October 14, 2020

Dear DMO Partner,

We all know how tough things have been for our state’s Destination Marketing Organizations (DMOs) these past months. COVID-19 has been rough on our budgets and marketing. It has not been an easy time for the tourism industry, but your resilience and positive attitudes have shown brightly during this period. THANK YOU for your leadership!

Because we know how important the tax revenues generated by tourism are to all levels of government (and our state’s economy as a whole), and how important it will be that our DMOs are ready to roll when things return to normal, we are very pleased to announce that Governor Noem and the South Dakota Legislature are making CARES Act funding available for DMO marketing assistance.

In this packet, you will find more information about the DMO Marketing Assistance Program. The enclosed FAQ document answers questions about who is eligible for these funds, how much money will be available to your DMO, guidelines for what are and are not eligible expenditures, and, finally, deadlines for applying for and spending the funds.

If you have any immediate questions, please feel free to reach out to a member of our Industry Outreach, Development and Research Team.

If you are in the Black Hills and Badlands or Missouri River Tourism Regions, please contact Jacey Ellsworth at Jacey.Ellsworth@TravelSouthDakota.com, Phone: 605.295.3077.

If you are in the Glacial Lakes and Prairies or Southeast South Dakota Tourism Regions, please contact Calvin Bloemendaal at Calvin.Bloemendaal@TravelSouthDakota.com, Phone: 605.295.8263.

On behalf of Governor Noem, the South Dakota Legislature, and your team at the South Dakota Department of Tourism, we are pleased to partner with our DMOs across the state to make these marketing assistance funds available. We look forward to visiting with you about the program in the coming days.

All our best,

Jim Hagen
Secretary

SDVisit.com
The DMO Marketing Assistance Program, administered by the South Dakota Department of Tourism, is funded by the federal CARES Act. This Act was passed to aid recovery during the COVID-19 pandemic.
INCLUDED IN THIS TOOLKIT YOU WILL FIND:

- Review of CARES Act Federal Guidelines
- What You Need to Know / FAQs
- Tracking Form (sample)
- Information about a Cooperative Marketing Opportunity
- Marketing Assistance Program Contacts at the Department of Tourism
- An Online Application Form
DMO MARKETING ASSISTANCE PROGRAM TOOLKIT //

Review of CARES Act Federal Guidelines

Guidance from the US Treasury Department is as follows:

- State and local governments may provide CARES Act funding to DMOs (Destination Marketing Organizations) for activities related to COVID-19 response.

- The US Treasury has issued the following guidance:

  **May recipients use Fund payments to remarket the recipient’s convention facilities and tourism industry?**

  “Expenses incurred to publicize the resumption of activities and steps taken to ensure a safe experience may be needed due to the public health emergency. ”

  1. 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.

  2. Long term destination marketing plans that move beyond the current public health emergency are not eligible.

  3. The funds must be used for COVID-19-related marketing expenses, incurred between March 01, 2020 and December 30, 2020.

- By applying and accepting Assistance Funds, you are agreeing to abide by the allowable DMO marketing expenditures as stated by the US Treasury’s guidelines.
1. **What South Dakota DMOs are eligible for the DMO Marketing Assistance Program?**

   If you are a Destination Marketing Organization (DMO) within the state (Convention and Visitors Bureau, Chamber of Commerce, Regional Tourism Association, etc.) and are the entity responsible for actively marketing your city or region to visitors, you may be eligible for this DMO Marketing Assistance Program. You must have a yearly marketing budget of at least $20,000. Only one official DMO per community is eligible for funding. If your organization or city doesn’t meet the $20,000 marketing budget threshold, and yet you think you should qualify for this Assistance Program, please don’t hesitate to reach out to a member of the Department of Tourism’s Industry Outreach, Development, and Research Team. Their contact information is located at the end of this toolkit.

2. **How will my DMO’s grant amount be determined?**

   Grant amounts will be determined as follows: 1. Your DMO’s average peak season marketing spend for the past three years (2017, 2018, 2019). 2. Any COVID-19-related marketing expenses you incurred since March 01, 2020, to share “travel safely” messages with visitors. Please see questions 9 and 10 below for more details on eligible expenses incurred since March 01, 2020. If the dollar amount exceeds what you can realistically spend on COVID-19-related marketing initiatives before December 30, 2020, you will have the option of requesting a lesser amount. Any funds you do accept, but do not use for marketing, will have to be returned to the State of South Dakota. After determining the overall need for funds, the Department of Tourism reserves the right to determine final grant amount awarded to each DMO.

   Funds cannot be used for “regular” marketing work that was budgeted, planned, and placed by your DMO before March 01, 2020. The funds are to be solely used for any marketing work between March 01, 2020 and December 30, 2020, that includes some sort of safe travel message.

