



Destination Marketing Organization Affidavit Cover Sheet

The CITY OF GOODYEAR has been designated by the CITY OF GOODYEAR 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 by July 1, 2022.
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.

ARIZONA

OFFICE OF TOURISM

DESIGNATION OF DESTINATION MARKETING ORGANIZATION AFFIDAVIT

STATE OF ARIZONA)
)
COUNTY OF Maricopa) ss.

I, Julie Karins, being first duly sworn, state as follows:

1. I am a duly authorized representative of the City of Goodyear (the "Entity"), located at the physical address of 190 N. Litchfield Rd., Goodyear, AZ 85338, and I may be reached at the following telephone number: 623-932-3910.

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

3. The above-listed organization has been designated as the Entity's DMO, by official action, to wit:
Council Resolution, on 29th day of August, 2022.
(List official action, such as Resolution, Ordinance, 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 indefinitely or until the Entity amends the designation. AOT can request written verification at any time.

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)

Julie Karins

(Printed or typed name)

City Manager

(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