

Performance Objectives for Tourism Marketing – Recreation District

1. Assign a staff person to direct marketing efforts and work with the CVB.
2. Prepare a marketing plan and budget for tourism events in the County of Greenville on tourism opportunities in the unincorporated areas of the County.
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 to develop and increase tourist attendance.
5. Before the beginning of each fiscal year, the Recreation District shall submit for approval a budget of planned expenditures.
6. At the mid-year and end of each fiscal year, the Recreation District shall render an accounting of the expenditures to the County and provide indicators of return on investment.
7. Review utilization for other revenue sources (hospitality and excess accommodations) and organizations for increasing sports marketing.