

VISIT
Myrtle Beach
SOUTH CAROLINA

**Marketing Council Meeting Minutes
November 16, 2021
Meeting In MBACC Boardroom and Zoom Call**

Marketing Council Members in Attendance: Woody Brownson, Steve Mays, Alex Husner, Alberto Semidei, Ryan Swaim, Heidi Vukov, Theresa Koren, Ryan Moore

Staff in Attendance: Diane Charno, Stuart Butler, Jen Brunson, Katie Hunter, Cori Hutslar, Bob Harris, Karen Riordan

Others: Michael Stephens (CCMF)

Call to Order: 9:11 AM

Approval of Minutes: Ryan Swaim- Motion, Heidi Vukov- 2nd, All Approved

- **CCMF Update** – Mike Stephens provided both a recap of the 2021 festival and an update for 2022. CCMF in 2021 was the 1st major music festival back. The festival had a total of 56 artist and had an attendee from all 50 states. The total attendance numbers were as follows:
 - TH- 32,524
 - F- 34,012
 - S- 34,536
 - Sun- 33,456
 - Total: 134,528, which is a 14% increase over 2019

80% of tickets sold were from a total of 15 states, mostly from the Eastern Seaboard. This year the festival had 100% participation from the artist on social media for an estimated reach of 21,544,206 impressions. The app in 2021 had 29,008 users and a total of 391,688 sessions. Insights for 2022 includes fully integrated marketing plan, hotel partnerships, local employment, vendor and sponsorship, normal planning schedule, Holiday TV and radio campaign (NEW THIS YEAR), 2022 line-up and programming. Next years concert is scheduled for June 9-12, 2022.

- **Creative Highlights:** Diane Charno shared examples of creative highlights for the Winter campaign. She shared the 12 Days of Beachmas TV commercial and digital ads being utilized to target specific groups and specific holiday messaging. Examples can be found in the Box link.

- **2022 Planning Update:** Stuart Butler shared his vision and insight into the 2022 planning phase. The vision includes to increase marketing in flight markets and being nimble within these markets to adjust to changing flight demand. He also talked about the focus on niche markets and groups, meetings and international. Stuart emphasized the commitment to testing our marketing and using data like Arrivalist to track our results. Investments will be made in 1st party content, a new website, a CDP and the curation of data. A major project for 2022 will be the reimagining of TIP.
- **Groups Update:** Bob Harris provided an update on group sales goals and strategies. Generated 534 leads YTD through November 11th and 242,119 room nights definite YTD with a goal of 240,000 room night leads. Sports has exceeded stretch goals by more than 6,000 room nights. The E-sports consultants study is being finalized and preparing for presentation. Bob also shared the wrap up on Meetings Today Live! and Accent Travel Network East.

Meeting Adjourned: 10:50 AM – Ryan Swaim – Motion, Heidi Vukov – 2nd, All Approved.