

Southeast Volusia Advertising Authority

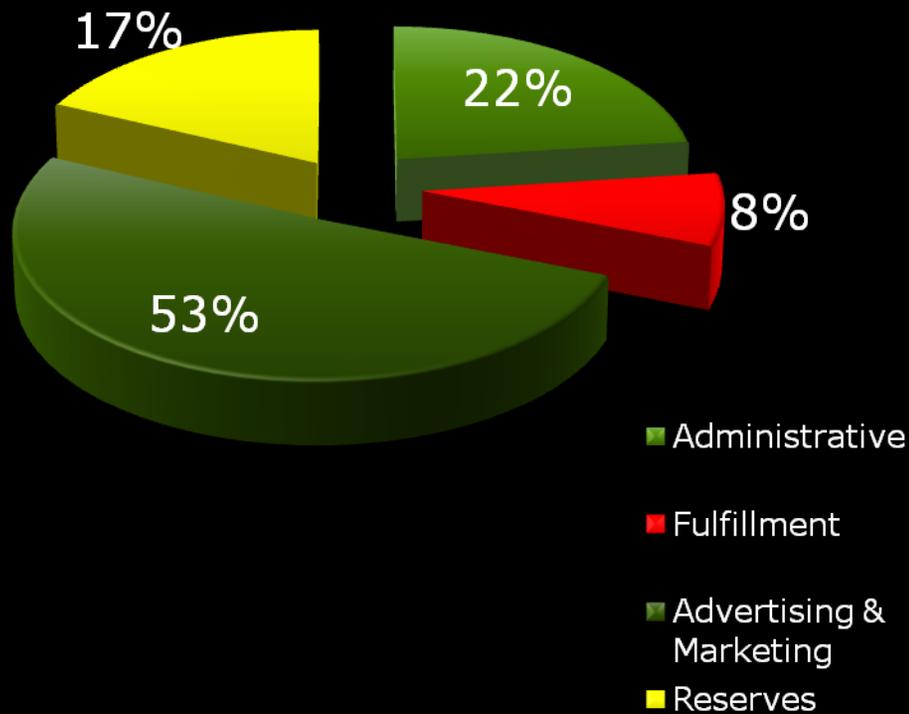
County Council Presentation
August 19, 2010



2010/11 Budget



2010/11 Budget



Highlights

TOTAL BUDGET
\$1,499,080

Advertising & Marketing budget represents over half the total budget

Total Revenues	\$1,499,080
Advertising/Marketing	\$801,341
Fulfillment	\$114,011
Administration	\$333,728
Reserves	\$250,000

**REVENUE
PROJECTION**

2010/11

Revenue Requested
\$1,164,080

Estimated Carry Over
\$335,000

TOTAL REVENUE
\$1,499,080

2010/11
Budget Breakdown





SVAA BOARD

Rick Sterba
Chairman

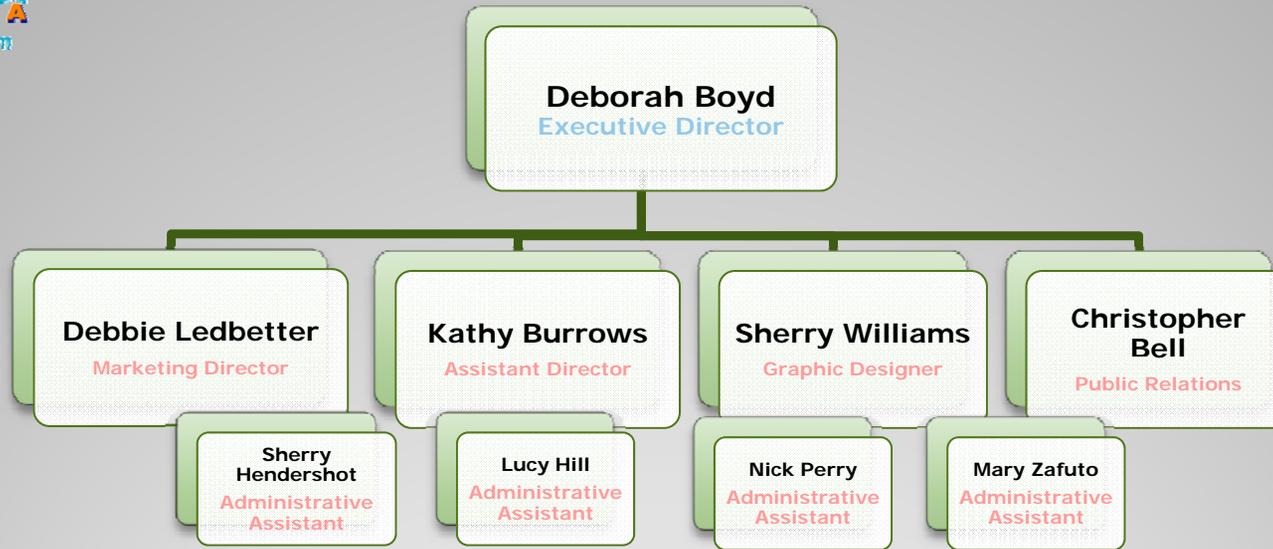
Doug Hodson
Vice-Chairman

Nicole Carni
Secretary/Treasurer

Kathy Standing
James Frost
Susan McLain
Kelley DeSoto

Board of Directors





Organization Chart



FULL TIME
Started: 2001

- Media Buyer
- Accounts Payable
- Accounts Receivable
- Payroll
- Monthly Call Report
- Prepare Board Books
- Maintain Postage, Brochures and Office Supplies
- Consumer & Media Travel Shows
- Notary/Wedding Officiate

Kathleen Wood-Burrows

Assistant Director





PART TIME
Started: 2001

- Assist in Developing Marketing Campaigns
- Web Maintenance
- Photographer
- Maintain Monthly Reports and Databases
- Board Meeting Minutes
- Event Coordination
- Publication Leads
- Video Production Management and Editing

Debbie Ledbetter

Marketing Director





PART TIME
Started: 2005

- Prepare All Creative Print Advertising
- E-Newsletter Creation and Distribution
- Develop Flyers, Post Cards, Brochures, Book Marks
- Video Editing
- Maintain online media presence

Sherry Williams

Graphic Designer





PART TIME
Started: 2009

- Assist in Developing Marketing Campaigns
- Public Relations
- Media Relations
- Develop newsletter
- Visitors Center Liaison

Christopher Bell
Public Relations





Lucy Hill

Administrative Assistant

PART TIME
Started: 2002

- Volunteer Coordinator
- Volunteer Updates
- Inquiry Report Input and Distribution
- Answer E-mail Requests





PART TIME
Started: 2009

- Website Maintenance
- Inquiry Report Input
- Maintain Calendar of Events
- Answer E-mail Requests
- Database Entry

Sherry Hendershot

Administrative Assistant





Mary Zafuto
Administrative Assistant

PART TIME -Weekend
Started: 2009

- Inquiry Report Input
- Maintain Calendar of Events
- Answer E-mail Requests
- Database Entry





PART TIME -Weekend
Started: 2008

Developing an online
social media presence
by:

- Blogging
- Facebook
- Photo Sharing

Nick Perry
Administrative Assistant





9 YEAR VOLUNTEER

"I have seen the Visitors Center grow into a vibrant part of the community. 'This is the best Visitors Center' is a frequent quote we hear from out of towners and many decide to stay in the area."

