2014 Arts Destination Marketing Award

The Arts Destination Marketing Award is presented annually to leaders from destination marketing organizations (DMOs) and local arts agencies that work using the arts to market the community as a travel destination.

Established by American for the Arts and Destination Marketing Association International (DMAI), this award recognizes the importance of a strong relationship between a community’s DMO and its local arts agency. Synergy between these organizations plays a key role in a destination’s brand by weaving a community’s arts, cultural, and heritage story into its overall community message, effectively developing a truly distinctive locale.

A total of three (2) awards will be presented at Destination Marketing Association International's Annual Convention, July 21-23, 2014, Las Vegas, NV, USA.

Eligibility
- A Local Arts Agency and a DMO with a DMO annual operating budget of US $3,000,000 or less
- A Local Arts Agency and a DMO with a DMO annual operating budget of US $3,000,001 or more

Selection Criteria
Applicants must demonstrate the following:
- Effective and dynamic working relationship and cooperation between DMO, local arts agency, and arts and cultural organizations in the community.
- How the project or program enhanced the experience of visitors and residents.
- Sustainability of the project/program

Application
Applications must be submitted electronically, and include the provided cover sheet, narrative, supporting documents and letter of support from local arts agency. Narratives should not exceed three (3) pages and must address the following:
- Description of the project/campaign.
- Purpose, goals and scope of the project/campaign.
- Roles of the DMO and LAA (and other arts/heritage organizations) in the campaign.
- Program/campaign outcomes.

A maximum of three (3) supporting documents may be submitted with a destination’s electronic application, by providing URLs and/or scanned documents of relevant samples.

Deadline
Applications must be submitted via email by May 16, 2014, 5:00pm EDT and should not exceed three (3) pages. Up to five (5) supporting documents (brochures, samples, etc.) can be attached and submitted with emailed application. A separate letter of recommendation from your Arts and Cultural Council and/or arts community must accompany the application.
Nominee
Destination Marketing Organization (DMO) Name: _________________________________________________
_________________________________________________________________________________________
Contact: __________________________________________________________________________________
Phone: _________________________________________ Email: ____________________________________
Address: __________________________________________________________________________________
City: __________________________________________ State: _________________ Zip: _________________
Country: __________________________________ Website: ________________________________________

Local Arts Agency Name: _____________________________________________________________________
Contact: __________________________________________________________________________________
Phone: _________________________________________ Email: ____________________________________
Address: __________________________________________________________________________________
City: __________________________________________ State: _________________ Zip: _________________
Country: __________________________________ Website: ________________________________________

Nominating Organization (DMO and Local Arts Agency can self-nominate)
Name (Nominator): __________________________________________________________________________
Organization Name: __________________________________________________________________________
Phone: _________________________________________ Email: ____________________________________
Address: __________________________________________________________________________________
City: __________________________________________ State: _________________ Zip: _________________
Country: __________________________________ Website: ________________________________________

Email completed application and supporting material to:
kgonzales@destinationmarketing.org
by
May 16, 2014, 5:00pm EDT

Questions?
Please e-mail Karen Gonzales, Destination Marketing Association International at
kgonzales@destinationmarketing.org or +1-202-835-4215