



Office of Tourism

# DMO Relief Fund Toolkit

The DMO Relief Funds program, administered by the Wyoming Office of Tourism, is funded from the federal CARES Act passed to aid recovery from the COVID pandemic.

# DMO Relief Fund Toolkit

INCLUDED IN THIS TOOLKIT ARE:

- Review of Federal Guidelines
- Online Application
- Tracking Form-Sample
- FAQ Sheet
- Partner Resource
- Webinar Video

# DMO Relief Fund Toolkit - Federal Guidelines

## **Guidance in the US Treasury FAQs indicates:**

- State and local governments may provide CARES Act funding to DMOs (Destination Marketing Organization) for activities related to COVID-19 response.
- State or local governments may provide CARES Act funding for things such as "expenses incurred to publicize the resumption of activities and steps taken to ensure a safe experience...due to the public health emergency."
  - In particular, funds used to remarket the recipient's convention facilities and tourism industry may be eligible if they are also used to publicize steps taken to ensure a safe experience and inform visitors about what they can do to travel safely and limit transmission of the coronavirus.
  - However, long-term destination marketing plans that move beyond the current public health emergency may not be eligible.

The funds must be used for COVID related expenses incurred between March 20, 2020 and Dec. 20, 2020.

By submitting an application and accepting funds you are agreeing to abide by the allowable DMO expenditures as stated in the federal guidelines for Coronavirus Relief Funds.

# DMO Relief Fund Toolkit- Online Application

[Online Application](#)

[Download Application](#)

## CARES Funding for Destination Marketing Organizations

Lodging Tax Board \*

Albany ▼

First Name \*

Last Name \*

Email \*

Phone Number \*

How would the funds be used? (General Descriptions) \*

Amount for which you are applying?

Will funds be spent in full by Dec 31, 2020 \*

Yes ▼

How will you track and document COVID funds expenditures?

Submit

# DMO Relief Fund Toolkit- Tracking Form

[Download Sample](#)

[Online tracking form coming soon!](#)



SAMPLE	
DMO Marketing Relief Fund - Tracking Report	
City/County Lodging Tax Board	
Revenue:	
DMO Relief	\$50,000.00
Total Revenue	\$50,000.00
Expenses March 20, 2020 - December 20,2020:	
Production	
Artists fees for memes	\$500.00
Community Video	\$2,000.00
Monthly Newsletters (designer fees)	\$750.00
Digital ads	\$1,000.00
Licensing	\$1,000.00
COVID landing page	\$2,300.00
Media	
Facebook	\$2,000.00
WOT Road Trip Co-Op	\$2,000.00
Search	\$3,000.00
In-State Radio	\$2,000.00
Fall AAA	\$10,000.00
Winter Snowmobile	\$10,000.00
Public Health	
Mask Posters	\$500.00
Table tents for local businesses	\$1,500.00
Direct Mail to Meeting/Event Planners	\$3,000.00
Contractor - Cares Act Program Respor	\$2,500.00
Research - Resident Sentiment Study	\$5,000.00
Total Expenses	\$49,050.00
Balance	\$950.00

# DMO Relief Fund Toolkit- FAQ Sheet

[Download FAQ Sheet](#)

Updated August 12, 2020



## DMO Relief Fund - Frequently Asked Questions (FAQs)

### What organizations are eligible?

Wyoming has 27 lodging tax boards that receive and invest local lodging tax dollars to promote tourism in their areas (19 county-based, 8 city-based). These lodging tax boards are also known as Destination Marketing Organizations or DMOs. These 27 WY DMOs that received local lodging tax dollars are eligible for this DMO Relief Fund.

### How was my DMO's grant amount calculated?

Your DMO's allocation is based on your city or county's share of the total lodging tax collected statewide in FY 2019 (the last complete year of data and the most recent data). For example, if your county collected 5% of the total local lodging tax collected statewide in FY 2019, your DMO is eligible of 5% of \$5 million (\$250,000). These funds are not intended to replace lost taxes. Rather, use of the FY2019 tax numbers is intended only as a means of providing for proportional disbursement.

Each lodging tax board received a personalized letter from Wyoming Office of Tourism Executive Director, Diane Shober, on July 23, 2020. In that letter, using the above example to describe the method of calculation, the eligible amount specific to your DMO was included in item number one.

### How can my DMO use the funds? Are there any restrictions?

The DMO Relief Funds are from the federal CARES Act passed to aid recovery from the COVID pandemic. Consequently, the funds have rules as directed by the CARES Act.

