

REQUEST FOR QUALIFICATIONS (RFQ):

DESTINATION MARKETING ORGANIZATION

LAKE OF THE OZARKS REGION

The Camden County Commission is accepting a Statement of Qualifications for a new Destination Marketing Organization (DMO) for the Lake of the Ozarks region.

Sealed documents must be in the hands of Rowland A. Todd, Camden County Clerk, by 10:00 a.m. January 9, 2025 at which time all submissions will be opened and read aloud. Notice of Award will be issued after review of each submission by the Commission. One (1) original and four (4) copies must be included with your submission to the following address:

Rowland A. Todd, Camden County Clerk
1 Court Circle NW, Ste. 2
Camdenton, MO 65020

The outer envelope shall be marked in the lower left-hand corner "**250109 RFQ DMO Status**".

The Camden County Commission reserves the right to accept or reject any and all submissions received this day. The Camden County Commission has the right to accept the submission they find is best for the request.

Camden County Commission

Per the Missouri Division of Tourism (MDT), a Destination Marketing Organization (DMO) must be a non-profit (under Missouri Chapter 355) or benevolent (under Missouri's 352) Missouri corporation or government unit responsible for and actively engaged in the promotion and marketing of travel and tourism in Missouri, supported by the organization's mission, charter, budget, funding sources and financial statements. **A DMO meets the following requirements:**

- The organization is one of the following types of nonprofit or benevolent organizations:
 - Convention and Visitors Bureau/Commission (MACVB or DMAI approved)
 - Chamber of Commerce (MCC or US Chamber of Commerce approved)
 - A city or county government, or a subdivision of a city or county government, that functions as a DMO, (ex. city or county tourism department)
 - City or county (or designee) taxing authority that operates by contract as the primary tourism marketing organization for the city or county
 - Tourism commission or board that operates by contract as the primary tourism marketing organization for the city or county
 - Regional partnership
- The organization has an established funding source in place
- The organization has been incorporated as a nonprofit or benevolent entity and is registered and in good standing with the State of Missouri (city and county tourism departments are exempt)

The following organizations DO NOT satisfy the requirement above:

- Special event organizations and event organizers
- Single attractions or organizations representing single attractions

Organization must be a Certified DMO.

Non-certified DMOs are ineligible to participate in any grant funding under the Marketing Matching Grant (MMG) Program.

To qualify as a certified DMO, an entity must be able to satisfy all of the DMO requirements, as well as the following requirements:

- The organization is recognized through an adopted resolution by the county commission/governing body as the county's single official countywide DMO for participation in MMG Program (St. Louis meets this qualification per statute 67.607)
- The organization employs an adequate number of staff to ensure management of the requested funding – if you are unsure of your County Tourism Level (CTL), please contact the Cooperative Marketing team.
 - For an organization with a CTL of 5 or less, one full-time (32 hours a week, at least minimum wage) paid staff member exclusively dedicated to travel/tourism is required
 - For non-government organizations with a CTL of 6 or higher, three paid full-time employees (32 hours per week, at least minimum wage) who are exclusively dedicated to travel/tourism are required for DMO certification and participation in the MMG Program

- Government organizations with their own administrative departments, to include financial, legal and other supervisory roles, are required to have one full-time paid employee (32 hours per week, at least minimum wage) exclusively dedicated to travel/tourism to become a certified DMO and participate in the MMG Program
- If an organization's sole purpose is travel/tourism, then all employees, including administration, would be considered a travel/tourism employee. However, an organization that is not strictly dedicated to travel/tourism must only count employees that are directly responsible for promotion of travel/tourism. This includes staff members dedicated to marketing, public relations, group travel, convention sales, etc.
- The organization can demonstrate it is currently, and has been, actively engaged in tourism destination marketing for a minimum of two years OR the 'Project Manager' has actively participated in the MDT programs for a minimum of two years
- The organization has a tourism exclusive marketing brochure
- The organization has a tourism exclusive website

While the Camden County Commission may decide this organization is a qualified DMO for Lake of the Ozarks, the state of Missouri (Division of Tourism) reserves the right to reject any applicant seeking DMO status.

For complete details of what is required of the Certified-DMO, please visit Missouri Division of Tourism's site for program information: Industry.VisitMO.com or you may email the Camden County Commission Administrative Assistant for a copy at jordan_stanton@camdenmo.org.