

DMAP BOARD OF DIRECTORS:

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Why DMAP?

“ We initially undertook the program to get a better understanding of where we stood as an organization regarding best practices. Since that time, (and through subsequent renewals of the process) we have been able to fine tune our operations as a result of DMAP suggestions. We are now confident that we are working as a “high standards” player in the industry and share it every month by proudly placing our DMAP accreditation logo on our Board of Directors packet front page.”

— Bill Malone, President & CEO of Park City Chamber/Convention & Visitors Bureau (Utah)



“ We started the DMAP process and at the same time we were notified we'd be audited by the County. The auditors looked at the DMAP process favorably on our CVB - that we went through the process, took the time and had the information available. This gave us 'street cred' in the auditing world. It's a great thing to do [DMAP] and I would recommend to anyone to go through the program.”

— Pamala Johnson, Deputy Director, Lee County Visitor & Convention Bureau (Florida)



DMAP QUARTERLY UPDATE

Your DMAP Board — otherwise known as the “hardest working board in show business” — took a long hard look at its current set of standards and determined that with the pace that our worlds continue to change and evolve, the standards and domains were due for a major overhaul.

Many of you have asked for more since this program began. One positive development we've made in response to industry feedback is the ability to earn 'aspiration stars' that recognize your commitment to organizational excellence. These stars will provide a greater opportunity for recognition for those initiatives you've led that truly go above and beyond. We've added a new domain — aspirational — to the accreditation process, and if you are able to achieve a minimum of 10 of the 20 new standards in this category, you will be accredited, with distinction. We've taken great efforts to make sure that 10

is a number that any sized destination, with any budget, in any organizational structure, could achieve, if the willingness to reach it is there. And just to be clear — you don't have to do anything in the aspirational category, and you can still be accredited (assuming you've met all the other standards).

With the exception of the newly created aspirational domain, gone are the “voluntaries” that were an occasional part of the various domains. They were confusing to you as applicants, and even more confusing to us as reviewers. (If you answered “No” to a voluntary, you were technically non-compliant, even though it was voluntary...) So now, everything in every category (except the aspirational one) is mandatory.

We're also now “always on” so you don't have to wait for a specific cycle within the year to submit your applications. We'll still review them in a set schedule of cycles, but you can calendar your submittal for

when it works best for you.

As a board, we've also made the commitment to review our domains and standards at least every three years, so that we are keeping up with the changes in the industry, globally and in our communities and organizations.

We've worked hard to make sure that the mandatory requirements are the right things for the forward-thinking destination organization to take on. Some of them do require some heavy lifting, but it's the type of heavy lifting that makes our organizations — and our industry — stronger and better.

Maura Allen Gast

Sincerely,

Maura Allen Gast, FCDME, CTA
Executive Director, Irving
Convention & Visitors Bureau
Vice Chair, DMAP Board



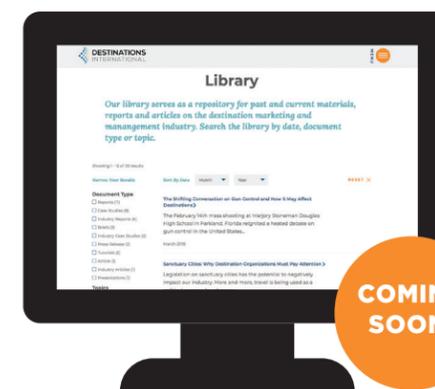
MAURA GAST

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2018

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DMAP RESOURCE LIBRARY

It's often frustrating to know if the document you created is in line with what the reviewers are looking for. Worry no longer! Our effort to improve the DMAP platform will soon include a library of documents that reviewers have identified as Exemplary. We appreciate your commitment to continuous improvement and hope you find these Exemplary document examples helpful to you as you complete the application process, and for improved operational performance. Together we can achieve more!

