



# TRAVEL SOUTH DAKOTA

## DMO Marketing Assistance Program Toolkit

The DMO Marketing Assistance Program, administered by the South Dakota Department of Tourism, is made possible by Governor Noem and the South Dakota Legislature and is funded through the State and Local Fiscal Recovery Funds (SLFRF) as part of the American Recovery Plan Act (ARPA).

*South Dakota*





February 1, 2023

Dear DMO Partner,

We are pleased to announce that Governor Noem and the South Dakota Legislature are providing funding for another DMO (Destination Marketing Organization) Marketing Assistance Program through the State and Local Fiscal Recovery Funds (SLFRF) as part of the American Recovery Plan Act. Per the Act, these funds are intended to help reinvigorate and stimulate tourism and visitation to and within your city and region.

In this toolkit, you will find more information about the **DMO Marketing Assistance Program**. The FAQ section (pages 4-7) answers questions about what entities are eligible for these funds, how grant award amounts will be determined, guidelines for what are and are not eligible expenditures, and, finally, deadlines for applying for and spending the funds.

Our vision for this program is to provide funding for long-term strategic marketing efforts which span three to four years. Awarded funds will be distributed on an annual basis. Your DMO will not need to reapply for funding each year.

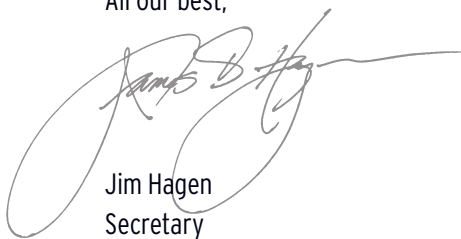
**Applications must be submitted no later than April 28, 2023, by 5 p.m. Central Time.**

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

- The Black Hills & Badlands or Missouri River Tourism regions, please contact Jacey Ellsworth at [Jacey.Ellsworth@TravelSouthDakota.com](mailto:Jacey.Ellsworth@TravelSouthDakota.com). Phone: 605.295.3077.
- The Glacial Lakes & Prairies or Southeast South Dakota Tourism regions, please contact Calvin Bloemendaal at [Calvin.Bloemendaal@TravelSouthDakota.com](mailto:Calvin.Bloemendaal@TravelSouthDakota.com). Phone: 605.295.8263.

On behalf of Governor Noem, the South Dakota Legislature, and your team at Travel South Dakota, 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 days ahead.

All our best,



Jim Hagen  
Secretary

### **INCLUDED IN THIS TOOLKIT YOU WILL FIND:**

- Program Details / FAQs
- Estimated Budget (sample)
- Tracking Sheet (sample)
- Online Application Form
- DMO Marketing Assistance Program Contacts
- Deadlines

### PROGRAM DETAILS & FREQUENTLY ASKED QUESTIONS (FAQS)

#### 1. What entities are eligible for the DMO Marketing Assistance Program?

If you are a Destination Marketing Organization (DMO) within South Dakota and are the main entity (regional tourism association, convention and visitors bureau, chamber of commerce, etc.) responsible for actively marketing your town, city or region to visitors, you may be eligible for this DMO Marketing Assistance Program. Funds are only available to ONE DMO per community. Please don't hesitate to reach out to a member of Travel South Dakota's Industry Outreach, Development, & Research Team if you have any questions about your eligibility. Their contact information is located at the end of this toolkit.

#### 2. What are the steps in the process to receive DMO Marketing Assistance Program dollars?

- a. Fully review the information in this toolkit about the requirements and important deadlines to consider.
- b. Determine if your DMO is eligible for the funds. (See question #1, above, for eligibility).
- c. Register your organization on SAM.gov and obtain a Unique Entity ID.
- d. 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. (See link on page 10, or on SDVisit.com.)
- e. If your application is approved, Travel South Dakota will notify you of the award amount on or before May 5, 2023, and provide the necessary legal documents that must be signed. **SAMPLE DOCUMENT**
- f. The State of South Dakota will then transfer your assistance funds to you as quickly as possible.
- g. Contact Travel South Dakota's Industry Outreach, Development & Research Team to provide the information necessary to complete an electronic transfer of funds.

