

SOUTHERN DELAWARE TOURISM
FY'23 Strategic Plan Performance Outcomes

Advocacy Committee:

- ***Continued*** work on Fiscal Governance (Strategy 7) Goal #1/Objective 2: “*Advocate to expand the State of Delaware’s Public Accommodation Tax (PAT) to include all short-term rentals.*” STR Equalization Bill sponsored by House Representative Kim Williams and Senator Spiros Mantzavinos was approved in Committee and is expected to pass both the House and Senate in January 2024.

Finance Committee:

- ***Completed*** Fiscal Governance (Strategy 7) Goal #1a/Objective 1: “*Continue to follow SDT formula of 80% marketing and 20% administration for allocation of budget*” by the Board’s adoption of SDT’s \$1.865 million FY’24 budget with emphasis on the 80% marketing and 20% administration allocation at the April 2023 Board meeting.

Investment Committee:

- ***Started working on*** Fiscal (Strategy 7) Goal 1/Objective 4: “*Utilize surplus funds through a Board-approved, prudent investment plan*” by establishing the Investment Committee in 2023. Developed an Investment Policy Statement that was approved by the SDT Board. Prepared and distributed a RFP to hire an investment advisor. The subcommittee will recommend Edward Jones’ RFP and Investment Advisor (Lance Rogers) for the Board’s approval on July 27, 2023.

Marketing Committee:

- ***Completed*** Marketing (Strategy 6) Goal #1/Objective #2: “*Share Point File by providing access for all Board members*” by creating and sharing SDT’s Online Toolkit for Partners.
- ***Completed*** Marketing (Strategy 6) Goal #2/Objective #1: “*Clearly and consistently communicate the marketing plan with Board members*” by drafting and adopting SDT’s FY’24 Marketing Plan at the April 2023 Board meeting.

Marketing Committee: (Cont'd.)

- ***Started working on*** Marketing (Strategy 6) Goal #2: “*Create an Ambassador Program and invest in the certification process to create sustainable liaison and partnership opportunities with SDT*” by researching options and online models with The Tourism Academy and partnerships with the Delaware Restaurant Association.
- ***Other Accomplishments:*** Drafted a comprehensive five-year Strategic Plan for the Culinary Coast Initiative.

Policies & Procedures Committee:

- ***Completed*** Internal Communication (Strategy 3) Goal #1/Objective #1: “*Maintain consistent messaging between Executive Director, staff, and Board members to ensure that information is consistently shared about SDT activities, events, and programs*” with the development and implementation of the Board Portal to enhance communication between Board members and our partners.
- ***Completed*** Internal Communication (Strategy 3) Goal #1/Objective #3: “*Consider expanding the SDT Board to include additional board members from each Chamber as acceptable in the By-laws and to reflect the growth of the Southern Delaware communities*” with the recruitment of qualified new Board members and the facilitation of New Board Member Orientation by the Executive Committee.
- ***Started working on*** Leadership (Strategy 5) Goal #2: “*Develop a succession plan to maintain SDT leadership*”. Identified hypothetical scenarios that would apply to the succession plan. Delayed the implementation of this plan to focus on the ***minimum allocation policy***. This will be a priority for FY’24.
- ***Other Accomplishments:*** Adopted a By-law change, approved by Board vote on May 2023, “*In the event that a Chamber’s PAT distribution percentage exceeds the minimum allocation amount for a given fiscal year, that Chamber would be entitled to receive the sum of their owed PAT distribution minus the minimum allocation amount*”.