Valerie Sawicke

Visitor's Center Volunteer





25 VOLUNTEERS

- Answer Phone Calls
- Gather and Fulfill Inquiry Requests
- Welcome, Assist and Log Walk in Visitors
- Help Arrange for Accommodations
- Gather Data via Phone Calls
- Prepare mailings
- Local event staffing

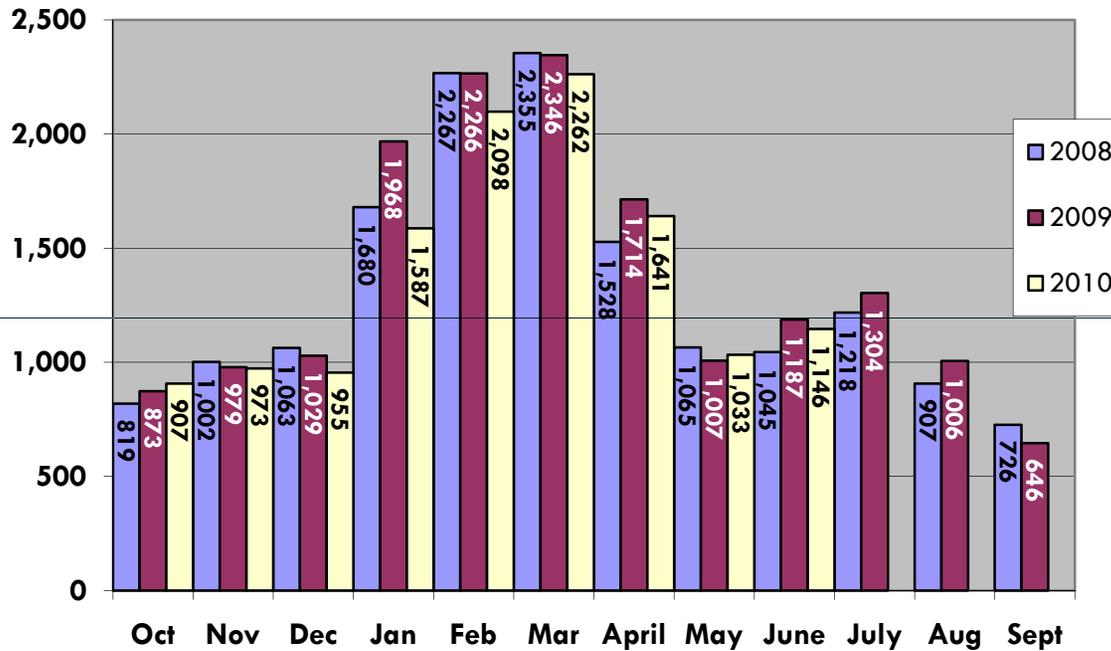
Volunteers



Visitors Center



Walk-in Visitors



WALK-IN VISITORS

The Visitors Center helped **16,325** walk-in visitors in 2009!

Our Visitors



NEW SMYRNA BEACH FLORIDA

Please... take a moment to sign our Visitor's Register

Date	Name	City, State /Country	Zip Code
11/20/10	Daven Hunigan	Chattanooga TN	37343
# in your Party: <u>2</u> Adults <u>1</u> Children			
1st visit to New Smyrna Beach? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
How long is your visit? <u>6</u> Day Trip <u>6</u> # of Nights: Where are you staying? _____			
Would you like us to e-mail you information about New Smyrna? E-mail: _____			
Comments: <u>Best Visitors Center I've ever been to!</u>			
Date	Name	City, State /Country	Zip Code
# in your Party: _____ Adults _____ Children			
1st visit to New Smyrna Beach? <input type="checkbox"/> Yes <input type="checkbox"/> No			
How long is your visit? _____ Day Trip _____ # of Nights: Where are you staying? <u>Ocean Reef</u>			
Would you like us to e-mail you information about New Smyrna? E-mail: <u>dhunigan@aol.com</u>			
Comments: <u>Florida's best kept secret for a family vacation</u>			
Date	Name	City, State /Country	Zip Code
		St. Louis MO	63129

GUEST'S COMMENTS

"Awesome place!"

"Wonderful friendly people here to help. Such enthusiasm!"

"Second Visit to the Center, excellent advice & information"

"A must stop for a new visitor to NSB"

"There is no place in the world like NSB"

"We love NSB. Thanks for the wonderful info & making us welcome!"

What our Visitors Say





STATEWIDE and VOLUSIA COUNTY INFORMATION

A sample of some of the Florida State and Volusia County information available in our Visitors Center

Brochures





POSTCARDS

Designed to showcase
the best of New
Smyrna Beach
12 to choose from!

Two postcards mailed
for our visitors at no
charge

FREE Postcards





GOODIES

Souvenirs given to families who stop by the Visitors Center

Distributed at consumer shows

Goodie bag stuffers

FREE Souvenirs



Fun:

(n):

1. A source of enjoyment, amusement, or pleasure.
2. Enjoyment; amusement: *have fun at the beach.*
3. Playful, often noisy, activity.




NEW SMYRNA BEACH FLORIDA

Explore




NEW SMYRNA BEACH FLORIDA

Get a Grip ON FUN!



NEW SMYRNA BEACH FLORIDA

Looking for a **warm** place to nest?



NEW SMYRNA BEACH FLORIDA

BOOKMARKS

Designed to showcase the best of New Smyrna Beach 4 to choose from!

FREE Bookmarks





24-HOUR Wi Fi

Use of conference room during business hours

Dedicated computer for guest use

Complementary printing of guests boarding passes

FREE Wi Fi





FREE WEDDING OFFICIATES

"We are so happy to be in New Smyrna Beach. We can't thank the Visitors Center enough for performing our wedding ceremony."

Mark & Teresa Haag
Plain City, Ohio

FREE Wedding & Notary Services





Family Reunions

REUNION MARKET

Provide services to assist with reunions such as:

- Secure lodging
- Provide area information
- FREE welcome bags
- Take group photo to be given to each member

Moore + More = Togetherness



Moore Family Reunion

July 2010 - Oak Hill, FL

REUNION MARKET

Repeat visits are made as individuals!

