



Readiness Checklist For Prospective Accreditation Applicants

The Destination Marketing Accreditation Program (DMAP) Board has prepared this checklist to assist prospective accreditation applicants in determining their ability to meet DMAP accreditation requirements before submitting their applications for review.

Potential applicants able to provide positive (yes) responses regarding compliance with each of the following statements are likely to be ready to submit their accreditation application. Potential applicants that provide a negative (no) response to a statement should carefully consider complying with all of these statements if they intend to apply for accreditation.

In addition, potential applicants should also conduct a thorough review of all of the current standards and review the DMAP Domains, Standards and Essential Elements before making a final decision to proceed with the application process.

Note: While the term "DMO" is used throughout this document; it should be noted that DMAP is geared to organizations that also call themselves convention and visitor bureaus (CVBs) or tourism boards.

Eligibility

- The DMO is a legal organization or part of a legal organization
- Destination marketing is the primary function of the DMO
- The DMO has two or more years of destination marketing experience
- The DMO is the official highest governing entity authorized to provide destination marketing services for the jurisdiction(s) served
- The DMO leadership has read and abides by the DMAP Organizational Code of Ethics

Governance and Finance

- The DMO has a functioning governing body and a chief executive officer
- The DMO has articles of incorporation, bylaws and operating policies
- The DMO has vision and mission statements
- The DMO has a strategic plan with long term strategies, goals and objectives
- The DMO has conflict of interest policies and conducts a formal orientation program for new board members
- The DMO has written policies for the control of its financial operations
- A formal audit is conducted at least every two years
- The DMO maintains insurance coverage to cover potential estimated liabilities
- The DMO has appropriate avenues to report and document the misuse of funds

Human Resources and Technology

- The DMO maintains a current Human Resources (Personnel) Manual that complies with all government labor and employment laws for the jurisdiction served
- Periodic performance appraisals are conducted for all regular staff
- The DMO maintains job descriptions for all paid or volunteer positions; a formal orientation is conducted for all new employees
- The DMO has appropriate avenues for employees to report and document prohibited activities and has a policy that prohibits retaliation against any employee
- The DMO has e-mail and internet usage policy(ies)
- The DMO follows an information technology/network security policy(ies)
- Periodic data backups are conducted and data is stored externally

Marketing

- The DMO maintains an marketing plan
- The DMO maintains a comprehensive Web site
- The DMO generates reports on advertising and/or internet activity utilizing *DMAI Performance Reporting Marketing definitions

Individual and Group Visitor Services

Note: The group standards only apply if these services are provided by the DMO

- The DMO offers meetings and convention services for planner and provides a menu of services for the group market
- Trained staff are available to meet the needs of both (individual and group) markets

Sales and Communications

- The DMO has a comprehensive sales plan and has one or more dedicated sales position(s)
- The DMO complies with all applicable *DMAI Performance Reporting Sales definitions for convention sales and travel trade
- The DMO facilitates pre- and post-sale convention services, maintains a lead distribution and referral system
- The DMO maintains a media/press kit and a crisis communication plan
- The DMO has a media protocol
- The DMO complies with all applicable *DMAI Performance Reporting Public Relations definitions

Membership

Note: These standards only apply if the DMO has membership categories

- The DMO has membership policies and published guidelines for each category
- The DMO maintains a calendar of membership events
- The DMO complies with all applicable *DMAI Performance Reporting Membership definitions

Management and Facilities

- The DMO has a clear management structure showing lines of reporting responsibility
- The DMO demonstrates commitment to a process of continuous improvement
- The DMO has a business continuity/emergency operations plan

Destination Development and Research/Market Intelligence

- The DMO participates in periodic destination development assessment for infrastructure needs
- The DMO demonstrates a need for ongoing product enhancement for the destination
- The DMO demonstrates a commitment to research and conducts research in visitor and inquiry tracking

Stakeholder Relationships

- The DMO demonstrates stakeholder relationships with key community entities
- The DMO demonstrates evidence of active involvement that advances the profession

Compliance with the Readiness Checklist does not ensure DMAP accreditation. The Readiness Checklist emphasizes key issues for accreditation; it does not include all standards. Accreditation is only granted after an applicant's completed application and supporting materials have been reviewed and it is determined by DMAP that the DMO is in compliance with all mandatory requirements.

Accreditation Costs – Four Year Period

Initial Application Fee:

- DMAI Members: US\$1,500
- Non-Members: US\$2,500

**The application fee covers the first year of accreditation and must accompany the accreditation application.*

Yearly Maintenance:

- Maintenance Fee US\$400
**Beginning of 2nd, 3^d and 4th year of accreditation cycle*

Renewal Fee – End of 4th Year:

- DMAI Members US\$750
- Non-Members US\$1,500

All accredited DMOs will have to renew their accreditation at the end of their 4th year of accreditation. The renewal application will be a scaled down version of the original application emphasizing the provision of evidence that the DMO is still in compliance with all current standards. At the end of the 2nd period (end of year 8) of being an accredited DMO, the organization will need to apply for Re-Accreditation to continue to be a DMAP accredited DMO.

**Fees are subject to change and do not include the costs that any individual DMO might incur in modifying its services or programs to comply with accreditation requirements.*

If you have questions, please call +1.202.296.7888 or email dmap@destinationmarketing.org. Copies of the complete Domains, Standards, and Essential Elements are available at www.destinationmarketing.org.