

SUBMITTED BY: Jennifer Smith, Community Services & Economic Development Director

MANAGEMENT TEAM REVIEW: Ana Urquijo, City Manager

FOCUS AREA: Promote Douglas

**ORGANIZATIONAL
IMPROVEMENTS:**

SUBJECT: **RESOLUTION NO. 23-1549**, a Resolution of the Mayor and Council of the City of Douglas, Cochise County, Arizona, **DESIGNATING** the City of Douglas as the **OFFICIAL DESTINATION MARKETING ORGANIZATION (DMO)** for the purpose of Coordinating Tourism Promotion with the Arizona Office of Tourism (AOT), and Designating and Authorizing the City Manager to execute a DMO Affidavit on behalf of the City of Douglas

EXECUTIVE SUMMARY:

As the official Destination Marketing Organization (DMO) for the state, the Arizona Office of Tourism partners with local DMOs for the purpose of coordinating tourism promotion with the state. 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, 2023.
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.

It is recommended that the City Council approve the proposal to establish a Designated Marketing Organization (DMO) partnership with the Arizona Office of Tourism (AOT). This partnership will allow the city to maximize tourism's potential, promote economic growth, and enhance the overall visibility and reputation of the City of Douglas.

BACKGROUND:

The City of Douglas recognizes the importance of tourism as a significant economic driver and an avenue for community development. In light of this, the city has been exploring opportunities to work with the Arizona Office of Tourism (AOT) to leverage resources and expertise in promoting the city as a desirable tourist destination. The AOT is the official state agency responsible for marketing Arizona as a premier travel destination, both nationally and internationally.

By becoming a Designated Marketing Organization (DMO) under the AOT, the City of Douglas will gain access to additional support, guidance, and resources to enhance the city's tourism efforts. As a DMO, the city will have the ability to participate in various cooperative marketing programs, access research and data on visitor trends, and collaborate with other DMOs across the state. This partnership will enable the city to develop effective marketing campaigns, showcase the unique attractions, and drive visitation to the city.

DISCUSSION:

Staff recommends approval.

FISCAL IMPACT:

None.

Fiscal Year: 2023/2024

Amount Requested: n/a

Budgeted: n/a

Account (s):

“...I MOVE THAT THE MAYOR AND COUNCIL APPROVE RESOLUTION NO. 23-1549.”