



Renewal
Domains, Standards, & Essential Elements

February 9, 2011

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1.0 GOVERNANCE

Mandatory Standards

- 1.1 The DMO's governing body or its parent organization shall approve a budget on an annual basis or upon the DMO's approval schedule.

Essential Elements

- A copy of the portion of the minutes indicating approval of a budget.

- 1.2 The DMO shall follow the recommended DMAP Organizational Code of Ethics.

Essential Elements

- Sign off on the DMAP Organizational Code of Ethics in the Destination Marketing Accreditation Program (DMAP) Renewal application.

- 1.3 The DMO shall develop and maintain a current strategic plan.

Essential Elements

- Copy of current strategic plan to include: 1) vision, 2) formal mission statement, and 3) long term strategies, goals and objectives. 4) Provide evidence the governing body of the DMO has adopted and monitors the strategic plan. 5) Evidence that the strategic plan is connected to operational outcomes (e.g. budget, marketing plan, sales plan, performance measures.). *Guideline: A current plan is defined as one that is updated at least every three (3) years.*

- 1.4 The DMO has made progress toward achieving the components of the strategic plan.

Essential Elements

- Description of the progress made and a detailed explanation of how these components are measured.

- 1.5 The DMO's governing body or its parent organization receives and reviews periodic financial reports including income and expense statements and a balance sheet.

Essential Elements

- Copy of agenda and portion of board minutes indicating review of financial reports.

2.0 FINANCE

Mandatory Standards

- 2.1 A formal audit is conducted by an independent auditor (a certified public accountant - CPA or similar international credential) at least every two (2) years.
Guideline: Annual audits are preferable but an audit will only be required every two (2) years in view of the potential financial ramifications of compliance with this standard.

Essential Elements

- Most recent audit and management letter (if available) and DMO's response to management letter.
- 2.2 The DMO's annual budget is linked to the goals of the strategic plan as approved by the DMO's governing body or its parent organization.

Essential Elements

- Explanation of this process or other written evidence of compliance.
- 2.3 The DMO has appropriate avenues to report and document the misuse of funds to the proper level of management, volunteer leadership, or outside source.

Essential Elements

- Policy and/or procedure.

3.0 HUMAN RESOURCES

Mandatory Standard

- 3.1 The DMO has appropriate avenues for employees to report and document prohibited activities to proper levels of management, volunteer leadership or outside sources, i.e., discrimination, sexual harassment, hostile conduct or oppression against any employee for any reason.

The DMO also has a policy that prohibits retaliation against any employee who files a complaint of such or participates in any investigation of prohibited activities.

Essential Elements

- Copy of the policy and procedure incorporating these two concepts.

4.0 MARKETING

(Section 5.0 in the original application)

Mandatory Standards

- 4.1 The DMO has a comprehensive marketing plan that is consistent with its budget cycle. The marketing plan includes strategies and goals for key market segments.

Essential Elements

- Copy of sections of the plan that identify strategies and goals for key market segments.
Guideline: The marketing plan submitted as evidence is one that is updated at least every three (3) years.

- 4.2 The DMO has a policy which offers its customers (e.g. convention planners, travel/tour trade) the option to opt out of communication (e.g. newsletters, news blasts, faxes) from the DMO.

Essential Element

- Provide the written policy and/or procedures and example of its use (This would be a policy and/or procedure that ensures that this is followed throughout the DMO's operations.).

5.0 SALES

(Section 8.0 in the original application)

Guideline: This section refers to all locations and all DMO departments engaged or involved in sales activities.

Mandatory Standards

- 5.1 The DMO has a comprehensive sales plan with specific goals and strategies that is updated periodically and is consistent with the budget cycle.

Essential Elements

- Copy of the sales plan and a description of goals and strategies.
Guideline: The sales plan can be part of a marketing or other planning document prepared by the DMO.

- 5.2 The DMO has a policy which offers its convention or event, or travel/tour planners the ability to opt out of communication which leads to solicitation.
- **Essential Element**
Provide written policy and example of its use (This would be a policy and/or procedure that ensures that this is followed throughout the DMOs operations.).

6.0 MANAGEMENT AND FACILITIES

(Section 11.0 in the original application)

Mandatory Standard

- 6.1 The DMO has a management structure that shows clear lines of reporting responsibility.

Essential Elements

- Organizational staffing chart listing all current regular positions and the reporting responsibility.

7.0 INNOVATION

(Section 15.0 in the original application)

Voluntary Standard

- 7.1 The DMO demonstrates recent evidence of innovative “green” practices in the organization and/or destination.

Essential Elements

- Written description of innovative practices where the DMO has led the organization and/or destination in initiating programs that promote “green” practices.

8.0 STAKEHOLDER RELATIONSHIPS

(Section 16.0 in the original application)

Mandatory Standard

8.1 The DMO demonstrates evidence of active involvement that advances the profession including, but not limited to:

- Regional, state, national and international organizations
- Education institutions
- Industry associations

Essential Elements

- A written statement discussing how the DMO actively participates in professional and industry associations. For example, participation in committees, boards, data sharing, education facilitation, and mentoring.

9.0 ADDITIONAL RENEWAL QUESTIONS

Mandatory Standards

9.1 What improvements have been implemented at the organization since first accredited?

Essential Elements

- Describe any improvements that have been made since first accredited, for example, achieving compliance with voluntary standards.

9.2. Has the DMO used the DMAP accreditation process to focus on continuous improvement within the following specific areas: improving stakeholder relations and improving the customer experience in the destination?

Essential Elements

- Describe how the DMO used the accreditation process to focus on those areas.

9.3 What benefits has the DMO gained from being accredited and how does the DMO communicate the value of accreditation to both customer and local and industry stakeholders?

Essential Elements

- Describe the benefits of accreditation and how the DMO communicates the value of accreditation to stakeholders.

- 9.4 Has the DMO had any substantive changes that impact compliance with accreditation including changes in senior management, legal status, and scope of services offered, organizational structure, legislative changes, or overall mission?

Essential Elements

- Provide a description on how these changes affect the DMO's ability to comply with the standards required for accreditation.

- 9.5 Is the DMO currently involved in any litigation?

Essential Elements

- Describe the nature of the litigation.

- 9.6 The DMO was provided with a final report indentifying "Opportunities for Improvement" after becoming accredited. Has the DMO addressed these areas?

Essential Elements

- Provide description on how the DMO has addressed these areas.

- 9.7 Does the DMO produce an Annual Report?

Essential Elements

- If an Annual Report is produced, attach a copy of the most recent Annual Report.