"On behalf of the entire Moore Family – Thank you so very much for the souvenir bags! The photos were great! Your kindness and gifts added a warm touch to our family reunion 2010."

--Sheila Branson

Family Reunions



2010 Family ReHUHNion



New Smyrna Beach, FL

REUNION MARKET

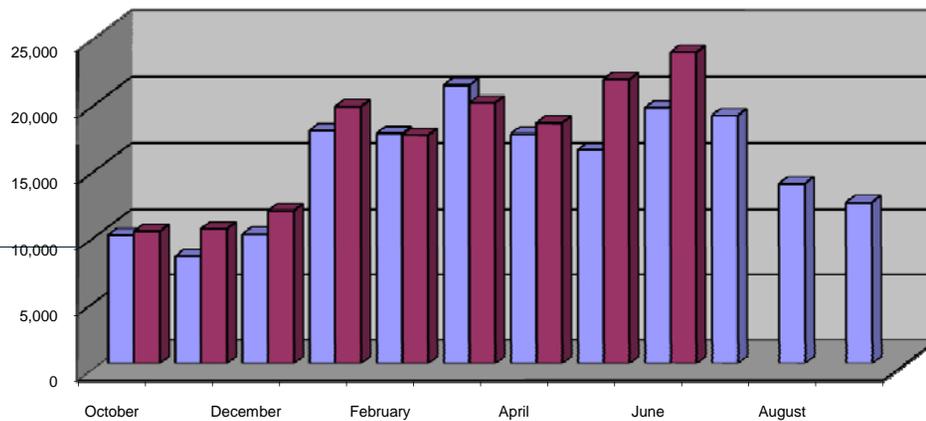
THIS REUNION ...
184 people and counting!

Four generations that come every 5 years!
A family tradition!

Family Reunions



Website Visitors



A USEFUL SOURCE OF INFORMATION

Can be updated from anywhere in the world

Landing pages created for campaigns

June 2010 had peak visits – **23,622**

Oct 08 – Sept 09:
163,758 Visitors

Top 5 States visiting:

- Florida
- New York
- Georgia
- Ohio
- Illinois

Website





IMPRESSIONS
of New Smyrna Beach

Booklet sold at
Visitors Center - \$5

Features 'painted'
images around the
area

Cotton bond
removable pages for
framing

Booklet





IMPRESSIONS of New
Smyrna Beach

SAMPLE PHOTOS

Framed canvas and
prints available for
purchase at the
Visitors Center

Booklet





IMPRESSIONS of New
Smyrna Beach

GALLERY OPENING

Galleria di Vetro
hosted a gallery
opening to bring
awareness to the
community

Booklet





IMPRESSIONS of New
Smyrna Beach

AWARD WINNING!

2010 Gold Addy
Award WINNER!

Booklet



New Visitors Guide

Coming Soon!



Go from this **TO THIS!**



NEW Visitors Guide

Putting together a new Visitors Guide with New High Dynamic Range (HDR) photography

