



Town of Camp Verde Proclamation

Designating the Town of Camp Verde as a Destination Marketing Organization for the purpose of coordinating tourism promotion with the Arizona Office of Tourism.

WHEREAS, the Town of Camp Verde has become a tourist destination for domestic and international visitors; and

WHEREAS, the Arizona Office of Tourism ("AOT") is the Destination Marketing Organization ("DMO") for the State of Arizona and is seeking to streamline efforts to coordinate tourism promotion through a local DMO-designation campaign; and

WHEREAS, AOT defines a DMO 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"; and

WHEREAS, local DMOs must be designated by a municipality, county, or tribal entity (the "Entity"); and

WHEREAS, AOT now requires DMO-designation for participation in AOT programs, including grants, trade shows, and other opportunities for tourism promotion and funding; and

WHEREAS, AOT requires the designated DMO to submit the AOT Designation of Destination Marketing Organization Affidavit, attached hereto as Exhibit A and incorporated herein by reference; the AOT Destination Marketing Organization Affidavit Cover Sheet, attached hereto as Exhibit B and incorporated herein by reference; and an official action by the Entity leadership that authorizes the designation of the DMO; and

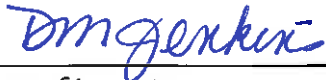
WHEREAS, the official action by the Entity must be effective until July 2022; and

WHEREAS, becoming a designated DMO within the State of Arizona should provide the Town of Camp Verde the benefit of exclusive partnership and grant opportunities with AOT that would serve to promote local tourism, support local businesses, and generate local tax revenue; and

WHEREAS, the Mayor and Town Council of the Town of Camp Verde have determined that it is in the best interests of the Town to become a designated DMO in the State of Arizona; and

NOW, THEREFORE, The Mayor and the Common Council of the Town of Camp Verde hereby recognize the Town of Camp Verde as a designated Destination Marketing Organization for the purpose of recognition by the Arizona Office of Tourism and authorizes the Town Manager to sign the AOT Designation of Destination Marketing Organization Affidavit. This authorization will be effective until revoked by the Town Council but shall be effective at least until July 2022. The Town of Camp Verde Council hereby further authorizes the Town Manager to execute such other documents as may be necessary to carry out the intent of the AOT Designation of DMO Affidavit.

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the seal of the Town of Camp Verde, Arizona, this 6th day of October, 2021.



Dee Jenkins, Mayor

ATTEST:



Cindy Pemberton, Town Clerk