3. **What are the steps in the process to receive DMO Marketing Assistance Program dollars?**

   a. Fully review the information in this packet about the requirements and timing of the funds.
   b. Determine if your DMO is eligible for the funds and would like to receive them. If you are not sure your organization can effectively spend the funds in the required timeframe, you can ask for less funding or nothing at all.
   c. Fill out and submit the online Application Form verifying that your DMO would like to accept DMO Marketing Assistance Funds and agrees to abide by the guidelines.
   d. When your application is approved, the Department of Tourism will transfer your Assistance Funds as quickly as possible.
   e. Contact the Department of Tourism’s Industry Outreach, Development and Research Team to provide the information necessary to complete an electronic transfer of funds.

4. **What is the deadline for applying for DMO Marketing Assistance Program dollars?**

   Applications must be submitted no later than Thursday, October 29, 2020, at 5 p.m. Central Time.

5. **What is the deadline for expending these funds?**

   The funds must be spent by your DMO by December 30, 2020 for service performed in the timeframe of March 01, 2020 - December 30, 2020.
6. **What accounting or other reporting is required?**

   a. It is absolutely essential that your DMO properly account for how these funds are utilized. Document your expenditures on the Assistance Program Tracking Report Excel spreadsheet we have provided and submit it to the Department of Tourism by January 11, 2021.

   b. We encourage you to handle your expenditures in a manner appropriate to ensure strict accountability and transparency in your established accounting system.

7. **What happens if I receive Assistance Funds but cannot spend them by December 30, 2020?**

   If your DMO is unable to expend the funds by December 30, 2020, the remaining funds will need to be returned to the State of South Dakota by January 29, 2021.

8. **What if my DMO's expenditures of Assistance Funds are not in compliance with the CARES Act Rules?**

   This is a situation that neither the South Dakota Department of Tourism nor your DMO wants to see happen. As a reminder, it is critical to understand the requirements on how these funds can be utilized. If your DMO spends its funds incorrectly, the Department of Tourism will require the DMO to reimburse the State of South Dakota for the amount of the misspent funds.

9. **How can my DMO use the funds? Are there any restrictions on how they can be spent?**

   DMO Marketing Assistance Program dollars are from the federal CARES Act passed to assist states with their recovery efforts during the COVID pandemic. The funds do have some restrictions as directed by provisions of the CARES Act.

   The funds are to be used for:

   a. Sales and marketing initiatives and associated expenses necessary for the resumption of tourism activities.

   b. Efforts to communicate public safety to visitors.

   c. Efforts that include, but are not limited to, advertising (TV, print, Out-of-Home, digital, social, etc.), public relations, direct sales, content development, and associated production and administrative costs directly related to these efforts.

   The funds are to be used for COVID-related services, marketing, and products needed and used between *March 01, 2020 and December 30, 2020 only.*

   Funds cannot be used for “regular” marketing work that was budgeted, planned, and placed by your DMO before the COVID-19 pandemic hit. The funds are to be solely used for marketing that occurred or will occur as a result of the virus. These funds can be used for previously budgeted marketing as long as the message of that marketing changed to a safe travel message, etc. after March 01, 2020.

   Here is a checklist to provide direction to you on whether or not a cost/expenditure is eligible to be covered by Marketing Assistance dollars:

   a. Did your DMO develop a new project/marketing/work, or change the direction of existing marketing, in response to the COVID-19 pandemic? If your answer is **YES**, continue.

   b. Did the marketing message of your project/marketing/work change to include a safety message? If your answer is **YES**, continue.

   c. Was the marketing or project fully executed and paid for between March 01, 2020 and December 30, 2020? If your answer is **YES**, continue.

   d. Did the marketing or project center around ensuring safe travel practices and/or resuming appropriate travel to your city or region? If your answer is **YES**, continue.
10. What are some examples of eligible uses of DMO Marketing Assistance Program dollars?

- a. 2020 marketing work that promotes safe travel to your city or region. This includes your local/regional drive campaigns; any COVID-19 “community strong” or “we miss you” videos; COVID-19 webpages; new Internet search terms; and any upcoming late summer/fall community co-op marketing efforts, including TV, print, radio, social, podcasts, or work to support and market local events. Any sales efforts geared towards enticing safe group travel, international travel, meetings, conventions, tournaments and trade shows are also eligible.

- b. Production and administration costs for your COVID-19 recovery resources and marketing campaigns.

- c. Any 2020 public relations work between March 01, 2020 and December 30, 2020 to promote safe travel to your city or region.

- d. The production of COVID-19 safety information/materials/protocols for use in visitor centers or for businesses in your area to ensure safe travel.

- e. Direct sales efforts, outreach, and campaigns to resume safe leisure group travel, sports tournaments, and meetings in your city or area.

- f. Marketing of new, safe events that your organization developed/develops or supports to replace events that were cancelled.