Visitor Guide



NEW Visitors Guide

Accommodator and
Business ads to be
sold to offset the cost

Photo by: Debbie Ledbetter

Visitors Guide





Seminole Rest
Oak Hill

Photo by: Debbie Ledbetter

HDR Photography





New Smyrna Beach
City Marina

Photo by: Debbie Ledbetter

HDR Photography





Old Fort Park
New Smyrna Beach

Photo by: Debbie Ledbetter

HDR Photography





Canal Street
New Smyrna Beach

Photo by: Deborah Boyd

HDR Photography



Canal Street

Little Drug
New Smyrna Beach

Photo by: Deborah Boyd

HDR Photography



Canal Street

East Coast Cruisers
New Smyrna Beach

Photo by: Deborah Boyd

HDR Photography



Canal Street
New Smyrna Beach

Photo by: Deborah Boyd

HDR Photography



Flagler Avenue
New Smyrna Beach

Photo by: Sherry Williams

HDR Photography



Flagler Avenue

Galleria di Vetro
New Smyrna Beach

Photo by: Sherry Williams

HDR Photography



Flagler Avenue

Inlet Charley's
New Smyrna Beach

Photo by: Sherry Williams

HDR Photography



Sugar Mill Ruins
New Smyrna Beach

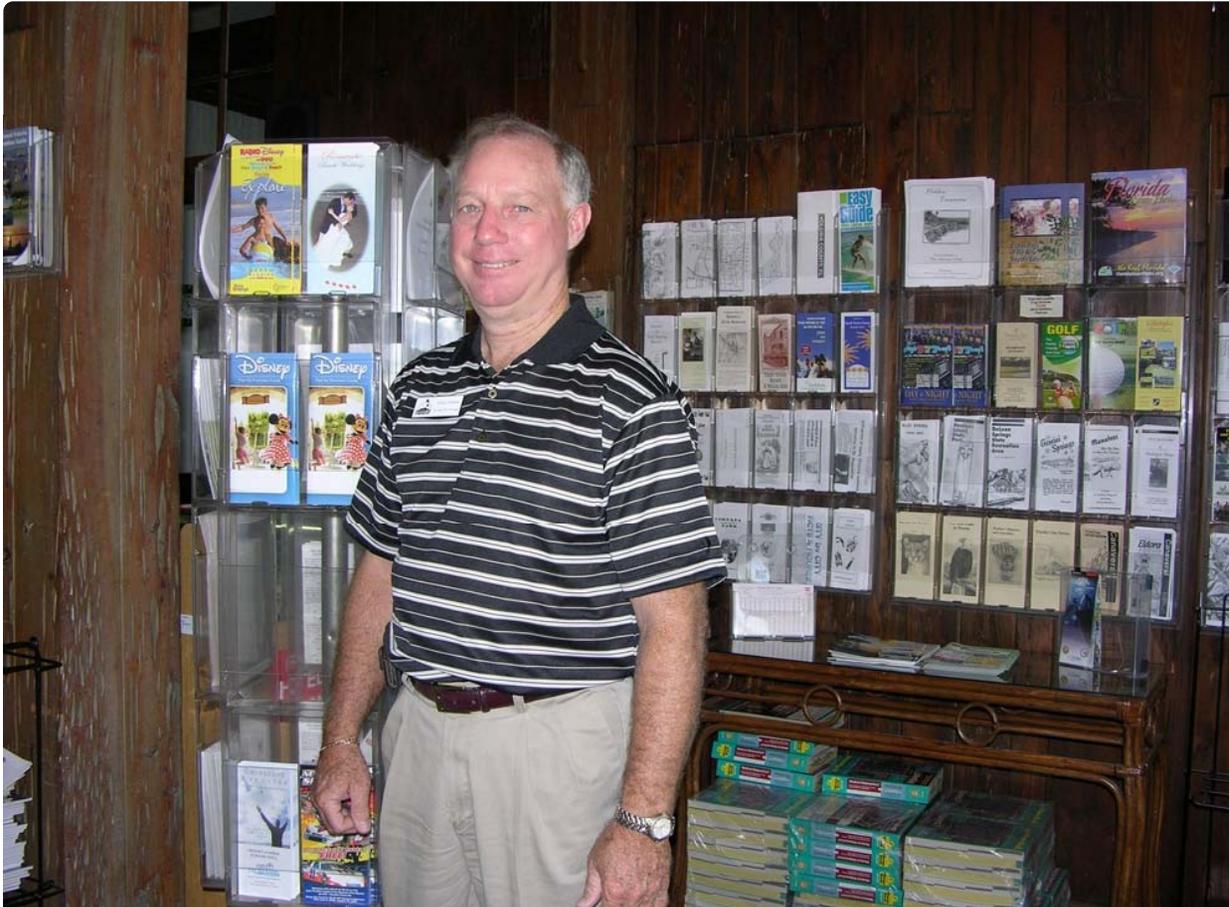
Photo by: Sherry Williams

HDR Photography

Chamber of Commerce

Funding and Support
Satellite Visitor Centers





CHAMBER OF COMMERCE

Increased working
relationship with our
Chambers

Satellite Visitors
Center

Southeast Volusia





CHAMBER OF
COMMERCE

Opening Edgewater
Branch of Southeast
Volusia

Includes a Satellite
Visitors Center

Southeast Volusia



PORT ORANGE/
SOUTH DAYTONA
CHAMBER OF
COMMERCE

Another Satellite
Visitors Center
location

Port Orange

**NEW
SMYRNA
BEACH
FLORIDA**
www.NSBFLA.com

Live. Work. PLAY!

I was born and raised in Southeast Volusia County. I have a thriving Medical Practice near Historic Canal Street. In my spare time, I fly and repair vintage planes, play with my two Cavalier Spaniels, and practice clay pigeon shooting.

I do what I love in a place I call home. New Smyrna Beach is where I live, work and play."

*Dr. Charles Schildecker,
Happy tourist-playing resident*

For tourism information contact:
The New Smyrna Beach Visitors Center
 2238 State Road 44
 New Smyrna Beach, FL 32168
 Ph: 800-541-9621 www.NSBFLA.com

For relocation information contact:
The Southeast Volusia Chamber of Commerce
 115 Canal Street
 New Smyrna Beach, FL 32168
 Ph: 877-460-8410 www.SEVCHAMBER.com

NEW SMYRNA BEACH FLORIDA
www.NSBFLA.com
 1-800-541-9621

CHAMBER OF COMMERCE

Working together to promote Economic Development in Southeast Volusia

Economic Development

Advertising Initiatives



Total Revenues	\$456,130
2010/11 Board Approved Advertising	\$451,500

ADVERTISING
Line Item: 4800

Fulfilling our Mission Statement:

“The Southeast Volusia Advertising Authority will advertise and promote Southeast Volusia County to tourists and the travel industry worldwide as a premier vacation experience”

Advertising



COMMERCIAL

Sydney commercials will run through the end of this year

Commercials posted on our website as well as accommodator's websites and YouTube

New Commercials to be developed for 2010/11

Bright House



GET THE MOST OUT OF YOUR ADVERTISING DOLLAR

Every year, manufacturers make available over \$33 billion for merchants to use in co-branded advertising campaigns. Let us help you find Co-op dollars for your business.

We'll handle the work. You reap the rewards. Everyone wins with Co-op!

ORLANDO SENTINEL MEDIA GROUP

Contact our Co-op department at 407-420-5281



YOU PAY FOR THIS HALF

CO-OP PAYS FOR THIS HALF

Every year, manufacturers make available over \$33 billion for merchants to use in co-branded advertising campaigns. Let us help you find Co-op dollars for your business.

We'll handle the work. You reap the rewards. Everyone wins with Co-op!

Contact our Co-op department at 407-420-5281

ORLANDO SENTINEL MEDIA GROUP

New Smyrna Beach is the place to go!

A Great Beach is... only an hour away!

There's lots to do:

- Golfing
- World-class Surfing
- Deep Sea or Backwater Fishing
- Beaches Shopping
- Unique Dining
- Rich History
- Nature...

And of course **THE BEACH!**
800-541-9621
www.NSBFLA.com

Port Range

NEW SMYRNA BEACH

Intracoastal Special!

Ocean Properties
 VACATION HOMES, INC.
 • Luxury Condos • Beach Homes Available • Nightly • Weekly • Monthly • Long-term • Call for more information!
 800-228-9213 • www.oceanproperties.com

Night Swim Intracoastal B&B
 2nd, 6th, 8th, 2nd Night, or 2nd Night Free!
 Beachfront Property • Weekly • Monthly • 1-813-254-7664 • www.nightswim.com

ATLANTIC PLAZA
 Don't you need a beach break?
www.atlanticplaza.com • 800-427-4956 • Fax: 731/919

The Beach is Open... WITH PRIVATE ACCESS!
 Our magnificent and private beachfront is ready for you or your family. Enjoy an incredible day on the beach in a beach community. Complete kitchen, satellite, all of the amenities to make your stay in our most elegant and luxurious beachfront property!

www.coastalwaterfront.com
800-321-7082
 3509 B. Atlantic Avenue
 New Smyrna Beach, FL 32902

THE BEACH IS OPEN... WITH PRIVATE ACCESS!
 Beautifully furnished oceanfront beachfront property. Complete kitchen, satellite, all of the amenities to make your stay in our most elegant and luxurious beachfront property.

Includes 1st Night Free!
OCEANFRONT PROPERTY!!
 Call for more information!
877-428-9106
 1402 S. Atlantic Avenue

EVENTS
4th of July FIREWORKS
 July 4, 2010
 Music Starts at 4 PM
 Fireworks start at dusk
 Kennedy Park in Edgewater

