



**Marketing Council Meeting Minutes
December 5, 2019**

Myrtle Beach Area Chamber of Commerce Boardroom

Marketing Council Members in Attendance: Steve Mays, Matt Klugman, Ryan Swaim, Tom Tse, Robert Stinnett, Ryan Moore, Cindy Hull, Monty Morrow, Ben Vukov, Stuart Butler

Staff in Attendance: Karen Riordan, Scott Schult, Mary Mroz

Others: Josh Williams, Tracy Connor

Call to Order: 10:05 a.m.

Approval of Minutes

- **Golf Tourism Solutions Presentation** – Presented 2019 recap and 2020 outlook of rounds, packages and marketing programs.
- **Summer Golf Promotion with GTS** - Visit Myrtle Beach and GTS will be collaborating more in 2020 on analytics and insights including a Summer Golf Promotion.
- **2020 TIP Program and Budget** – Nearly all lodging properties will be running on the Flip.To platform by end of year. Discovery (Gold Level) has demonstrated early success which bodes well for the program. Flip.To has completed onboarding of all properties to analytics. Q1 will see the deployment of a more robust interface for all members. 2020 Marketing budget is slated to have a 5.3% increase over 2019 with the help of benchmarking against 2019 actual collections derived from positive growth in the TDF.
- **Sports Programming** – 2020 marks a pivotal year for sports investment. VMB will produce two significant ESPN events: MB Bowl and MB Invitational. Efforts will be put forth to maximize exposure and leverage opportunities to maximize impact. These events comprise about 63% of total sports marketing investment. Other sports programming was reviewed and staff will work diligently to success execute.
- **New Revenue Programs** – Thorough discussion was had on how to best leverage VMB marketing assets and distribution channels to generate NEW revenue for operations. Council was in full agreement to explore cause marketing opportunities to expand our reach to grow new audiences and increase market share. Staff will continue working towards these efforts and keep council updated on status.

Adjourned: 11:56 a.m.