

Performance Objectives for Tourism Marketing - CVB

1. Assign a current staff person to liaison with Recreation District on tourism opportunities in the unincorporated areas of the County.
2. Prepare a marketing plan and budget for tourism events in the County of Greenville.
3. Recognize the need to spread events out to minimize conflicts on dates across the community.
4. All County funds must be allocated to a special fund and used only for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity.
5. Before the beginning of each fiscal year, the CVB shall submit for approval a budget of planned expenditures.
6. At the mid-year and end of each fiscal year, the CVB shall render an accounting of the expenditures to the County and provide indicators of return on investment.
7. Establish a percentage of CVB board membership to include representation from businesses in unincorporated areas of the County.