



Destination Marketing Organization Affidavit Cover Sheet

The _____ has been designated by the _____ as the official Destination Marketing Organization (DMO) for the purpose of coordinating tourism promotion with the Arizona Office of Tourism (AOT). AOT **does not** designate local DMOs across the state. The local designation decision lies with a **municipality, county, or tribal entity (the “Entity”)**, and must conform to the following requirements:

1. AOT recognizes only one DMO per established community and requires that a DMO must be recognized by the Entity (municipal, county or tribal) leadership through official action, which also designates a representative who is authorized by the official action to execute the DMO Affidavit on behalf of the Entity.
2. The official action may be a resolution, ordinance, contract, or other official action by the Entity (municipality, county, or tribe), and the action must be effective until July 2022 (End of State Fiscal Year).
3. Renewal of DMO Affidavits will be required on an annual basis.
4. A DMO is defined as a not-for-profit organization or governmental unit that is responsible for the tourism promotion and marketing of a destination on a year-round basis.
5. DMOs must have 1) a dedicated tourism marketing budget and 2) a website/microsite and/or social media presence.



DESIGNATION OF DESTINATION MARKETING ORGANIZATION AFFIDAVIT

STATE OF ARIZONA)
)
COUNTY OF _____) ss.

I, _____, being first duly sworn, state as follows:

1. I am a duly authorized representative of _____ (the "Entity"), located at the physical address of _____, and I may be reached at the following telephone number: _____.

2. This affidavit attests that the following organization meets the Arizona Office of Tourism requirements and is designated as the DMO for the Entity: _____.

3. The above-listed organization has been designated as the Entity's DMO, by official action, to wit: _____, on _____ day of _____, 20___. (List official action, such as Resolution, Ordinance, Tribal Action, and/or Contract) and date of execution)

4. I am attesting that, per the listed official action, the Entity agrees that such DMO designation will be effective until July 2022.

I certify that, under the penalty of perjury of the law of the state of Arizona, that the above written statements herein are true and accurate to the best of my knowledge, and that I have authority granted by the Entity to sign this affidavit.

(Signature)

(Printed or typed name)

(Title)

SUBSCRIBED AND SWORN to before me, the undersigned notary, this ____ day of _____, 20__, by a person demonstrated to me to be _____ based on

_____.

Notary Public