



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, or county (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 or county leadership) through official action, which also designates a position within the organization that 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 or county), and the action must be effective until July 1, 2023, or an unspecified period of time.
3. Renewal of DMO Affidavits will only be required when a change in the DMO designation occurs or upon request from AOT. Renewal on an annual basis is no longer necessary.
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 and present to AOT annual proof of 1) a dedicated tourism marketing budget; 2) a website/microsite and 3) social media presence.