

# FY2022

## Division of Tourism DMO Certification Guidelines

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## Missouri Division of Tourism

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## Governor Mike L. Parson

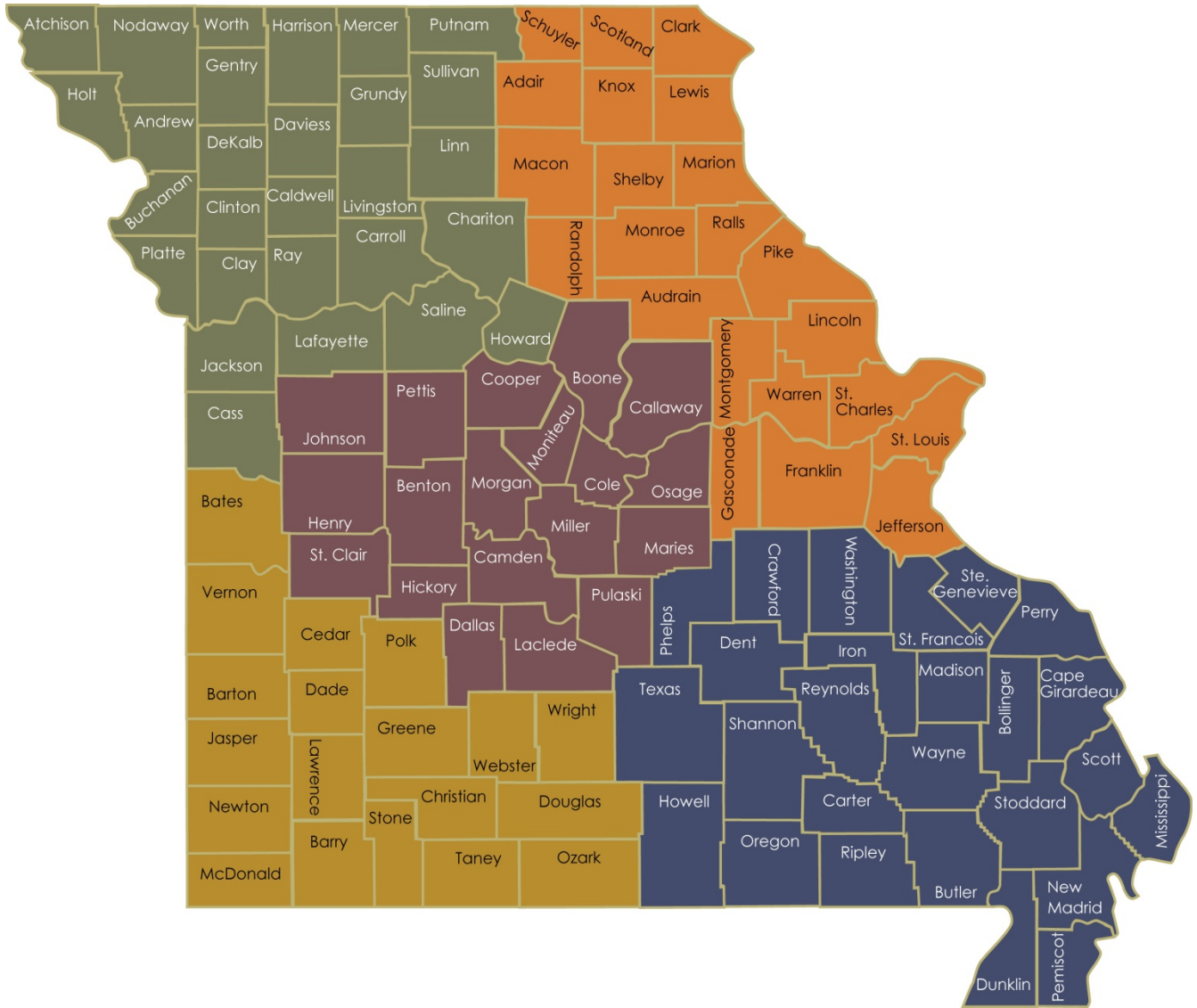
### Missouri Tourism Commission

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# Missouri Tourism Regions



## **FY2022 DMO CERTIFICATION GUIDELINES**

### **Definition**

Missouri Division of Tourism (MDT) defines a Destination Marketing Organization (DMO) as a non-profit (under Missouri Chapter 355) or benevolent (under Missouri Chapter 352) Missouri corporation or government unit responsible for and actively engaged in the promotion and marketing of travel and tourism in Missouri, supported by the organization's mission, charter, budget, funding sources and financial statements.

A DMO meets the following requirements:

- A. The organization is one of the following types of nonprofit or benevolent organizations:
- Convention and Visitors Bureau/Commission (MACVB or DMAI approved)
  - Chamber of Commerce (MCC or US Chamber of Commerce approved)
  - A city or county government, or a subdivision of a city or county government, that functions as a DMO, (ex. city or county tourism department)
  - City or county (or designee) taxing authority that operates by contract as the primary tourism marketing organization for the city or county
  - Tourism commission or board that operates by contract as the primary tourism marketing organization for the city or county
  - Regional partnership

The following organizations do not satisfy requirement A above:

- Special event organizations and event organizers
- Single attractions or organizations representing single attractions

B. The organization has an established funding source in place

C. The organization has been incorporated as a nonprofit or benevolent entity and is registered and in good standing with the state of Missouri (city and county tourism departments are exempt)