NEW STANDARD SPOTLIGHT

CATEGORY:	DESTINATION DEVELOPMENT
Standard:	The CVB is actively engaged in leading and participating in the process to enhance the destination.
Description:	<p>Destination development is the continuous process of coordination and development of amenities, facilities, ordinances, policies, products and services that support host communities to deliver quality experiences for visitors and enhance residents' well-being.</p> <p>Including but not limited to assessing infrastructure, new opportunity markets and/or community needs. This may be conducted through participation in the DestinationNEXT assessment process. It may also be conducted via customer surveys, post-event surveys, etc.</p>
Guidelines:	<p>Submittal should note the detail of the CVB's active leadership in the development of the destination. This may include staff and/or board members serving on a destination development-related board, committee or task force.</p> <p>This may also include leadership in specific projects that enhance the destination's product offerings.</p> <p>This could also include a grant program led by the CVB that supports enhancements, improvements, amenities, activities, etc. that help develop the destination.</p>

CATEGORY:	GOVERNANCE
Standard:	The CVB shall utilize a formal (documented) process for the orientation of new governing body members.
Description:	Outline and table of contents for orientation process
Guidelines:	<p>Governing body orientation serves as an introduction to the organization's policies and procedures and is designed to meet the information needs of new board members and/or elected or appointed officials.</p> <p>Should include:</p> <ul style="list-style-type: none"> • History, mission, current focus and services of the agency • Identify roles and responsibilities of board/governing body members • Review pertinent parts of the board manual to the organization's programs, services and personnel policies and procedures • Review of committee descriptions as well as responsibilities for chairs and members of committees



DMAP LOGO AND ASSETS

Accredited destination organizations are strongly encouraged to utilize the DMAP accredited seal in appropriate places such as on letterhead, business cards, web pages and in printed/electronic promotional materials.

There are no restrictions on the size of the DMAP accredited seal, but the seal must maintain its color and form. The symbol may be generated electronically as long as the form and color are maintained.

Accredited destination organizations should use the following language when publicly (on a web site and in promotional materials) describing their accreditation status: The destination organization is accredited by the Destination Marketing Accreditation Program (DMAP) of Destinations International, 2025 M Street, N.W., Suite 500, Washington, D.C., 20036, USA, Ph. 202-296-7888.

LEARNING BUILDER, WHAT IS IT GOOD FOR? ABSOLUTELY EVERYTHING.

Q. I'm having trouble logging into Learning Builder, why doesn't the system know my passcode? A. The Learning Builder platform is separate and distinct from your Destinations International username and passcode. When an organization first submits a DMAP application, they identify a primary contact to access the system. Only the primary contact can access the system or have their passcode reset.

Q. I want to add myself as the primary contact; can you help? A. Yes. We can change the primary contact and establish a new passcode. Send an email to DMAP@destinationsinternational.org to make the change.

Q. The process to upload all my documents takes so long. Why? A. Each time documents are saved to

the platform, the website performs an automatic refresh. The refresh process is the equivalent of reloading the entire application, plus the newly saved documents. We have adjusted the settings so that documents can be saved without the entire website needing to be refreshed. This means the upload time will be faster. While your work is indeed being saved in the system, the application will only show the particular standard as complete once you manually refresh the page.

Q. I have a question about Learning Builder that is not listed. Can I ask a specific question? A. Yes, send your question to DMAP@destinationsinternational.org and we will answer it via email. If you approve, we'll post the Q and A in the next edition.

2018 COMPENSATION AND BENEFITS STUDY

The Destinations International Foundation is gathering data for the 2018 Compensation and Benefits Collection to better understand current organization compensation and benefits practices of destination organizations by size, geography, department and position.

You are invited to enter data, now through June 30, from the most recently completed financial year. Take advantage of this unique and invaluable resource to assist in guiding the development and strategies of your destination organization.

After the data collection period has concluded, all organizations who completed the survey by June 30, 2018 will enjoy complimentary access to compare your responses with other organizations, download personalized charts, and use filters to create comparative sets.

Please visit destinationsinternational.org/research to get started.

BEST PRACTICE TIP: Completion of the Compensation and Benefits Study is a suggested item to include in your annual DMAP Progress report.