

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
