

Warrensburg Convention and Visitors Bureau
10 a.m. Wednesday, July 1, 2020
Via Zoom

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/86090169734?pwd=c0hZcWpkekpxTGhVcFJSOUFxcckwrQT09>

Password: 376491

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+16465588656,,86090169734#,,,,0#,,376491#

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Password: 376491

International numbers available: <https://us02web.zoom.us/u/keKQ0Rq5V>

1. Call To Order
2. Roll Call
3. Adopt Agenda
4. Approval Of Minutes-June 11, 2020
Marcy Bryant
Tourism Director

Documents:

[MINUTES 06112020.PDF](#)

5. Financial Report
Marcy Bryant
Tourism Director

Documents:

[FINANCIAL REPORT JULY 2020.PDF](#)

6. Director's Report
Marcy Bryant
Tourism Director

Documents:

[DR 06290220 BOARD REPORT.PDF](#)

7. Board Member Recognition
8. Board Sine Die
9. Call Meeting To Order
10. Roll Call

11. Adoption Of New Business Agenda
12. Election Of President, Vice President, Secretary And Treasurer
13. Presentation Of FY 2020-2021 Budget Draft
Marcy Bryant
Tourism Director

Documents:

[WCVB FUND FY 2020-2021.PDF](#)
[DIRECTOR NOTES FY 2020-2021 BUDGET DRAFT .PDF](#)

14. Approval Of Missouri Division Of Tourism Marketing Matching Grant Submission
Marcy Bryant
Tourism Director

Documents:

[DIRECTOR NOTES MDT GRANT SUBMISSION .PDF](#)

15. Approval Of Madden Media/Missouri Division Of Tourism SEM Agreement For 20-21
Marcy Bryant
Tourism Director

Documents:

[DIRECTOR NOTES MADDEN MEDIA MDT SEM AGREEMENT.PDF](#)
[MADDEN MEDIA SEM AGREEMENT .PDF](#)

16. Other Business
17. Adjournment

Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, June 11, 2020

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Thursday, June 11, 2020 at 10:05 a.m. with Vice President Chelsea Cantrell presiding. Roll was called as follows: Present: Kelly Brooks, Chelsea Cantrell, Ginny McTighe, Scott Thomason, Diane Whitworth and Mason Wirsig; Absent: Tom Koenigsfeld and exofficio members Danielle Fesler, Bryan Jacobs and Harold Stewart.

The adoption of the agenda was considered. Brooks made a motion to adopt the agenda. The motion was second by Wirsig. Motion passed.

Minutes of the May 14, 2020 WCVB meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was second by Whitworth. Motion passed.

Financial report provided by the WCVB director.

The director presented the directors report.

Visitor Center reopening Monday, June 15. The Center's reopening plan will be followed. The plan was first presented to the Board at the May 14, 2020 WCVB Board Meeting. Hours will be 1-4 p.m. Monday-Friday.

UCM will be hosting in-person Orientation July 15-17 and July 30-31. The WCVB will be welcoming parents and students in the opening remarks. The WCVB will share a table with the Chamber of Commerce and Main Street to distribute community info during the sessions. Spring graduation is planned for Saturday, August 1. They are planning on doing three ceremonies.

The WCVB will be assisting UCM on its marketing efforts by providing digital images and community highlights.

UCM is planning on in-person classes this fall.

Missouri Division of Tourism Marketing Matching Grant for FY 21 will include digital aspects. In the past, it has been utilized for 100% print pieces. The Board will be presented the application for approval at the July Board Meeting. The grant application is July 15.

Missouri Division of Tourism and OBP have invited the WCVB to provide a virtual FAM tour on Thursday, July 16. This will provide an opportunity for the WCVB to tell our areas story, so it can be utilized by OBP in its efforts in marketing Missouri's tourism industry.

2020-2021 Budget will be presented to the Board at the July WCVB Board Meeting. The second presentation and approval will be at the August WCVB Board Meeting. The year's lodging tax is projected at \$120,000. This is \$160,000 less than the tax's projection in FY 19-20. Some services will be revised or eliminated due to this drastic shortage.

Johnson County EMA has agreed to continue providing drone images and footage from area events. They will provide four events from June 1, 2020-May 31, 2021 at a cost of \$250. The WCVB will only incur these costs if we request them. Johnson County EMA worked with the WCVB in 2019-2020 and the provided images exceeded what was outlined in the agreement.