A MDT **Certified DMO** is appointed on a countywide basis. To qualify as a certified DMO, an entity must be able to satisfy requirements A - C above, as well as the following requirements:

D. The organization is recognized through an adopted resolution by the county commission/governing body as the county's single official countywide DMO for participation in MDT programs (St. Louis meets this qualification per statute 67.607)

E. The organization employs an adequate amount of staff to ensure management of the requested funding

- For an organization with a CTL of 5 or less, one full-time (32 hours a week, at least minimum wage) paid staff member exclusively dedicated to travel and tourism is required
- For an organization with a CTL of 6 or higher, five full-time (32 hours a week, at least minimum wage) paid staff members exclusively dedicated to travel and tourism are required

If an organization's sole purpose is travel and tourism, then all employees (including administration) would be considered a travel and tourism employee. However, an organization that is not strictly dedicated to travel and tourism must only count employees that are directly responsible for promotion of travel and tourism (for example: marketing, PR, group travel, convention sales, etc).

- F. The organization can demonstrate it is currently, and has been, actively engaged in tourism destination marketing for a minimum of two years
- G. The organization has a tourism exclusive marketing brochure
- H. The organization has a tourism exclusive website

### **Certification**

Organizations receiving MDT certification must work with tourism organizations and businesses within the county to promote on a countywide basis. No more than one DMO can be certified for each Missouri county; however, a DMO may represent up to three contiguous counties.

MDT reviews the certification application and documentation. Based on the information provided, a recommendation to certify or reject certification is made to the Cooperative Marketing Program Advisory Committee (CMPAC), which votes to approve or reject the application. The DMO certification is valid for five years. **Any certified DMO that is inactive in a MDT program for two consecutive fiscal years is required to recertify.** However, MDT reserves the right to re-evaluate and/or review information to ensure that the organization continues to meet all requirements throughout the duration of the certification. If the organization fails to meet the DMO certification requirements, program participation will be suspended and/or certification will be revoked.

Although the DMO certification is valid for five years, it does NOT guarantee funding. The certified DMO must apply for individual grants or cooperative marketing opportunities – separate from the DMO certification.

### **Application**

To qualify for participation in the Marketing Matching Grant (MMG) Program for fiscal year 2022, qualified organizations not currently certified must submit the official certification application and required documents to the MDT by 5 pm on November 6, 2020. The DMO certification application and required documentation are available on the website at [Industry.VisitMO.com](http://Industry.VisitMO.com).

DMOs with certifications expiring prior to July 1, 2021, must re-certify to participate in the MMG program. The organization must submit the official re-certification application and required documents to the MDT by 5 pm on November 6, 2020. The DMO re-certification application and required documentation are available on the website at [Industry.VisitMO.com](http://Industry.VisitMO.com).

If DMOs do not meet certification / re-certification requirements for the MMG Program for fiscal year 2022, they can apply for certification / re-certification for fiscal year 2023. Applications for FY23 open on September 1, 2021 and are due by 5 pm on November 5, 2021. These applications and required documentation will be available on the website at [Industry.VisitMO.com](http://Industry.VisitMO.com).

The DMO certification and MMG awards are separate applications and due at separate times.

### **Documentation**

The following, required documents must be provided to MDT along with the DMO certification application by the application deadline:

- A. Financial Statements – Financial statements reflecting budget, revenues and expenses for the previous two years detailing applicant organization’s travel and tourism marketing expenditures, payroll/administrative expenses and sources of revenue
- B. Annual Report – Annual Report filed with the Secretary of State for the current year. If no annual report is required, provide the Missouri charter number (for non-profit / benevolent corporations) and a list of the principal decision makers for the organization with their titles and contact information. If the organization is a government entity, provide a list of principal decision makers, including job titles and contact information, for the organization.
- C. Resolution – A resolution adopted by the county commission recognizing the applicant as the official Destination Marketing Organization for the county/counties. ***(This must be an official form on letterhead and signed by a commissioner – a sample is attached to the application)*** St. Louis City/County is the exception and needs no resolution (per statute 67.607). The resolution must be signed in the same year as the certification or re-certification application.
- D. Employee Attestation – A letter from the organization signed by the president/CEO attesting to the number of full-time (32 hours per week, at least minimum wage) paid travel and tourism staff members.
- E. Statement of Activities – A statement of travel and tourism marketing activities successfully completed and paid for by the applicant organization in the last two years. Include samples of all travel and tourism marketing materials listed. These activities must be detailed in the financial statements. (Not required for re-certification)
- F. Brochure – A current tourism marketing brochure or guide (Not required for re-certification)
- G. Website – The organization’s tourism marketing website address. This must be a tourism website that will be the ‘call to action’ on marketing materials paid for through the cooperative marketing programs. (Not required for re-certification)
- H. Marketing Plan – The organization’s current marketing plan with detailed action plan. (Not required for re-certification)

The documents A-H above are required for all new DMO certifications; however, only documents A-D are required for re-certification.

Additional documentation may be requested from any organization, if determined necessary by MDT and/or the CMPAC. MDT and the CMPAC review all certification applications. The Missouri Tourism Commission reserves the right to make final decisions.

### **Next Steps**

DMO certification does NOT guarantee funding. The certified DMO must apply for individual grants or cooperative marketing opportunities – separate from the DMO certification. DMO certification is normally completed in the fall, the grant application process in the following spring and the grant awards in early summer. Please see the program calendar for specific dates.