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

DMO Marketing Assistance Program dollars are provided by the American Recovery Plan Act passed to assist states with their recovery efforts due to harm caused by COVID. Dollars can be used for marketing initiatives and associated expenses that help boost/reignite tourism activities.

##### Examples of eligible uses of funds:

- a. Television - traditional broadcast, targeted cable, advanced television commercials
- b. Print - magazine ads, newspaper ads, or a rack card
- c. Out-of-Home - Billboards, digital displays and outdoor advertising
- d. Audio - radio, podcast, etc.
- e. Digital - display, rich media, paid search, email marketing, etc.
- f. Social - paid ads on Instagram, Facebook, Twitter, etc.
- g. Ad production costs charged by vendors directly related to these efforts
- h. Media commission fees charged by an ad agency

*(Question 3 continued on next page.)*

### PROGRAM DETAILS & FREQUENTLY ASKED QUESTIONS (FAQS), *continued*

*(Question 3 continued)*

**Examples of ineligible uses of funds:**

- a. Sub-grants to local businesses in your community
- b. Travel shows or guerrilla marketing
- c. Community or vacation guides
- d. Research projects and data collection
- e. In-house payroll
- f. Postage
- g. Swag or giveaways
- h. Public relations efforts
- i. Social media influencers
- j. Travel
- k. Signage and wayfinding

#### **4. How will grant amounts be determined?**

Travel South Dakota will review your marketing plan and requested amounts and will base the amount awarded on the quality of the application, with special consideration given to the following criteria:

- a. Will the project increase visitation, visitor spending, and/or overnight stays in your city or region?
- b. Does the application include a thorough and strategic marketing plan, including geographic markets, audiences, timelines, estimated costs and proposed media placements?
- c. Does the project encourage travel during the shoulder or non-peak travel months?
- d. Does the application include a detailed projected budget?
- e. Is the amount requested proportional to the negative impact or harm experienced due to the COVID pandemic? For consistency purposes, Travel South Dakota will be using Municipal Gross Receipt (BBB) Tax revenue losses for the time of April through August 2020. You can view what the State of South Dakota is able to track [HERE](#). However, we encourage you to supply metrics that show harm for your DMO which may be more relevant, such as actual municipal gross receipt tax revenue deposits or general city sales tax revenue deposits. You will be able to submit those during the application process. Please note, in the event a federal audit of your spending occurs, it is extremely important that you provide accurate losses.

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

Online applications must be submitted no later than **April 28, 2023, by 5 p.m. Central Time**. This is a one-time application.

### PROGRAM DETAILS & FREQUENTLY ASKED QUESTIONS (FAQS), *continued*

#### 6. Since this is a four-year program, running through 2026, will I be able to apply in 2024, 2025 or 2026?

No. We are encouraging DMOs to submit applications that include a marketing plan that spans three to four years. DMOs will only submit one application, which is due **by 5 p.m., Central Time, April 28, 2023**. Funds will then be disbursed by the following dates:

- Wednesday, May 31, 2023
- Wednesday, January 31, 2024
- Friday, January 31, 2025
- Friday, January 30, 2026

#### 7. What is the deadline for expending these funds?

The first-year allocation of funds must be spent by **December 29, 2023**.

#### 8. What other accounting or reporting is required?

- a. It is critical to properly account for how these funds are utilized and spent. Each year, document your expenditures on the DMO Marketing Assistance Program Tracking Sheet **EXCEL SPREADSHEET** we have provided and submit it to Travel South Dakota by **January 15**, along with other documentation related to your marketing campaign, such as your key performance indicators, media schedules, invoices, and a sample of the ads. If you provided additional metrics to indicate a level of harm or negative impact that you experienced, you will need to provide that documentation as well.
- b. We encourage you to handle your expenditures in a manner appropriate to ensure strict accountability and transparency in your established accounting system.

#### 9. What happens if I receive State and Local Fiscal Recovery Funds, but cannot spend my first-year allocation by December 29, 2023?

If your DMO is unable to expend first-year funds by **December 29, 2023**, the remaining funds will need to be returned to the State of South Dakota by **January 31, 2024**. (This timeline applies to all years.)