The Community Grant Program updated included details on those events selected for the 2020 grant program. The Todd Hamann Memorial Golf Tournament is cancelled for 2020. The remaining events are on tentatively on the calendar. The Board will be updated if any changes are announced.

With the Board's consensus, the July WCVB Board meeting was moved from 10 a.m. Wednesday, July 9 to 10 a.m. Wednesday, July 1. This meeting will be held via Zoom.

There were no appearances by the public.

Board Member Scott Thomason announced UCM will be hosting USA Gymnastics event in March 2021. He will provide contact information to the director.

Board Member Diane Whitworth thanked the director for updating her job duties including cleaning, secretarial and more during this time.

Meeting adjourned.



FINANCIAL REPORT*
JULY 2020

	CURRENT BALANCE	DISBURSED	FY20 BUDGET*
SALARIES & PT WAGES	\$ 13,295.20	\$ 44,440.80	\$ 57,736.00
EMPLOYEE TAXES	\$ 970.68	\$ 3,446.32	\$ 4,417.00
RETIREMENT	\$ 490.28	\$ 2,489.72	\$ 2,980.00
EMPLOYEE INSURANCE	\$ 1,272.59	\$ 5,502.41	\$ 6,775.00
WORKERS COMPENSATION	\$ 40.30	\$ 84.70	\$ 125.00

PROGRAM & OTHER SUPPLIES	\$ 11,703.17	\$ 5,349.83	\$ 17,053.00
UTILITIES	\$ 1,329.31	\$ 3,770.69	\$ 5,100.00
OUTSIDE SERVICES	\$ 12,720.57	\$ 11,445.43	\$ 24,166.00
INSURANCE	\$ 1.00	\$ 1,799.00	\$ 1,800.00
TRAINING & TRAVEL	\$ 709.80	\$ 1,098.20	\$ 1,808.00
DUES & MEMBERSHIPS	\$ 1,132.97	\$ 1,367.03	\$ 2,500.00
MARKETING & COMMUNICATION	\$ 56,486.38	\$ 32,896.12	\$ 89,382.50
OTHER - EMPLOYMENT	\$ -	\$ -	\$ -
CAPITAL - EQUIPMENT	\$ -	\$ -	\$ -
GRANT PROGRAM	\$ 4,154.82	\$ 845.18	\$ 5,000.00
LEASE AGREEMENT	\$ 1,774.80	\$ 12,225.20	\$ 14,000.00
TOTALS	\$ 106,081.87	\$ 126,760.63	\$ 232,842.50

*As of June 6, 2020

54.44%

*Revised Budget 5/14/2020

	Spent	Revised Budgeted	Remaining		
Salaries/Wages					
Full-Time	39129.37	52270	13140.63	7.49E-01	
Part-Time	5311.43	5466	154.57	9.72E-01	
	<u>44440.8</u>	<u>57736</u>	<u>13295.2</u>	<u>7.7E-01</u>	
Employee Insurance					
Dental	623.34	832	208.66	7.49E-01	
Health	4510.42	5813	1302.58	7.76E-01	
Life	97.51	130	32.49	7.5E-01	
Short Term	182.16	250	67.84	0.72864	
Long Term	88.98	120	31.02	0.7415	
	<u>5502.41</u>	<u>7145</u>	<u>1642.59</u>	<u>7.7E-01</u>	
Program & Other Supplies					
Retail	108	108	0	1	
Clothing		0	0	0	
Computer Supplies	2068.25	3000	931.75	6.89E-01	
Meeting Supplies	12.89	300	287.11	4.3E-02	
Maintenance Repairs & Supplies	169	5000	4831	0.0338	
Office Supplies	593.65	1000	406.35	0.59365	
Software	647.28	2500	1852.72	0.258912	
Food	13	145	132	8.97E-02	
Supplies-Non Categorized	1737.76	5000	3262.24	0.347552	
	<u>5349.83</u>	<u>17053</u>	<u>11703.17</u>	<u>3.14E-01</u>	
Utilities					
Sewer	123.83	250	126.17	0.49532	
Electric	1248.08	2000	751.92	0.62404	
Gas	0	0	0	0	
Water	133.22	350	216.78	3.81E-01	
Internet/Cell Phone	2265.56	2500	234.44	0.906224	
	<u>3770.69</u>	<u>5100</u>	<u>1329.31</u>	<u>7.39E-01</u>	
Outside Services					
Financial Services	579.62	1000	420.38	0.57962	
Legal Services	23.75	200	176.25	0.11875	
Services Non-Categorized		11000	11000	0	
Contractual Services	2092.06	3216	1123.94	6.51E-01	*Cleaning Services & Printer/Copier Agreement
Consulting	8750	8750	0	1	
	<u>11445.43</u>	<u>24166</u>	<u>12720.57</u>	<u>4.74E-01</u>	
Training & Travel					
Travel-Meals	30.5	50	19.5	0.61	
Mileage	444.15	600	155.85	0.74025	
Travel-Rooms	458.55	458	-0.55	1E+00	
Schools & Seminars	165	700	535	2.36E-01	
	<u>1098.2</u>	<u>1808</u>	<u>709.8</u>	<u>6.07E-01</u>	
Marketing & Communication					
Advertising	32092.16	84500	52407.84	3.8E-01	
Postage	81.2	200	118.8	0.406	
Printing & Binding	40.26	3500	3459.74	1.15E-02	
Shows/Expos		500	500	0	
Communication-Non-Categorized	682.5	682.5	0	1	(WEB)
	<u>32896.12</u>	<u>89382.5</u>	<u>56486.38</u>	<u>3.68E-01</u>	

