

## DMAP BOARD OF DIRECTORS:

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## Why Organizations Seek DMAP Accreditation



“ We have always been very involved with Destinations International and our CEO is a past chair of Destinations International. When he heard about the accreditation program in its infancy, he

immediately wanted us to go through this process. He was excited for us to be the first group to apply for accreditation. I think he wanted to support the program itself, and I think he wanted to see how we stacked up on our policies, etc.

We represent 15 different communities and each community has a seat on our board so, as you can imagine, we have quite a few stakeholders and the municipalities are always very concerned about how “their” tax dollars are being spent. We felt that receiving accreditation would be another assurance for our board that we were good stewards of the money and were doing things “the right way.” We also wanted to show meeting planners that we were a destination where they could feel comfortable in their dealings with us.

We learned that we were doing quite a few things right but that we had some room to approve. For example, we were doing things right as far as finances, but we needed to get our processes formalized into a policy. The process helped us work together across departments and gave the staff a good look at areas where they wouldn’t normally have experience. We were proud of how well we stacked up to the standards, both mandatory and voluntary.”

— Nancy Goode, Vice President of Finance & Administration, Catch Des Moines



“ This process has been so helpful to us. This extensive process brought new light to our current destination evaluation and highlighting additional areas to focus on.”

— Nannette Eiland, Director of Convention Service, Fort Worth Convention & Visitors Bureau



## DMAP QUARTERLY UPDATE



MARK CRABB

Q2  
2018

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Your DMAP Board of Directors is hard at work on program improvements and value-added services. Over the next 12 months, we are working to establish: 1. A mentor program for potential DMAP applicants to help the process go smoother; 2. Recognition signage at tradeshows that denotes the destination organization is accredited and you are working with the best; 3. A stronger web presence with the accreditation site having a great resource center and FAQs, including an “ask an expert” section that the destination organization can get answers to the questions they submit.

The mentor program is in the early stages of development, with an initial group of mentors identified and ready to be deployed at the request of the applicant. If you haven’t had a chance to sign up to serve as a mentor, do so now. Mentors will be able to help the applicants work their way through the process, answer questions and give feedback.

The recognition signage for tradeshows is in the data collection stages. We are asking stakeholders to display DMAP signage at all group and leisure tradeshow booths so that your clients know they are working with the destination expert at the highest level of service. Heck, have the DMAP logo embroidered on your apparel! Someone is bound to ask what

it means, and now you have your opening (always a sales guy!).

The importance of a strong web presence cannot be overstated. The documents that would populate the resource center are being vetted, and the next step is to look at a beta version of the web page. While we are evaluating the best “ask an expert” software options, you can always email our system account: [DMAP@destinationsinternational.org](mailto:DMAP@destinationsinternational.org). We want to be able to have great examples of exemplary standards for all categories for our applicants to see so that they can strive to be the best. Be it for a first-time applicant or a re-accreditation, we want this to be robust and an incredible resource for all our CVB partners.

The implementation of these three ideas means that we are working hard for the destination organization community to become the best they can be through this demanding process. You are not alone; we are here to support and guide you and make your accreditation application as seamless as possible. We want you to be accredited just as much as you do, so don’t go at it alone.

To show our commitment to continuous improvement, we are also working on coordinating an ad hoc committee of past board members to work on specific projects that are linked to DMAP to include: developing

a webinar on the importance of working with an accredited destination organization when booking meetings in the destination; offering a DMAP tool kit with more resources, examples and professional contacts that shared their accredited application with distinction; and increased recognition of destination organizations that achieved accreditation during the Annual Convention.

In closing, I know what it takes to be an accredited bureau. I managed and completed the original application in Lee County (Florida) and initiated the process and successfully fulfilled the accreditation in Sonoma County (California). One of the biggest factors when I took the job in Greater Palm Springs (California) was that they realized the importance of being the best, and they had been re-accredited in 2015. Don’t let the idea that the application is just for certain sized bureaus; we have several small bureaus that have completed with exemplary standards. With your determination and our support, you can become one of the best accredited destination organization also. Count on it!

Sincerely,

**Mark Crabb, FCDME**

*DMAP Board Member*

*Vice President of Convention Sales and Services, Greater Palm Springs CVB*

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# NEW STANDARD SPOTLIGHT

<b>CATEGORY:</b>	<b>ASPIRATIONAL</b>
Standard:	The destination organization shows a commitment to constant and never-ending improvement and is actively engaged in non-industry learning, through membership or attendance in related but indirect organizations.
Description:	Description of employee, board or organization engagement with atypical, non-industry organizations, conferences, etc.
Guidelines:	The horizontal nature of the destination organization's efforts and impacts also allow destination organizations an opportunity to interact with and learn from a wide range of organizations outside of our core industry. These may include, but are not limited to, groups such as: CEOs for Cities, CityNationPlace, American Planning Association, Americans for the Arts, UNESCO Creative Cities of Crafts & Folk Art, International Council of Shopping Centers, Urban Land Institute, Projects for Public Spaces, TED, Design Life Digital, OffGrid, South by Southwest, Cities for Tomorrow, Brand New Conference, International Economic Development Council, World Design Summit, Future of Places Conference, etc.

<b>CATEGORY:</b>	<b>GOVERNANCE</b>
Standard:	The destination organization demonstrates accountability and transparency to its reporting/contracting entities in its use of public funds.
Description:	Policy statement regarding transparency of expenditures of public funds as it relates to any applicable laws; the distribution of financial statements to the board with contract or management oversight.
Guidelines:	Transparency remains a primary issue for all organizations, and destination organizations have a responsibility to remain in compliance with local requirements.



## 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 their 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. Last year I completed my DMAP application. Is there any paperwork to complete in between four-year applications?** **A.** Yes, in September of 2018 the Learning Builder platform will send the primary contact an email reminding them to log-in and complete their annual progress form — directly on the platform! This is an updated feature, as in prior years annual forms were emailed back and forth as PDF or fax scan. Organizations will have until the end of the year to complete their form.

**Q. I heard there will be a new application for DMAP. Will the system reset my account or is there a grace period?** **A.** Starting in August 2018 there will be a new set of standards for all initial applications; and 8-year re-accreditation applications. For organizations that

register for the first time, the system will automatically load the new application. For organizations already registered, the system will load the new application at the appropriate interval of your initial application.

**Q. I started an application and now there will be a new set of standards. What will happen to my initial application?** **A.** If you started an application prior to August 2018, you may continue towards completion. The system will not kick you out.

**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](mailto:DMAP@destinationsinternational.org) and we will answer it via email. If you approve, we'll post the Q and A in the next edition.



## DMAP WANTS YOU!

The DMAP mentor program is accepting volunteers. If you previously facilitated a DMAP application or served in an appropriate role during the process we would like to connect you with other organizations currently going through the process. Your experience will help guide them, and the bonds you form will exemplify the best of the peer-to-peer benefits of Destinations International membership.

To apply as a mentor or mentee, signal your interest via email to [DMAP@destinationsinternational.org](mailto:DMAP@destinationsinternational.org). There is no additional fee to participate in this program.

## DMAP TOPICAL WEBINARS

COMING SOON!

Based on application reviews over the past year, the DMAP Board of Directors has put together a series of topical webinars for organizations interested in continuous improvement. Topics will range from the basics, like what IS - and what IS NOT - a Strategic Plan to the emerging role of advocacy. Other planned webinars include discussion on Sustainability Efforts, Performance Measures and the ever popular — Leveraging Accreditation / Case Studies.

