and meet with key	Postponed from March 23-25 to	o In-Person		Steering Committee	Paul, Cassandra						10															
stakeholders	May 9-13	in-Person	Steering Committee	NSB Team	Paul, Cassandra						10															ш
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		1																								4
Collect and analyze destination metrics	-	-			Cassandra							-			-					+H			1 			+
Leverage ongoing research and knowledge of travel trends Conduct DestinationNEXT assessment	Feb 3 - June 1	-	Industry stakeholders	Debbie, Roberto	Cassandra Cassandra, Shirin							-			+					+H		-				+
CONDUCT DESTINATIONINE AT 4556251116111	Len 2 - Julie T	1	Industry stakeholders	Debble, Noberto	Cassaliula, Sillilli																				1	ш
3. Stakeholder Engagement																										
Design interview guide	March-June				Cassandra																					
Conduct 12 one-on-one interviews	7 conducted to date	Virtual & In-Person	Key stakeholders	-	Cassandra																					
Conduct 8 focus groups	8 x August 21-25	In-Person at the Brannon Center	Industry/Community stakeholders	Debbie, Roberto	Cassandra																					
Develop an online resident survey	March 31 - April 19	Online	Residents	Debbie, Roberto	Cassandra																					П
Develop an online frontline industry survey	June 23 - August 17	Online	Frontline industry employees	Debbie, Roberto	Cassandra																					
4. Synthesis and Analysis:																			1 1 1							4
Analyze stakeholder and public survey results	August-September	•	-		Cassandra, Paul Cassandra, Paul														1		-					+1
Analyze interview and focus group feedback Develop situational analysis of all findings	August-September August-September	-	-		Cassandra, Paul				+						+					+H		-				+
Present findings to New Smyrna Beach VB team and Board - Brannon Center	Meeting Cancelled To be incorporated into	Virtual @Brannon Center	Board of Directors, Steering Committee, Management	Debbie, Roberto,	Cassandra, Paul																					П
Present midings to New Smyrna beach vo team and board - bramon center	Visioning Workshop	90 minute meeting	Team	Elizabeth	Cassandra, Fadi																					Ш
F. Visianias Washahan																										
5. Visioning Workshop		1		Debbie, Roberto,	1																					Ħ.
Prepare session materials	October December 20	•	- Board of Directors,	Elizabeth Debbie, Roberto,	Cassandra, Paul		Ш							Ш												Н
Facilitate a half-day visioning workshop (4 hour session)	1:00-3:00 ET	Virtual	Steering Committee	Elizabeth	Cassandra, Paul																					Ш
6. Destination Master Plan Development																										
Prepare draft master plan report	November-January				Cassandra, Paul					111					1 1									1 1 1		
		1			cassandra, Paul	+		+				+	+	+	-											+
Conduct validation sessions with key stakeholders (could be virtual due to budget)	January 19, 2023 10:00-12:00 PM	Virtual	Board of Directors Steering Committee	Debbie, Roberto, Elizabeth	Cassandra																					Ц
Work with New Smyrna Beach VB team to review/edit plan	January-February	In-Person	-	Debbie, Roberto, Elizabeth	Cassandra, Paul																					
Layout and design the final plan according to brand standards	January-February	-	-	-	Cassandra, Paul, Teresa																					
Present the plan to the board	February 28 at 10:00am ET Travel: February 27/Mar 1	In-Person @NSBVB	Board of Directors	Debbie, Roberto, Elizabeth	Cassandra, Paul																					Ш
7. New Smyrna Beach Visitor Bureau Strategic Plan																										
Prepare detailed agenda and presentation materials	February			Debbie, Roberto	Cassandra, Paul					TIT		11						1111								
Facilitate board strategic planning session	February 28 (following the master plan presentation)	In-Person	Board of Directors	Debbie, Roberto, Elizabeth	Cassandra, Paul																					П
Facilitate management team session	Travel: February 27/Mar 1 March 1 (AM - Time TBC) Travel: February 27/Mar 1	In-Person	NSB Management Team	Debbie, Roberto, Elizabeth	Cassandra, Paul							+														\forall
Prepare a draft plan that outlines the core outcomes	March-April	-		Elizabeth -	Cassandra, Paul		+	+						+					+++	+H	-	-	+++			Н
Prepare final PowerPoint deck and document	March-April	-			Cassandra, Paul	++	+	+			+		++	+	+++		 		+++	+H	+	+++	+++			+1
·			Board of Directors	Debbie, Roberto,	1	+	\vdash	++			+	+	+	+	-				+	+H	-	+++				
Present to New Smyrna Beach VB Board of Directors	April 25th	In-Person @ NSBVB	NSB Management Team	Elizabeth	Cassandra, Paul																					