#### 10. What if my DMO's expenditures of funds are not in compliance with guidance provided in this toolkit?

As a reminder, it is critical to understand the requirements on how these funds can be utilized. If your DMO spends its funds incorrectly, Travel South Dakota will require your DMO to reimburse the State of South Dakota for the amount of the misspent funds. It should be assumed that a federal audit will occur and to plan accordingly.

### PROGRAM DETAILS & FREQUENTLY ASKED QUESTIONS (FAQS), *continued*

#### 11. How do I register my organization on SAM.gov and obtain a Unique Entity ID?

- a. If your organization has previously received federal funds, you will just need to renew your current Unique Entity ID (formally known as your DUNS number). To find out if your organization already has an ID, you can search for it [HERE](#).
- b. If you have not previously received federal funds or your current Unique Entity ID has expired, you will need to register your organization on [SAM.GOV](#). If you would like to receive assistance with this process, you can contact Marcella Hurley, Statewide Program Director for South Dakota APEX Accelerator (formerly Procurement Technical Assistance Center) at [Marcella.Hurley@usd.edu](mailto:Marcella.Hurley@usd.edu) or call (605) 275-7577.
- c. You can also [VIEW](#) the Quick Start Guide for Getting a Unique Entity ID.

#### 12. Will Travel South Dakota be providing funding to cover expenditures/expenses that have already taken place?

No, we will only be providing funds for future expenses incurred for implementing the marketing strategies submitted in your application. We will not reimburse for previous expenditures.

#### 13. If my DMO will be producing and placing new marketing creative and utilizing these funds to pay for it, will Travel South Dakota need to review examples of the creative to ensure they are in compliance?

No, Travel South Dakota will not need to review the marketing creative or messaging in advance. However, you will need to include samples of the creative and print/tv/digital ads, etc. that were placed as part of your year-end report submitted to Travel South Dakota.

#### 14. What if we determine a change is needed in our marketing campaign after receiving the funds? Can we make changes from the original plan we submitted?

We understand your marketing, tactics and plans may change. If that is the case, you will need to submit these changes to Travel South Dakota's Industry Outreach Representative for your region for approval along with an updated budget. You will want to keep the written approval for your year-end report which will need to be submitted by **January 15**.

#### 15. What is the timeframe to receive my funds after being awarded and how will the funds be delivered?

Once approved, Travel South Dakota will provide you with a legal agreement to sign along with a W-9. If you complete the direct deposit portion of the W-9, you will receive these funds by electronic funds transfer. If you don't complete that section, a check will be cut to the address provided on your W-9.

## ESTIMATED BUDGET

[Download Sample as Excel](#)

[Download Sample as PDF](#)

SAMPLE		
DMO Marketing Assistance Program Budget - (Year)		
<b>Revenue</b>		
DMO Award Amount	\$	53,000.00
<b>Total Revenue</b>	<b>\$</b>	<b>53,000.00</b>
<b>Expenses</b>		
Ad Production		
60 Sec Television Spot	\$	7,500.00
Newsletters Template	\$	1,500.00
Digital Ads	\$	5,000.00
Radio Voice Over	\$	1,000.00
Copy Development	\$	4,000.00
Paid Media		
Television		
30 sec spot	\$	5,000.00
60 sec spot	\$	5,000.00
Billboard	\$	5,000.00
Social		
Instagram Series	\$	1,500.00
Facebook	\$	1,000.00
Digital		
Wildlife	\$	3,500.00
Water Recreation	\$	3,000.00
Paid Search - Google Ads	\$	5,000.00
Radio	\$	1,500.00
Print	\$	1,350.00
Other		
Event Brochure	\$	200.00
Rack Card	\$	150.00
Agency Media Commission Fee	\$	1,800.00
<b>Total Expenses</b>	<b>\$</b>	<b>53,000.00</b>
<b>Balance</b>	<b>\$</b>	<b>-</b>
<b>NOTE:</b> Any unused portion must be paid back to Travel South Dakota by the last business day of January each year.		



