



## **DMO Affidavit FAQs**

### **What is a Destination Marketing Organization (DMO)?**

AOT defines a DMO 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. DMOs must have 1) a dedicated tourism marketing budget and 2) a website/microsite and/or social media presence.

### **Who designates a DMO?**

AOT does not designate DMOs. It is the responsibility of the municipality, county, or tribal entity to designate either themselves or another organization if they intend to participate in AOT's programs.

Example: City of Arizona designates themselves as the Destination Management Organization (DMO) for the City of Arizona. OR City of Arizona designates Explore Arizona as the Destination Marketing Organization for the City of Arizona. \*There can be many variations of this example.

### **Who needs to fill out a DMO Affidavit?**

If your community participates in AOT's programs (Rural Co-op, Prop 302, FAM Trips, Trade & Media Missions, etc.) you will need to submit a DMO Affidavit with your application and/or paperwork.

### **When is the DMO Affidavit due?**

Your community's DMO Affidavit is due before you submit an application to participate in an AOT program. If you aren't sure about your community's participation status, please consider submitting a DMO Affidavit annually as a best practice.

If you have already submitted your community's FY22 Prop 302 Application you have until September 30, 2021 to submit your DMO Affidavit. If you are planning on submitting a Rural Co-op Application or interest form - your community DMO Affidavit is due September 30, 2021.

### **Why is AOT requesting an annual DMO Affidavit?**

Historically, AOT has requested an affidavit certifying DMO status for each AOT program participant (Rural Co-op, Prop 302, etc.) Due to the number of programs and opportunities available throughout the year, AOT has decided to implement a yearly DMO Affidavit as a best practice. This new policy will help protect DMO status for communities, and ensure that AOT is working with the appropriate entity on destination marketing for that community.

***\*AOT is happy to review any draft resolutions, ordinances, contracts or tribal agreements prior to enactment.***