

RESOLUTION NO. 22-16

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF APACHE JUNCTION, ARIZONA, TO RETROACTIVELY DESIGNATE THE CITY OF APACHE JUNCTION AS A DESTINATION MARKETING ORGANIZATION FOR THE PURPOSE OF COORDINATING TOURISM PROMOTION WITH THE ARIZONA OFFICE OF TOURISM.

WHEREAS, the City of Apache Junction is a growing tourism destination for domestic and international visitors; and

WHEREAS, the City of Apache Junction has established a tourism line-of-service and executed industry best practices through the Apache Junction Economic Development Department, including a VisitAJ tourism brand, a VisitAJ.com tourism website, and a VisitAJ marketing campaign; 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, and an official action by the Entity leadership that authorized the designation of the DMO; and

WHEREAS, becoming a designated DMO within the State of Arizona would provide the City of Apache Junction the benefit of exclusive partnership and grant opportunities with AOT that would serve to promote local tourism, support local business, and generate local tax revenue; and

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WHEREAS, the City Council of the City of Apache Junction have determined that it is in the best interest of the City to become a designated DMO in the State of Arizona.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF APACHE JUNCTION ARIZONA, AS FOLLOWS:

- 1) The mayor and city council designate the City of Apache Junction to become a Destination Marketing Organization for the purpose of recognition by the Arizona Office of Tourism and the authorization be effective retroactively from July 1, 2022 until revoked by the City Council but shall be effective at least until July 2023.
- 2) Staff shall have the authority to execute the AOT Designation of Destination Marketing Organization Affidavit and other such documents that may be necessary to carry out the intent of the AOT Designation of DMO Affidavit.

PASSED AND ADOPTED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF APACHE JUNCTION, ARIZONA, THIS ____ DAY OF _____, 20__.

SIGNED AND ATTESTED TO THIS ____ DAY OF _____, 20__.

WALTER "CHIP" WILSON
Mayor

ATTEST:

JENNIFER PENA
City Clerk

APPROVED AS TO FORM:

RICHARD J. STERN
City Attorney



DESIGNATION OF DESTINATION MARKETING ORGANIZATION AFFIDAVIT

STATE OF ARIZONA)
)
COUNTY OF _____) ss.

I, _____, being first duly sworn, state as follows:

1. I am a duly authorized representative of _____ (the "Entity"), located at the physical address of _____, and I may be reached at the following telephone number: _____.

2. This affidavit attests that the following organization meets the Arizona Office of Tourism requirements and is designated as the DMO for the Entity: _____.

3. The above-listed organization has been designated as the Entity's DMO, by official action, to wit:

_____, on _____ day of _____, 20__.

(List official action, such as Resolution, Ordinance, and/or Contract) and date of execution)

4. I am attesting that, per the listed official action, the Entity agrees that such DMO designation will be effective indefinitely or until the Entity amends the designation. AOT can request written verification at any time.

I certify that, under the penalty of perjury of the law of the state of Arizona, that the above written statements herein are true and accurate to the best of my knowledge, and that I have authority granted by the Entity to sign this affidavit.

(Signature)

(Printed or typed name)

(Title)

SUBSCRIBED AND SWORN to before me, the undersigned notary, this ____ day of _____, 20__, by a person demonstrated to me to be _____ based on

_____.

Notary Public