The funds are to be used for 1) sales and marketing endeavors and associated expenses necessary for the resumption of tourism activities, and 2) efforts to communicate public health safety. These efforts can include, but are not limited to, to advertising, public relations, direct sales, content development, social media messaging and associated production and administrative costs directly related to these efforts. The funds are to be used for COVID-related services and products needed and used between March 20, 2020 and December 20, 2020.

Funds cannot be used for "regular" activities that were budgeted and planned by your DMO before the COVID crisis. The funds are to be used for efforts that took place or will take place solely because of the pandemic.

Here is a quick checklist to help decide on the eligibility of an expenditure.

1. Did your DMO budget for the specific project during your FY 20 planning back in 2019? If NO, continue.
2. Did you develop the new project, or significantly repurpose an existing one, in response to the COVID crisis? If YES, continue.
3. Was the project fully executed and paid between March 20 and December 20, 2020? If YES, continue.

# DMO Relief Fund Partner Resources

## [Download Partner Resources](#)



### DMO Relief Fund – Partner Resources

The Wyoming Office of Tourism is dedicated to providing support and resources to partners around the state. With the approval of funding for Coronavirus Relief, we would like to highlight a few specific examples of how DMOs may be able to put these funds to use. Below is some general information about our vendors, along with specific examples of programs they offer. Our hope is that this resource guide will provide inspiration and ease of execution. Should you have questions on any of these resources, please feel confident in reaching out directly to the contacts associated with the agency. In addition to these vendors and their expertise, our office can provide you with resources and guidance on imagery and video needs, COVID specific [social](#) resources, and other [opportunities](#).

**BVK:** Partners interested in additional exposure to help promote their destination can choose to participate in two programs aligned with WOT's Road Trip campaign. The first option is the Road Trip Social Coop program, where partners can utilize matching funds from WOT (up to \$1,000) to drive traffic to their own website using WOT's Facebook and Instagram accounts. This opportunity is open to all partners, but space is limited. Only twenty-four spots remain. Deadline to confirm participation is August 7th. Another option is the Great American Road Trip sticker program, where partners can design and print a unique sticker for distribution at key in-market locations. Visitors will be encouraged to travel one of the four Road Trip routes through September and stop at each destination along the route and collect stickers.

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**The Henne Group & Waller Hall Research:** Waller Hall Research is a Wyoming based company offering full-service market and public opinion research solutions anchored by a 35-station computer assisted telephone interviewing (CATI) facility. This CATI facility also supports call center functions, with available staff to assist in fulfillment services. The company can provide content and design assistance for the development of print, digital, and audio-visual materials.

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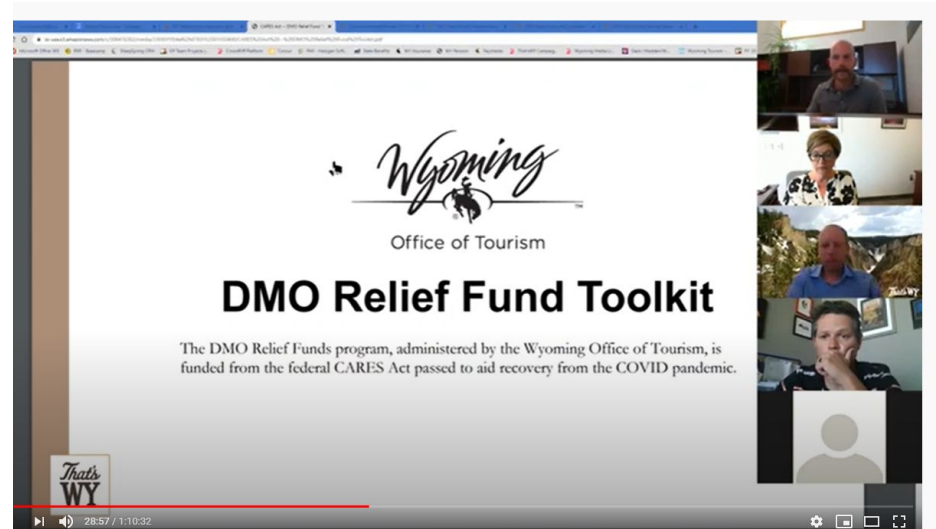
Gary Stieger - [gstieger@elresearch.com](mailto:gstieger@elresearch.com)

**Madden Media:** Works with destinations and partners to provide strategy and tactics that cover the entirety of the Traveler's Journey. Through collaboration with partners, Madden works with destinations to develop a plan based on their goals and budget. Tactics include SEM, display, social, connected TV, content/storytelling, data collection, media creation, website development and more. If DMOs are looking

# DMO Webinar Video

[Webinar 1](#)

[Webinar 2](#)





For More Information Contact



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