East Coast Cruiser Night
 Every 2nd Saturday

Art Walk On Canal St.
 Every 1st Saturday

Art Walk On Flagler
 Every 4th Saturday

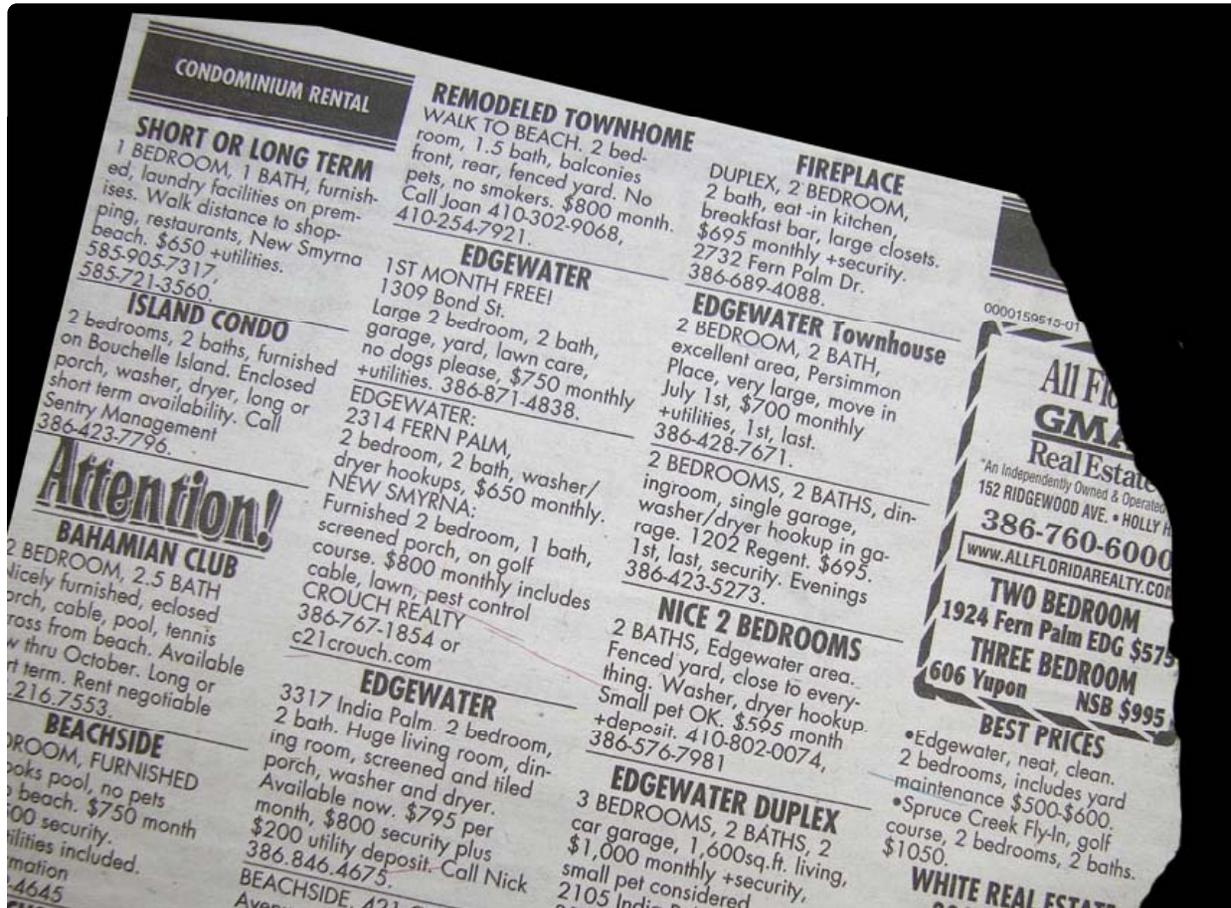
NEWSPAPER PRINT ADVERTISING

Full color, year round

Monthly Calendar of Events and Coop Ads

Orlando Sentinel





CLASSIFIED ADS / VACATION RENTALS

30 million free newspapers in the Continental US

10 million free and paid Canadian newspapers

Increased traffic to our website and phone calls

Free Newspaper Ads



Getaway Forecast

Savannah, GA
savannahvisit.com

FRI
68/85

SAT
68/86

SUN
67/87

North Myrtle
Beach, SC
visitnmb.com

FRI
63/83

SAT
63/83

SUN
64/84

New Smyrna
Beach, FL
nsbfla.com

FRI
72/87

SAT
70/89

SUN
70/87

NOW

12:05et

The
Weather
Channel

HUMIDITY: 100%

weather.com

AD CAMPAIGN

Local temperature under the Getaway Forecast during January, February and March in:

- Albany
- Syracuse
- New York City

Runs 19 hours per day two times each hour

Expanded to

- Indianapolis
- Cleveland
- Cincinnati
- Toledo
- Philadelphia
- Pittsburgh

Weather Channel





See New Smyrna Beach like the locals do!

Buena Vista
Intracoastal Inn

- NEW Condos
- Great Floor Plans
- Great Prices

Call for Details! 386-402-8367 • 800-890-4430

Oceanwalk
Sales: oceanwalksales@aol.com
Rentals: shorelinrentals@aol.com
New Smyrna Beach • FL
www.Oceanwalk-Condos.com

Atlantic Plaza

Buy 2 nights - get the 3rd night free!
OCEANFRONT 2 BEDROOM
2 BATH CONDOMINIUMS
Offer good through October 31, 2010
*For complete details see NSBFL website. Not valid for holidays or special events.

386-427-8634 • www.atlanticplaza.com

Ocean Front Condo Rentals
Shorzhom By The Sea
20%
discount with this coupon
5301 S. Atlantic Ave
New Smyrna Beach, FL 32169
email: Shorehom@AOL.com
384-427-3278 • 800-594-4555

Night Swan
10 Villages Special!
at Swan Intracoastal B&B
Get your 3rd Night Free!
at Whitpools • Wireless Internet
0 ft. dock • Excludes Holidays/Events
123-4940 • 800-465-4621
www.NightSwan.com

Best Western
1730 S. Ridgewood Ave.
Edgewater, Florida 32112
386-427-7101
• Newest hotel in New Smyrna & Edgewater area
• All rooms offer WiFi, coffee maker, hair dryer & iron
• FREE hot continental breakfast
• Award winner in 2008 & 2009!
• 10% off rack price with this ad

www.bestwestern.com • Email: bestwestern@yahoo.com



New Smyrna Beach

Jump for Joy!
Renew your vows or make wedding memories that will last forever. Tie the knot on the beach or another unique outdoor spot. We'll even provide a complimentary notary to officiate.

Call the Visitors Center or visit us online at: 800-541-9621 • www.NSBFLA.com

20% off*
when you mention this ad at booking
Exclusive Luxury Ocean Front
1, 2 & 3 bedroom units at Inlet Condominium in Minorca, New Smyrna Beach
*excluding February, March and June 15-August 15
386-409-9212
www.inletnsb.com

Family REUNION
Gather the family for a beach re-union they'll never forget. Let the Visitors Center help you plan the perfect family reunion.
Call the Visitors Center or visit us online at: 800-541-9621 • www.NSBFLA.com

LONGBOARD
NUNS & ROSES
312 Washington Street, New Smyrna Beach, FL 32168
Villages Special
Stay for two nights, get the third night free!
ONE SPECIAL 12-15-10 • EXCLUDES HOLIDAYS & SPECIAL EVENTS
386-428-3419 • 1-800-455-2023 • www.longboardinn.com

COASTAL WATERS Inn
OCEANFRONT HOTEL
Managed by: Ocean Properties
3589 S. Atlantic Ave.
(Offer expires 12/15/10)
*Not Valid With Any Other Discounts or Coupons
386-428-3800 • 800-321-7882
www.CoastalWatersInn.com