## TRACKING SHEET

[Download Sample as Excel](#)

[Download Sample as PDF](#)

DMO Marketing Assistance Program Tracking Sheet - (Year)		
Revenue	Budget	Actual Expenses
DMO Relief Amount	\$ 75,000.00	\$ 75,000.00
<b>Total Revenue</b>	<b>\$ 75,000.00</b>	<b>\$ 75,000.00</b>
Expenses		
Production		
Newsletters Template	\$ 1,700.00	\$ 1,435.00
Digital Ads	\$ 5,500.00	\$ 7,525.00
Radio Voice Over	\$ 3,200.00	\$ 1,532.00
Copy Development	\$ 4,000.00	\$ 4,300.00
Billboard Creative Concepts	\$ 1,500.00	\$ 1,700.00
Paid Media		
Television	\$ 10,000.00	\$ 9,865.00
Billboard		
Mankato - Family Travel	\$ 7,500.00	\$ 7,835.00
Sioux City - Arts and Culture	\$ 6,700.00	\$ 6,325.00
Social	\$ 1,500.00	\$ 1,256.00
Digital		
Sojern	\$ 5,500.00	\$ 5,635.00
Travel Ad Network	\$ 7,500.00	\$ 7,765.00
Paid Search - Google Ads	\$ 4,000.00	\$ 4,135.00
Radio		
Pandora - 30	\$ 2,000.00	\$ 2,530.00
KFAN	\$ 3,000.00	\$ 3,520.00
Print		
Midwest Outdoors	\$ 4,000.00	\$ 3,855.00
Fargo Forum	\$ 2,000.00	\$ 1,643.00
Other		
Event Brochure	\$ 1,900.00	\$ 1,000.00
Rack Cards	\$ 150.00	\$ 225.00
Agency Media Commission Fee	\$ 2,800.00	\$ 2,905.00
<b>Total Expenses</b>	<b>\$ 74,450.00</b>	<b>\$ 74,986.00</b>
<b>Balance</b>	<b>\$ 550.00</b>	<b>\$ 14.00</b>
<b>NOTE:</b> Any unused portion must be paid back to Travel South Dakota by the last business day of January each year.		

## ONLINE APPLICATION FORM

## Online Application

## DMO MARKETING ASSISTANCE PROGRAM CONTACTS AT TRAVEL SOUTH DAKOTA

### BLACK HILLS & BADLANDS REGION SOUTH DAKOTA MISSOURI RIVER REGION



#### **Jacey Ellsworth**

Industry Outreach Representative & Agritourism Manager

Email: [Jacey.Ellsworth@TravelSouthDakota.com](mailto:Jacey.Ellsworth@TravelSouthDakota.com)

Phone: 605-295-3077

### GLACIAL LAKES & PRAIRIES REGION SOUTHEAST SOUTH DAKOTA REGION



#### **Calvin Bloemendaal**

Industry Outreach Representative & Cultural Heritage Tourism Manager

Email: [Calvin.Bloemendaal@TravelSouthDakota.com](mailto:Calvin.Bloemendaal@TravelSouthDakota.com)

Phone: 605-295-8263



#### **Kirk Hulstein**

Industry Outreach, Development & Research Director

Email: [Kirk.Hulstein@TravelSouthDakota.com](mailto:Kirk.Hulstein@TravelSouthDakota.com)

Phone: 605-280-1263

### PLEASE KEEP THE FOLLOWING DATES IN MIND:

#### **Application deadline:**

Friday, April 28, 2023, by 5 p.m. Central Time

#### **Notification of awards:**

by Friday, May 5, 2023

#### **Date by which funds must be spent:**

Friday, December 29, 2023

Tuesday, December 31, 2024

Wednesday, December 31, 2025

Thursday, December 31, 2026

#### **Date by which funds will be dispersed:**

Wednesday, May 31, 2023

Wednesday, January 31, 2024

Friday, January 31, 2025

Friday, January 30, 2026

#### **Deadline for submitting documentation:**

Monday, January 15, 2024

Wednesday, January 15, 2025

Thursday, January 15, 2026

Friday, January 15, 2027

#### **Deadline for returning unused funds:**

Wednesday, January 31, 2024

Friday, January 31, 2025

Friday, January 30, 2026

Friday, January 29, 2027





## TRAVEL SOUTH DAKOTA

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