



DMO Designation Processes

1) How does a community identify a DMO?

- a) Consult and/or decide what organization or entity will be designed as the DMO for a specific community.
- b) Evaluate whether the designating entity already has an “Official Action” that can be referenced where the entity has designated themselves and authorizes a signatory.
- c) If an “Official Action” exists - upload a copy to AOT with a completed DMO Cover Sheet and Affidavit from the authorized signatory [HERE](#).
- d) If no “Official Action” exists - the designating entity needs to enter into an “Official Action” with itself and reference an authorized signatory within the action. The authorized signatory from the designating entity can then fill out the DMO Cover Sheet and Affidavit and upload all items [HERE](#).

2) How to fill out the DMO Affidavit

- a) The Designating Entity - If the designating entity (municipality or county) is the DMO here are the steps to submit a DMO Designation Documents.
 - i) Evaluate whether the designating entity already has an “Official Action” that can be referenced where the entity has designated themselves and authorizes a signatory.
 - ii) If an “Official Action” exists - upload a copy to AOT with a completed DMO Cover Sheet and Affidavit from the authorized signatory [HERE](#).
 - iii) If no “Official Action” exists - the designating entity needs to enter into an “Official Action” with itself and reference an authorized signatory within the action. The authorized signatory from the designating entity can then fill out the DMO Cover Sheet and Affidavit and upload all items [HERE](#).
- b) Local Chamber, Non-Profit, Marketing Organization, etc. - If the designating entity is not the DMO, here are the steps to submit an DMO Affidavit.
 - i) Evaluate whether the designating entity already has an “Official Action” that references the designated DMO and authorizes a signatory.
 - ii) If an “Official Action” exists - upload a copy to AOT with a completed DMO Cover Sheet and Affidavit from the authorized signatory [HERE](#).
 - iii) If no “Official Action” exists - the designating entity needs to complete an “Official Action” (contract, resolution, ordinance or other official action) and reference the designated DMO and authorize a signatory within the action. The authorized signatory from the designating entity can then fill out the DMO Cover Sheet and Affidavit and upload all items [HERE](#).



Helpful Tips to Fill Out the DMO Affidavit

- Who signs the DMO Affidavit?
 - The designating entity's (the municipality, county, or tribe) authorized signatory.
Example: City Manager, Mayor, Tourism Manager, Economic Development Manager, etc.
- What is an "Official Action"?
 - An "Official Action" is a resolution, ordinance, contract or other action.
- Who creates the "Official Action"?
 - The designating entity (municipality or county) would initiate the "Official Action".
- What needs to be included in the "Official Action"?
 - Statement of recognition from the designating entity
 - Signatory authority granted to an individual tied to the designating entity

What to Submit to AOT

1. [DMO Cover Page & Affidavit](#) (Submit Through [Google Form](#))
 - a. Required for FY23 and any time there's a change in DMO designation
2. Copy of the Official Action (Submit Through [Google Form](#))
 - a. Required for FY23 and any time there's a change in DMO designation
3. [Designated DMO Form](#) (All documents will be uploaded and submitted through [this form](#))
 - a. Required for FY23 and AOT will use this information to verify DMO status next year.