Ocean Trillium Suites
10% discount off rental rate with this coupon*
(Must Present Coupon at Check-In)
Offer expires 12/15/10. Excludes Holidays & Special Events.
*Not Valid With Any Other Discounts or Coupons.
386-428-9106 or 877-428-9106
WWW.OCEANTRILLIUMSUITES.COM

Ocean Properties
& Vacation Rentals, Inc.
• Luxury Condos • Beach House
Largest selection of rentals on the island!
Daily, Weekly, Monthly Available
10% OFF Rental Rate with this Coupon!
Expires 12-15-2010
(includes holidays and special events)
www.oceanprops.com
800-726-0513

0-541-9621

www.NSBFLA.com/villages

800-541-9621

www.NSBFLA.com/villages

AD CAMPAIGN
(2 Sample Pages)

Full color, four page
Newspaper Insert to
33,000 households

Coop Advertising

Special Landing page
with contest

Villages





NEW SMYRNA BEACH FLORIDA
1-800-541-9621
www.NSBFLA.com

Ocean Properties & Vacation Rentals, Inc.

• Luxury Condos • Beach Houses
Largest selection of rentals on the Beach!
Nightly, Weekly, Monthly Accommodations Available
15 minute drive from Sebring-Clemons International Airport.
Book Online
www.oceanprops.com
800-728-0513

Atlantic Plaza

15% OFF
2 Bedroom / 2 Bathroom
Condos on the Beach
Offer good through December 15, 2009*
*To receive this discount -
you must mention this ad.
386-427-4636 www.atlanticplaza.net

Coastal Waters
Nightly • Weekly • Monthly
800-321-7882
www.coastalwatersinn.com

greatoceancondos.com
"Look Before You Book."
407-965-2698

Night Swan B&B
512 S. Riverside Dr.
800-465-4261
www.nightswan.com

Ocean Trillium
Nightly • Weekly • Monthly
877-428-9106
www.oceantrilliumsuites.com

Pelican Condominium
2401 S. Atlantic Ave.
386-427-7688
www.thepelican.com

VISIT FLORIDA
VACATION GUIDE

"See New Smyrna
Beach like the locals
do!"

500,000 Distribution

Coop advertising
helps defray our costs

Visit Florida Vacation Guide



Explore our Estuary!



Contact Florida's Best Beach!

-800-541-9621

www.NSBFLA.com

**NEW
SMYRNA
BEACH
FLORIDA**

UNDISCOVERED
FLORIDA

50,000 Distribution

BONUS - Full page ad
in the National
Geographic Traveler

Undiscovered Florida

**NEW
SMYRNA
BEACH
FLORIDA**
www.NSBFLA.com



CBS RADIO

Sunny 105.9 Ad
Campaigns

Targeted Online Radio
Campaign –
Nationwide Audience

Radio Campaigns

Our New Campaign Will Make



Neil Armstrong



Jacques Cousteau



Juan Ponce deLeon

PROUD!

NEW ADVERTISING
CAMPAIGN

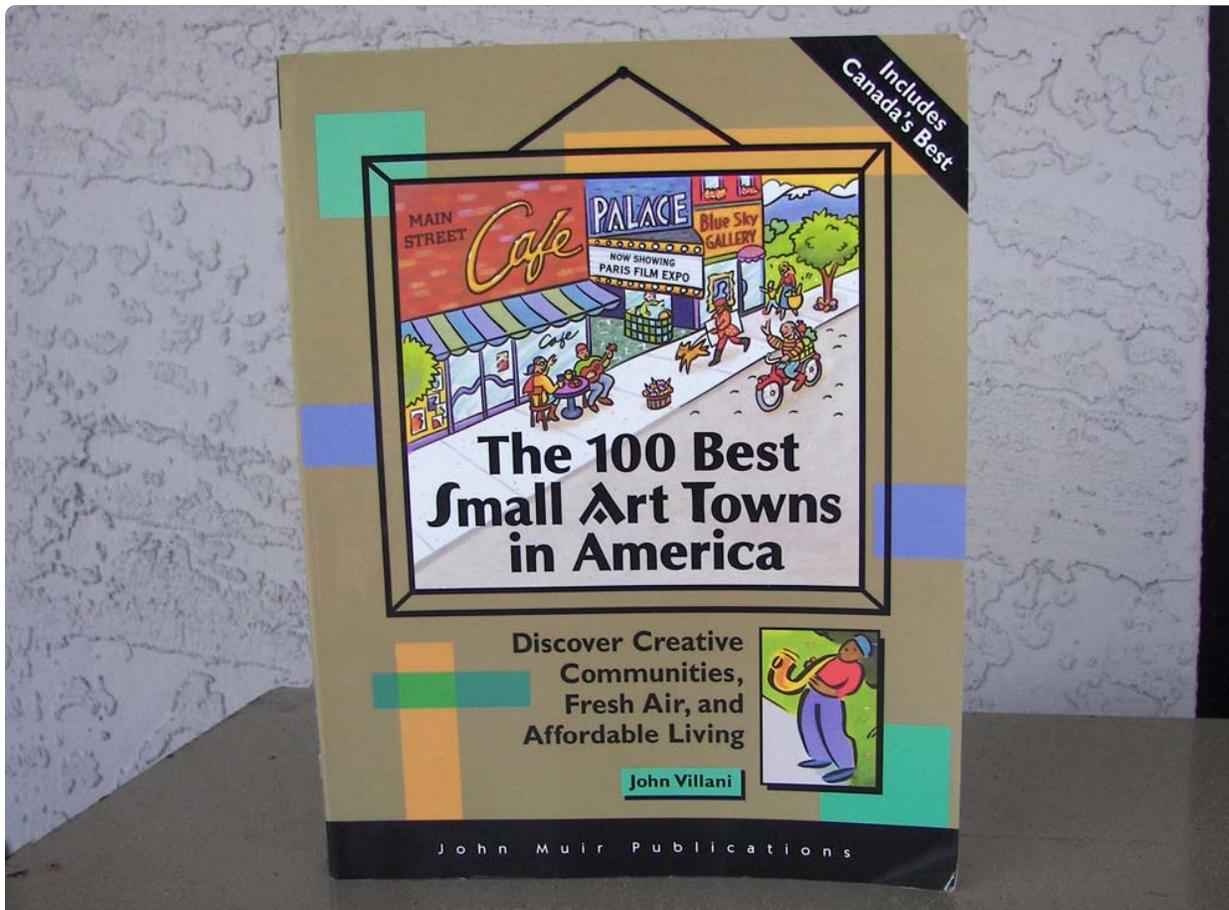
STAY TUNED!!

In progress ...
promises to entice
new visitors to our
area.

Coming Attraction ...