- g. Advocacy efforts to educate your hospitality partners and local residents about safe travel protocols and the resumption of safe travel to your region.

- h. Market research tied directly to COVID-19 and intended to guide your marketing decisions during the pandemic (not long-term marketing decisions).

- i. Contract services and annual subscriptions (pro-rated for the eligible months of March 01, 2020 - December 30, 2020) for work and assistance directly tied to COVID-19 impacts.

11. Can the funds be used to cover non-refundable registration fees for trade shows or other tourism sales events cancelled because of COVID-19?

Yes, as long as the expense was paid and incurred during the timeframe of March 01, 2020 – December 30, 2020.

12. Can we prepay for any marketing services, such as advertising, that will take place in 2021?

No, you cannot prepay for any marketing that will take place in 2021.

13. Can the funds be applied to COVID-19-related expenditures already made? If so, what reporting is required?

Yes, if the expense is an “eligible use of funds”, meets the DMO Assistance Program requirements, and took place after March 01, 2020. The Department of Tourism has created a tracking form that will need to be submitted to the department no later than January 11, 2021. You should adhere to your internal fiscal protocols for more detailed tracking and recording.

14. Can our DMO, in turn, grant these funds to local businesses in our communities?

No, these funds are intended solely for your DMO and your COVID-19-related sales and marketing efforts between March 01, 2020 – December 30, 2020.

15. If marketing was placed before the pandemic hit, and the marketing ran during the pandemic but the message in it stayed the same (no changing of the message to one of “safe travel”), is it eligible to be covered by these funds?

No, the funds cannot be used for this marketing because the message did not change to one of “safe travel” after March 01, 2020. See further clarification in question 16.
16. We have marketing – TV, print, radio, social, etc. – that ran pre-COVID-19 and during the pandemic. Are these covered by this fund?

If you changed the message of any of these ads during the pandemic to one of “safe travel during this time”, etc., the answer is YES. If you did not change the messaging, and since the ads were developed prior to March 01, 2020, they would not be eligible for funds.

17. Can the funds be used to pay for all, or a portion of, the creative and production of the 2021 South Dakota Vacation Guide, as long as the final bill is paid by December 30, 2020?

No, since the guide will not be issued – and ads within it – until 2021.

18. For expenditures/expenses that have already taken place, does the DMO need to provide the Department of Tourism with invoices, ads, newsletters, etc.?

No, however, please use the SAMPLE tracking form - or a similar spreadsheet - to detail expenditures that have already taken place. Please keep in mind that any COVID-19-related marketing must have contained some sort of safe travel message to be an eligible expense.

19. If my DMO will be creating and placing new marketing this fall and utilizing these funds to pay for it, will the Department of Tourism need to review our marketing to ensure that our messages are in compliance with CARES Act guidelines?

Yes, the Department of Tourism will need to review your marketing messages (print, digital, social, etc.) before they are placed to ensure they meet CARES Act guidance. The department will not dictate what your creative looks like, but will review the language utilized to make sure it meets the standards established for this funding. All ads can be shared with the department’s Industry Outreach liaison for your region. See contact information for your specific liaison at the end of this toolkit.
### DMO MARKETING ASSISTANCE PROGRAM TOOLKIT

#### Tracking Form

<table>
<thead>
<tr>
<th>Category</th>
<th>Expense Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>DMO Relief Amount Awarded</td>
<td></td>
<td>$75,000.00</td>
</tr>
<tr>
<td>Total Revenue</td>
<td></td>
<td>$75,000.00</td>
</tr>
<tr>
<td>Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Production</td>
<td>Travel safe video</td>
<td>$7,500.00</td>
</tr>
<tr>
<td></td>
<td>Newsletter template</td>
<td>$1,500.00</td>
</tr>
<tr>
<td></td>
<td>Digital content</td>
<td>$4,000.00</td>
</tr>
<tr>
<td></td>
<td>Administrative costs</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Paid Media</td>
<td>Television</td>
<td>$10,000.00</td>
</tr>
<tr>
<td></td>
<td>Billboard</td>
<td>$5,000.00</td>
</tr>
<tr>
<td></td>
<td>Social</td>
<td>$1,000.00</td>
</tr>
<tr>
<td></td>
<td>Digital</td>
<td>$7,500.00</td>
</tr>
<tr>
<td></td>
<td>Radio</td>
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</tr>
<tr>
<td></td>
<td>Print</td>
<td>$2,000.00</td>
</tr>
<tr>
<td></td>
<td>Commission fees</td>
<td>$2,800.00</td>
</tr>
<tr>
<td>Public Health</td>
<td>Safety signage</td>
<td>$2,500.00</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>$1,500.00</td>
</tr>
<tr>
<td></td>
<td>Visitor handouts</td>
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<tr>
<td>Public Relations</td>
<td>Event promotions</td>
<td>$200.00</td>
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<tr>
<td></td>
<td>Community training webinar</td>
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<tr>
<td>Total Expenses</td>
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<tr>
<td>Balance</td>
<td></td>
<td>$19,850.00</td>
</tr>
</tbody>
</table>

**NOTES:**
- A completed tracking form must be submitted to the Department of Tourism no later than January 11, 2021. Any remaining funds awarded are subject to return to the State of South Dakota by January 29, 2021.
- The fields and categories are just examples. You should adjust these examples to most accurately and clearly represent the types of eligible expenses you incurred.

