MISSION STATEMENT

To promote the conservation of our natural environment while fostering local community and commerce

VISION STATEMENT

To make Murrells Inlet a great place to live, work, and visit through a combination of environmental awareness, infrastructure improvements, economic development, and community involvement

I. PROMOTE INFRASTRUCTURE IMPROVEMENTS

GOAL:
Identify constituents’ preferences for infrastructure and community improvements and promote their completion through coordination with implementing organizations—federal, state, local, private, or other

IMPLEMENTATION:
A. Survey constituents annually for their 1) preferences for infrastructure and community improvements and 2) assessment of infrastructure and community improvements underway
B. Publish semi-annually a detailed report describing the status of ongoing infrastructure and community improvements
C. For each infrastructure and community improvement, identify implementing organizations, points of contact for use in coordination, and obstacles

II. PROMOTE ENVIRONMENTAL AWARENESS

GOAL:
Offer education to Murrells Inlet residents and visitors on the unique features of our environment and the imperative nature of taking care of it, and to encourage best environmental practices

IMPLEMENTATION:
A. Publish a schedule of community events featuring qualified environmental experts as speakers
B. Seek closer relationships with educational institutions such as the Council of Governments, Coastal Waccamaw Stormwater Education Consortium, Coastal Carolina University, Horry Georgetown Technical College, Hobcaw Barony, Brookgreen Gardens, the Department of Natural Resources, and others with which to partner and jointly provide environmental education
C. Facilitate environmental educational displays for placement throughout the community
D. Increase the number of cleanup days and publish a schedule
E. Educate residents and visitors on the impact of storm water runoff
F. Educate residents and visitors on the advantages of recycling
G. Promote a more robust recycling program

III. PROMOTE LOCAL COMMERCE

GOAL:
Promote local commerce and the participation of its leaders in achieving community goals

IMPLEMENTATION:
A. Describe commerce within Murrells Inlet and update as appropriate
B. Publish annually a report describing changes to local commerce
C. Establish rapport and a point of contact with owners and operators of commercial institutions and solicit their assistance in achieving community goals
D. Develop a means of communicating to Murrells Inlet’s many visitors the spectrum of goods and services the area offers
IV. PROMOTE WATER QUALITY AND WETLANDS PRESERVATION FOR FUTURE GENERATIONS

GOAL: Promote the stewardship of our watersheds, water quality, and wetlands for future generations by educating the current generation regarding the value added by preserving our natural resources

IMPLEMENTATION:
A. Identify and publish the geographic boundaries of the Murrells Inlet Watersheds through the watershed-based plan
B. Continue to facilitate a local Water Quality Monitoring Program and update the public as to testing results of local waters and oyster beds
C. Continue to seek opportunities to implement watershed improvements advocated during the development of the Watershed-Based Plan
D. Involve young members of the current generation in the projects described above so that they might pass along to future generations the importance of maintaining water and wetlands

V. IMPROVE COMMUNICATIONS, MARKETING, AND PUBLIC RELATIONS

GOAL: Improve communications to achieve more effectively the goals of MI2020, while raising the profile of the organization and the causes and events it sponsors

IMPLEMENTATION:
A. Identify all communication forms for use and improve each existing one (for example, web page, newspaper, social media)
B. Develop and implement a marketing plan
C. Publish the dates for all events at least one year in advance, and then market early
D. Maintain an updated Murrells Inlet 2020 “elevator pitch” for commitment to memory by all members of the board
E. Provide easy and more visible ways for volunteers to get involved
F. Create, update, and maintain a list of active and prospective volunteers
G. Create a plan and schedule for regular speaking appearances at local neighborhood, civic organization, business groups, and other meetings to build MI2020 organizational awareness

VI. STRENGTHEN THE ORGANIZATION

GOAL: Strengthen the organization through formalized pursuit of revenue, professional development, updated guidelines, and networking

IMPLEMENTATION:
A. Explore the feasibility of pursuing federal and state grants
B. Apply for a minimum of four corporate or foundation grants per year that jointly contribute to project and organizational development
C. Provide professional development to members of the Board and Advisory Board including training and support through the South Carolina Association of Nonprofit Organizations (SCANPO)
D. Review, update, and create, where necessary, job descriptions for members of the Board and Advisory Board
E. Identify and network with similar organizations to explore collaborative possibilities and identify benchmarking opportunities
F. Create, update, and maintain a list of active and prospective donors with the objective of expanding the pool
G. Routinely monitor fiscal procedures for alignment with federal, state, and local policies, incorporating best management practices
BOARD OF DIRECTORS & ADVISORY COUNCIL

POST OFFICE BOX 1357
MURRELLS INLET, SC  29576
843.357.2007 / WWW.MURRELLSINLETSC.COM

Cover photos by Austin Bond Photography®