

VISIT
Myrtle Beach
SOUTH CAROLINA

Marketing Council Meeting Minutes
March 16, 2021
Meeting via Zoom

Marketing Council Members in Attendance: Woody Brownson, Tom Tse, Ryan Moore, Stuart Butler, Bill McGonigal, Rachel Beckerman, Alberto Semidei, Tracy Conner, Theresa Koren, Heidi Vukov, Alex Husner, Steve Mays, Pablo Chavez, Clay Brittan, Ryan Swaim

Staff in Attendance: Karen Riordan, Diane Charno, Bob Harris, Jen Brunson

Others: Jim Doyle (RSM), Morgan Spivey (RSM), Christina Harman (RSM) Fred Steck (Cross Over), Rob Blair (Cross Over)

Call to Order: 9:00am

Approval of Minutes: Motion: Ryan Moore 2nd: Alberto Semidei, All approved

- **RSM and Cross Over Update** – RSM and Cross Over team provided an update on their current and feature programs. They began by listing key activation partners for 2021 and then followed with a calendar of 2021 brand activation. The remainder of the presentation was a snapshot of upcoming promotions:
 - Hustle Clean and Walmart (Feb – March)
 - 3,000+ Walmart’s Nationwide
 - 45MM+ Walmart IMP’s
 - 42,000 Entries
 - Rowdy Energy and Camping World (April – May)
 - Display in all Camping Worlds Nationwide
 - Kyle Busch, Samantha Busch Influencers
 - Combined 3MM across social
 - Advance Auto Parts (April – May)
 - 6,000 Retail Displays
 - \$400K Client Media Budget
 - 8M Email Distribution list
 - Entenmanns and QuikTrip (May – June)
 - NC, SC, GA, TX Displays
 - Supports Folds of Honor
 - 300+ Stores
 - Golden Flake (June – July)
 - Display in 8,300+ retailers
 - Media Value: \$2.2M

- 183MM + IMPs
 - Bread & Butter (July – August)
 - Target 2,000 stores
 - Key, POS, Neck Hangers, Social
 - Overlay with distributor incentive
 - ISC World Chili Championship Chili Cook-off (September 17-19)
 - Over 250+ Professional Chili Teams
 - 1st Ever Community “Corporate Cup”
 - New “Firehouse” Division
 - Fall Festival on The Beach
 - David’s Bridal (Year-Round)
 - Key partnership with Customer “Diamond Loyalty Program”
 - 8+ branded pins 42MM+ impressions monthly
 - Two dedicated emails 2MM+ impressions
 - One+ paid social 2MM impressions
- **Marketing Update** – Diane Charno provided an update on paid media programs. This included a brief summary of the elements that are currently running and those still to come. She also provided a snapshot of the vendors for the Spring campaign (Sojern, Tripadvisor, Travelspike, Facebook, Instagram, Verizon Media, USA Today, TikTok, TravelDesk, Bing, Google, Pinterest, Twitter, Expedia, Advanced TV, Local Cable TV, and Local Network TV). In the section on social media planning, she mentioned the new social team member, Kyle Jones and that the social media playbook was completed by MMGY. Diane gave an overview of topline results from the Spring Campaign and the monthly social report (see MC MAR 2021 Update, Slide 6 and 7). She also spoke about the brand rollout and asset development, including the on-site video/photo shoot set for early April. This section also included a future look at the finalizing of groups/meetings/sports creative. The PR section updated included the Virtual Media Missions (March 11, 18, 25), which covered three themes: Culture & Diversity/Culinary, Family and Outdoors. The significant media that was included in the virtual media missions were The Points Guy, Conde Nast Traveler, Eater, NBC, Fodors Travel, CNN, Living, MSN, Southern Living, Family Travel Forum, AARP, Palate, and National Geographic Traveler. This section also included what is upcoming in the PR department including the Autism campaign extension. The 2021 Visitors Guide was shown, a recap of the annual beach house giveaway was provided, and key analytical data was provided (Q1 Update, Horry Adjusted Paid Owner Occupancy, Visitor Volume – YOY Comparison, Top Metro Areas, Overnight Visitors to Accommodations, Google Search Trends ((See MC Mar 2021 Update Slides 12-20)).
- **Group Sales Update** – Bob Harris provided a group sales update that included the mention of GBAC Star certification for both the Convention Center and MYR, group tool kit additions and the new chair of the Lodging DOS Committee, Alberto Semidei. An update on new attractions was also provided, which included the new exhibits at Brookgreen Gardens, sight work applications for The Hangout at Broadway at the Beach, GTS Theatre, opening dates for Pirates Voyage Dinner and Show, Legends in Concert, Carolina Opry, Alabama Theatre and Broadway Theatre. More specific updates were given about The Funplex Myrtle Beach (Opening May 2021), Grand Strand Brewing Company (Opened on 2/23), Crooked Hammock at Barefoot Landing, and Skywheel Myrtle Beach (10th Anniversary, refurbishment and reopening early Spring 2021. Bob mentioned that most tradeshow are still virtual but that some are starting back in person, including RCMA in Charlotte.

Sports continues to be the biggest producer for leads and room nights and motorcoach groups are starting to book again. Meetings and Convention groups are starting to book but most are in 2022 and beyond. Bob referenced the trade shows they are hosting in 2021: Sports Express (May 10-14), Meetings Today Live South! (Oct. 17-20) and Accent East (Nov. 6-9). Bob wrapped up the presentation with a look a head which included the E-Sports feasibility study RFP being underway, updating databases with changes from the past year, new Black History itinerary for group tours and Virtual Tours work underway with Threshold 360. (Full Presentation included in folder, *Marketing Council Update March 2020*).

- **Updates and Questions:** Woody asked about the date of the chili cookoff is the same weekend as the Shriners Convention. Karen responded. A discussion began about the Carolina Country Music Festival (June 10-13) and the plans for the potential new site location. It was reassured that plans are moving forward to promote the safety precautions that CCMF has put into place.

Meeting Adjourned: 10:43pm