**Download Sample as Excel**

**Download Sample as PDF**
Cooperative Marketing Opportunity

If you are interested in spending some of your funds in a targeted, effective manner, the Department of Tourism is creating a dedicated DMO Marketing Assistance Program co-op. The goal is to provide:

- a strategic, turn-key campaign for your community, one that can be activated quickly
- a program to work in tandem with the department’s ongoing COVID-recovery campaigns – including our Community and A La Carte programs
- provide highly-targeted efforts focusing on road trip markets while utilizing the department’s data, audience sets, and award-winning creative through paid digital and social buys.
- provide lower cost impressions and greater media efficiencies by utilizing department’s media partners
- ability to execute additional efforts outside of partnership
- provide end of campaign report with results based on paid placement

Please contact Mike Gussiaas at Mike.Gussiaas@TravelSouthDakota.com for more details.
## DMO Marketing Assistance Program Toolkit //

### Program Details

#### Tier One
- **Investment:** $100,000 +
- **Est. Impressions:** 7.5 million +
- **Tactics Include:**
  - Display
  - Social
  - Native
  - Digital Audio
  - OTA
  - Video/Connected TV

#### Tier Two
- **Investment:** $50,000 - $100,000
- **Est. Impressions:** 4 - 7.5 million
- **Tactics Include:**
  - Display
  - Social
  - Native
  - Digital Audio
  - OTA

#### Tier Three
- **Investment:** $20,000 - $50,000
- **Est. Impressions:** 2 - 5 million
- **Tactics Include:**
  - Display
  - Social
DMO MARKETING ASSISTANCE PROGRAM TOOLKIT //

Additional Opportunities

- Paid Search Audit - Starting at $1,500
- Search Engine Optimization Audit - Starting at $2,000
- Email Marketing Campaign - Starting at $2,500
- Direct Mail/Collateral Development - Starting at $3,000
Program Creative Examples
DMO MARKETING ASSISTANCE PROGRAM TOOLKIT //

Assistance Program Contacts at the Department of Tourism

**Jacey Ellsworth**
Industry Outreach and Development Rep (Western and Central SD)
Email: Jacey.Ellsworth@TravelSouthDakota.com
Phone: 605-295-3077

**Calvin Bloemendaal**
Industry Outreach and Development Rep (Northeastern and Southeastern SD)
Email: Calvin.Bloemendaal@TravelSouthDakota.com
Phone: 605-295-8263

**Kirk Hulstein**
Industry Outreach, Development and Research Director
Email: Kirk.Hulstein@TravelSouthDakota.com
Phone: 605-773-5034
DMO MARKETING ASSISTANCE PROGRAM TOOLKIT //

Online Application Form

Online Application

DMO Marketing Assistance Program

1. What DMO (Destination Marketing Organization) do you represent? *

2. Contact Information: *
   - First Name
   - Last Name
   - Email Address
   - Contact Phone

3. Do you have an idea of how these DMO marketing assistance funds will be used by your DMO? If so, please provide a general description. If not, select one or more of the response options below. (See questions 9-17 in the FAQ) *(possibly 6 or 10)*

   - Give a general explanation of how the funds will be used:

4. Provide the average-dollars amount of your past season marketing budgets for the past three years AND the dollar amount of your COVID-19-related marketing expenses from March 01, 2020, to now. *(See question 2 in the FAQ)*

   - 2017 + 2018 + 2019 budgets divided by 3
   - COVID-19-related expenses from 2020

   Total: $

   The amount of your grant will be determined by the average past season spend for the past three years, plus any COVID-19-related marketing expenses incurred since March 01, 2020. *(See questions 2 and 3 in the FAQ)*

5. If you do not think you can spend that amount on COVID-19-related marketing initiatives before December 30, 2020, please indicate the amount you do think you can spend. *(See question 1 in the FAQ)*

   - $

6. Will your DMO spend these Relief Funds in Full by Wednesday, December 30, 2020? *(See question 7 in the FAQ)*
   - Yes
   - No

By submitting this application, you agree to share any COVID-19-related marketing concepts with the Department of Tourism so we can ensure they meet CARES Act guidelines for an appropriate safety message. *(See questions 8 and 9 in the FAQ)*