FREE Publicity





BOOK

THE 100 BEST SMALL
ART TOWNS IN
AMERICA

By John Villani

The Arts

NEW
SMYRNA
BEACH
FLORIDA
www.NSBFLA.com



DISTRIBUTED
NATIONWIDE AND
CANADA

Good public relations introduced Sandy and Stan Posner to New Smyrna Beach. Since that time they have included our area in their guide book and several monthly newsletters

Drive I-95 Guide



Social Media





Facebook

SOCIAL MEDIA

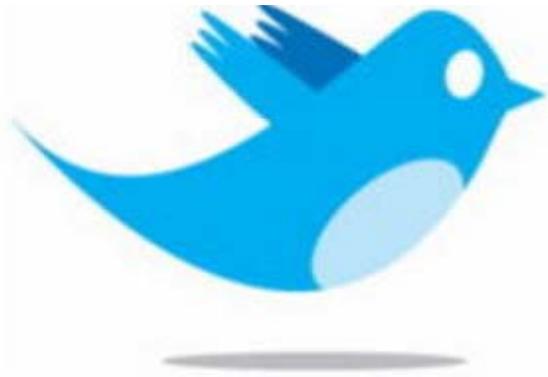
Making new friends
everyday on social
media sites

Friend and Fan Page

Monitor, review and
respond to New
Smyrna Beach blogs

Link on our website





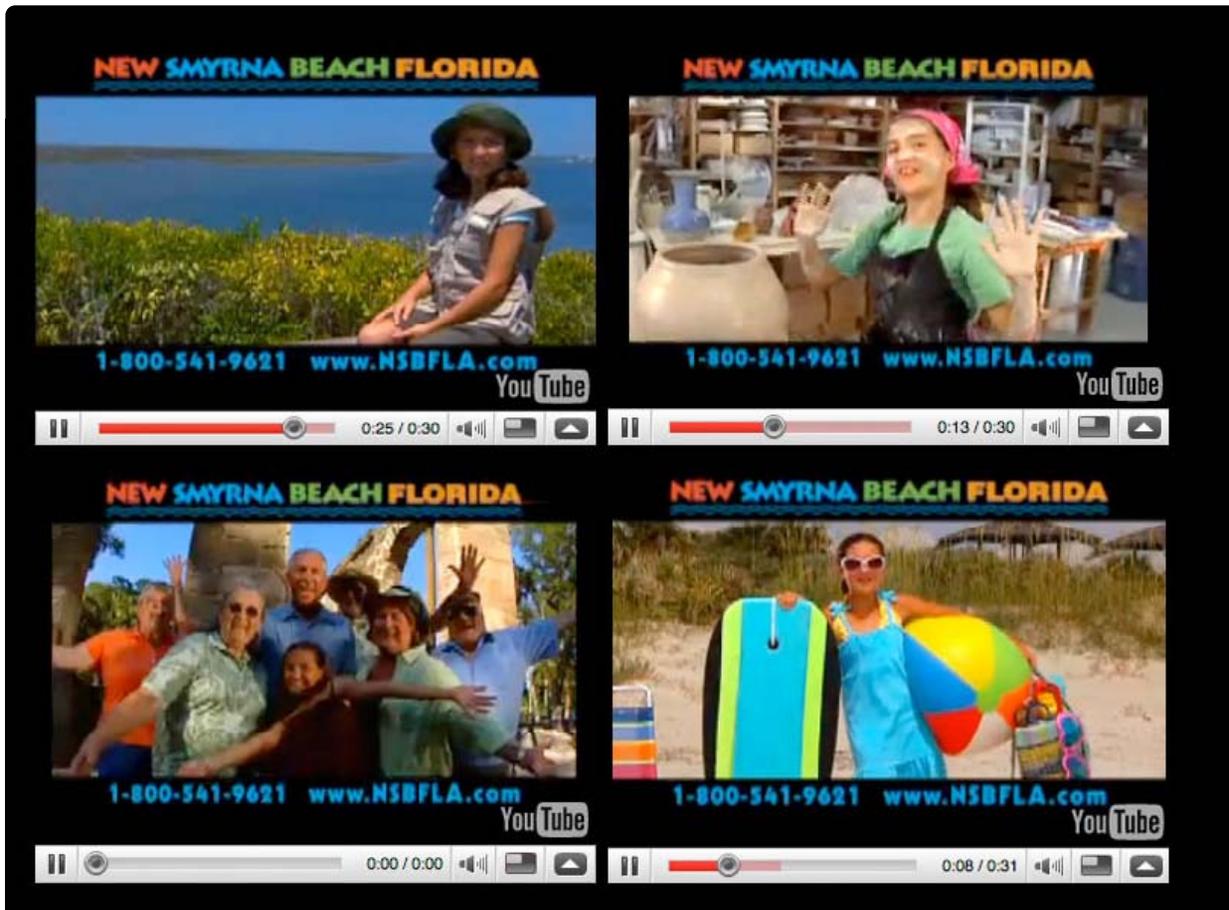
twitter

Twitter

SOCIAL MEDIA

Tweeting weekly to keep our followers informed!

Link on our website



SOCIAL MEDIA

New Smyrna Beach
YouTube Channel

Generated over
7,000 views in the
last year!

YouTube





Broadcast Yourself™

YouTube

SOCIAL MEDIA

2010/11 will have increased presence

Specific video segments being storyboarded!



Summer Fun in New Smyrna Beach!

New Smyrna Beach Newsletter July 2013

In This Issue

Learn stand up paddle boarding!

If you were one of those people viewing the July 10 East Coast Paddleboard Championships at Ponce Inlet you probably watched with envy as many of the participants skillfully pedaled their large stand up paddle boards through the choppy waves on the six mile open course. And, maybe you thought you would like to try stand-up paddling if there was only a much closer location with an instructor/guide leading you.

Would be paddlers rejoice! Your sho, er, board, has come in. Thanks to New Smyrna Stand Up, participants are offered a unique paddling experience through the protected Indian River waterways. The extremely stable 11 foot long by 31" wide boards are easy to maneuver and only require one foot of water depth. The stand up sensation is entirely different than that experienced while sitting in a kayak.

New Smyrna Beach resident John Krause, the owner of New Smyrna Stand Up, guides groups as large as 10 people in 90 minute voyages on the Calusa Creek. John began surfing in California at age 13 and is an accomplished paddler/boarder.

The \$45.00 tour fee includes the board/paddle rental, instructor, life jacket and refreshments. The group rate (six or more) is \$40.00 per person. There are no oysters or sharp rocks. Just soft sand on bottom of the mangrove lined route. The minimum age to participate is eight and many grandparents have enjoyed the experience. While quietly gliding through the tranquil waterway it is not uncommon to come upon a variety of wildlife including exotic birds and an occasional dolphin.

