



TRAVEL SOUTH DAKOTA

DMO Marketing Assistance Program Toolkit - 2026

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).



January 2026

Dear DMO Partner,

In 2023 Governor Noem and the South Dakota Legislature provided 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 were 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 are and are not eligible expenditures, reporting on grant funds, deadlines and important dates.

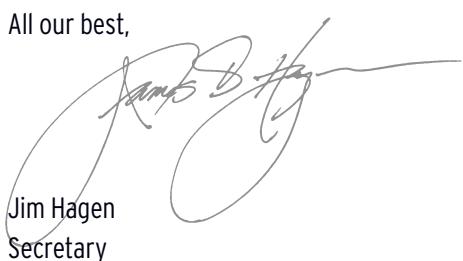
The intent of this program is to provide funding for long-term strategic marketing efforts which span three to four years. Awarded funds will be distributed on an annual basis. Your DMO will not need to reapply for funding each year.

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

- Ciara Forest | Destination Development Manager & Industry Liaison (Black Hills & Badlands and Missouri River regions)
Ciara.Forest@TravelSouthDakota.com. Phone: 605.295.2165
- Calley Geigle | Industry Liaison (Glacial Lakes & Prairies and Southeast South Dakota regions)
Calley.Geigle@TravelSouthDakota.com. Phone: 605.280.8406
- Kirk Hulstein | Industry Relations, Development & Research Senior Director
Kirk.Hulstein@TravelSouthDakota.com. Phone: 605.280.1263

On behalf of former 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

The image shows a handwritten signature in black ink, which appears to be "Jim Hagen". Below the signature, the name "Jim Hagen" is printed in a smaller, sans-serif font, followed by the title "Secretary" in an even smaller font.

DMO MARKETING ASSISTANCE PROGRAM TOOLKIT

INCLUDED IN THIS TOOLKIT YOU WILL FIND:

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

PROGRAM DETAILS & FREQUENTLY ASKED QUESTIONS (FAQS)

1. How can my DMO use the funds?

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 **paid media 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 advertisement - magazine ads, newspaper ads, rack cards
 - EX: Travel South Dakota Vacation Guide, regional vacation guide, established news paper or magazine
- 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.** Video & photo production for campaign use (must seek approval from industry liaison)
- h.** Ad production costs charged by vendors directly related to these efforts
- i.** Media commission fees charged by an ad agency

Examples of ineligible uses of funds:

- a.** Sub-grants to local businesses in your community
- b.** Travel shows or guerrilla marketing
- c.** In-house printing
 - Ex: In house produced guide or fliers
- d.** Research projects and data collection
- e.** In-house payroll
- f.** Postage
- g.** Swag or giveaways
- h.** Public relations efforts
- i.** Social media influences
- j.** Travel
- k.** Signage and way finding
- l.** Website development
 - Exception: you may use funds for a campaign landing page(s), but must seek approval from industry liaison
- m.** Subscription based CRM, data or asset management programs

**** If you are questioning use of funds, please reach out to Travel South Dakota for approval.**

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

2. What reporting is required on this grant?

It is critical to properly account for how these funds are utilized and spent. We encourage you to handle your expenditures in a manner appropriate to ensure strict accountability and transparency in your established accounting system.

a. 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 no later than **January 15**

b. Required documents include:

- **Invoices** - invoices must match up with each line item on the Tracking Sheet
- **Key performance indicators** - web page analytics, social performance metrics, tax revenue
- **Media schedules**
- **Creative samples of ads**

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

3. 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?

a. A proposed budget for each year you are receiving the DMO Grant was submitted with your application. Please follow that proposed budget when reporting at the end of the year.

b. 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 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 no later than **January 15**.

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

No, this grant was a one-time application. -

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

5. What is the deadline for expending these funds?

Funds must be spent by **December 31** each year.

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

6. What happens if I receive State and Local Fiscal Recovery Funds, but cannot spend my allocation by the end of December?

If your DMO is unable to expend funds by the end of **December**, the remaining funds will need to be returned to the State of South Dakota by the following **January**. (This timeline applies to all years. See page 11 or **SDVisit.com** for specific dates.)

Please make return checks payable to:

South Dakota Dept. of Tourism

Dolly Reed Plaza

711 E. Wells Ave

Pierre SD, 57501

Att: Hallie Willey

In the memo line, please include contract number

7. 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.

8. 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](#).
- c. You can also [VIEW](#) the Quick Start Guide for Getting a Unique Entity ID.

DMO MARKETING ASSISTANCE PROGRAM TOOLKIT // Estimated Budget

ESTIMATED BUDGET

Please use this form when submitting an updated yearly budget

[**Download Sample as Excel**](#)

[**Download Sample as PDF**](#)

SAMPLE

DMO Marketing Assistance Program Budget - (Year)

Revenue	
DMO Award Amount	\$ 53,000.00
Total Revenue	\$ 53,000.00
Expenses	
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	\$ 5,000.00
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
Total Expenses	\$ 53,000.00
Balance	\$ -

NOTE: Any unused portion must be paid back to Travel South Dakota by the last business day of January each year.

DMO MARKETING ASSISTANCE PROGRAM TOOLKIT // Tracking Sheet

TRACKING SHEET

Please use this form when submitting year end reporting. The budget column should align with your proposed budget.

[Download Sample as Excel](#)

[Download Sample as PDF](#)

SAMPLE

DMO Marketing Assistance Program Tracking Sheet - (Year)

Revenue	Budget	Actual Expenses
DMO Relief Amount	\$ 75,000.00	\$ 75,000.00
Total Revenue	\$ 75,000.00	\$ 75,000.00
<hr/>		
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		
Manikato - 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		
Sojourn	\$ 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
Total Expenses	\$ 74,450.00	\$ 74,986.00
Balance	\$ 550.00	\$ 14.00

NOTE: Any unused portion must be paid back to Travel South Dakota by the last business day of January each year.

DMO MARKETING ASSISTANCE PROGRAM CONTACTS AT TRAVEL SOUTH DAKOTA



Ciara Forest

Destination Development Manager & Industry Liaison
(Black Hills & Badlands and Missouri River regions)

Email: Ciara.Forest@TravelSouthDakota.com

Phone: 605-295-2165



Calley Geigle

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(Glacial Lakes & Prairies and Southeast South Dakota regions)

Email: Calley.Geigle@TravelSouthDakota.com

Phone: 605-280-8406



Kirk Hulstein

Industry Relations, Development & Research Senior Director

Email: 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~~



711 East Wells Avenue
Pierre, SD 57501 // 605-773-3301
SDVisit.com // TravelSouthDakota.com

TRAVEL
South Dakota