For information and reservations call New Smyrna Stand Up at (386) 314-3369.

Spectacular Smyrna Dunes Park

Everyone knows that Florida has an east coast and a west coast. Both famous for their beautiful sandy beaches. However, few people are aware that New Smyrna Beach has the rare distinction of offering two enticing white sand beaches, one on the Atlantic Ocean and the other on the Indian River. It is extremely rare to find a Central Florida barrier island community with a sandy ocean beach and a sandy beach on its west facing side. This gives locals and visitors alike the opportunity to enjoy ocean activities and relax in the cool, quiet waters of the river's shoreline.

Calendar of Events

The Visitors Center web site (nsbfla.com) features an upcoming events calendar. Make sure to check it out for all the latest happenings!

Featured Event:
On Thursday, August 15th, the **Shrimp and Seafood Festival** will be from 1pm-9pm on Piegler Avenue here in New Smyrna Beach. This is a yummy shrimp and seafood block party with music, food, competition and fun! The best for foodies, locavores and great family fun! Not to be missed!

Project NSB

Debra and David "Hang ten" while showing that they love New Smyrna Beach! Find out how you could be part of Project NSB and be represented among the many who show that America Loves New Smyrna Beach. You can now download your very own sign at nsbfla.com/ProjectNSB

Did you know?

One of the first crops

This riverfront beach is a key component in the 250 acre Smyrna Dunes Park located at the Ponce Inlet. The park receives continuous replenishment of sand lost by its neighbor across the inlet, Lighthouse Point Park. The continuous erosion caused by the action of ocean waves entering the inlet guarantees a fresh supply of beach sand at Smyrna Dunes Park. The purity of this sand contributes to the clarity of the water.

To access the ocean beach side of the park from the riverside beach is both easy and offers some spectacular sightseeing. One can just walk in the sand at water's edge to the ocean side of the peninsula's tip or elect to stroll on the two-mile-long boardwalk that crosses the sand dunes. Benches and picnic tables offer a welcome respite for those exploring the park. A covered pavilion and restrooms are located adjacent to the paved parking lot.

You'll view many species of birds, including shorebirds and migrant songbirds. The beloved bottlenose dolphin will often put on a water ballet that will be the highlight of your day. And, though you are in such close proximity to the eastern shore, the sun setting in the west presents a stunning panorama from the beach at Smyrna Dunes Park.

Though this park is perhaps one of New Smyrna Beach's best kept secrets we are sharing it with you in this newsletter in the hope you will include a visit to Smyrna Dunes Park on your next visit.

It's a Three-Peat for New Smyrna Beach

For the third consecutive year the readers of the Orlando Sentinel have voted New Smyrna Beach number one in the 2013 Best Beach category. We will make every effort to maximize this very special achievement.

New Smyrna Beach Visitors Center
2236 State Road 44
New Smyrna Beach, FL 32168
1-800-941-9621 or 386-426-1600
nsbfla.com

Harvested by early settlers of New Smyrna was indigo. Back in 1766, a pound of indigo sold for more than a pound of gold!

Do you have a question you would like to ask or a topic you would like us to discuss? E-mail the Visitors Center at visitorscenter@nsbfla.com and we will consider it for a future newsletter.

Beach Weddings & Family Reunions

Planning a romantic beach wedding? How about a family reunion? New Smyrna Beach is the perfect place. The Visitor's Center can assist you with all of your needs.

Follow us on Facebook & Twitter!

www.facebook.com/nsbfla

www.twitter.com/nsbfla

NEWSLETTER

Over 9,500 members and growing!

Links back to our website, Facebook and Twitter

Features local events, attractions, history

Names added to distribution list via:

- Website
- Visitor Sign in Book
- Consumer Shows
- Local Events

Newsletter





AMERICA LOVES NEW SMYRNA BEACH

Photo blog posted on Flickr.com

Individuals from **23 States** have participated ... and counting!

News Journal highlighted our campaign

Project NSB





CREATIVE PHOTOS

"Hang 10"

Project NSB



HISTORIC PHOTOS

A portrait from Mount Vernon – George Washington's home!

Project NSB



HEARTWARMING PHOTOS

From far away places
such as Iraq from a
home sick soldier

Project NSB



SUPPORTIVE PHOTOS

New Smyrna Beach
City Commissioners
posted on their
website

Project NSB

Awards





THEY NOTICED!

2008
Flagler Award "Henry"
awarded at the
Governors Conference
on Tourism

2009
2 Silver and 2 Bronze
Addy Awards

2010
1 Gold and 1 Silver
Addy Awards

Awards



**NEW
SMYRNA
BEACH
FLORIDA**
www.NSBFLA.com



THEY NOTICED!

WINNER

3 years in a row
2007, 2008, 2009

Category:
BEST BEACH

Voted on by 52,000
readers of the
Orlando Sentinel

Awards



Funding

Bringing Memorable Events to
New Smyrna Beach



Total Revenues	\$150,000
2010/11 Total Funding Requests	\$142,000

EVENT FUNDING

Line Item: 4801

More events, more heads in beds!

Event Funding



Event Funding

2010/11 EVENTS

- Images Art Festival
- Community Days
- Horsin' Around
- Fishstock
- 8 Events on Flagler
- Gallery Group
- Plein Air
- Family Days
- Kids Days
- Jazz Festival
- Sports Expo and Fall Family Fun
- Christmas on Canal
- Mike Lopez Productions
- Balloon Fest
- Uncorked



Countywide Video

Volusia County – Florida's Best Coast





COUNTYWIDE VIDEO

FUN FACTS ...

51 Volusia locations featured

Over 360 locals participated

Over 15 hours of raw video captured

Endless hours of editing

Countywide Video



EXPLORE!

VOLUSIA COUNTY

FLORIDA'S BEST COAST!



Including:

Daytona Beach, New Smyrna Beach,
and West Volusia

CATEGORIES

Enjoy our Beaches

Explore our Attractions

Observe Nature

Savor the Arts

Explore our Rivers

Discover our History

COUNTYWIDE VIDEO

To be shown at:

- Ocean Center
- Daytona Beach International Airport
- Websites

Accompanying four panel brochure which includes more detail

Countywide Video



A few notable E-Mails Received:

"... Most people have not idea the time and commitment it takes to create a video of this length. Hats off to you and Debbie!"

-- Kay Galloway

"I saw the video last week and have two words for you both...LOVED IT! Thanks for all your hard work!"

-- Roxanne Olsen

"I had to let you know how much I love your video ... I was extremely impressed. What a great compilation of things to see and do in our wonderful and unique County! Great job!"

-- Liz Grindell

POSITIVE COMMENTS

Many expressed how happy they were that we have such a great piece showcasing all the beauty of the County

Countywide Video

THE MAKING OF THE
COUNTYWIDE VIDEO

Countywide Video

Thank You
for your time!