LEASE (407A East Russell Ave, ST. 2)	12225.2	14000	1774.8	8.73E-01
Community Agreements	845.18	5000	4154.82	0.169036

**Revised Budget-approved May 14

Program & Other Supplies	Expenditures Commodities: Clothing, Computer, Meeting, Office, Software, Food, Supplies Non-Categorized
Utilities	Cell-Phone/Telephone
Outside Service	Financial Services/Legal Services
Insurance	
Training & Travel	Travel Meals, Mileage, Travel-Rooms, Schools & Seminars
Dues & Membership	
Marketing & Communication	Advertising, Printing & Binding, Postage, Shows & Expos, C
Other	Employment/Services-Non-Categorized
Grant Program	

CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

June 29, 2020

Visitor Center Reopening

The Visitor Center reopened to the public Monday, June 15. The Center is open 1-4 p.m. Monday-Friday. As of the date of this report, we have had 10+ guests visit the Center. I have been able to keep up with the sanitizing and cleaning with a clean being done following each guest and a deep clean being done on Friday mornings.

UCM

Orientation: We were notified UCM has revised their Orientation schedule. They are tentatively planning to host on-site Orientation July 15-17 and 30-31. I will attend each session welcoming students and parents to the Burg. I was notified by UCM they will not be hosting Mule Mall during Orientation, so we won't be able to distribute printed materials or visit one-on-one with future Mules and Jennies.

Graduation: UCM has postponed spring commencement ceremonies to Saturday, August 1. They are tentatively planning on holding three ceremonies that day.

Admission Marketing Efforts: We have been assisting UCM's Center for Integrated Marketing with community information for placement in promotional pieces. We will continue to assist by providing community highlights and images. The community tourism inventory will be shared with UCM CIM and UCM Admission.

Virtual FAM Tour

I have been invited to provide a virtual FAM tour to Missouri Division of Tourism staff and OBP staff on Thursday, July 16. OBP is the marketing agency for MDT. They will be leading the state's tourism marketing efforts. The familiarization tour will provide the WCVB an opportunity to tell our story so OBP can incorporate our community with the state's marketing.

Budget 2020-2021

The first draft of the 2020-2021 budget will be presented for review to the board at the July meeting. The budget will be presented for approval at the August board meeting.

I attended the City of Warrensburg's Council budget retreats on June 23 (Zoom) and June 24 (Zoom and in-person). A brief overview of the WCVB, the Warrensburg Visitor Center and the projected FY 20-21 budget was provided to Council.

WCVB 2020 Community Grant Program

Big Brothers Big Sisters Holiday Event-Home Tour & More: As of the report date, the event is still on the calendar.

Todd Hamann Memorial Golf Tournament-The event has been cancelled for 2020. They are fundraising online for the charities they work with.

Blaine Whitworth Go Big or Go Home 5K has been moved to October.

Burg Fest*-The event is still on the calendar. If that changes, I will advise.

United Way Basketball Event-The event is still on the calendar. If that changes, I will advise.

Burg Fest

I participated in the Burg Fest meeting hosted by Warrensburg Main Street on Friday, June 19 via Zoom. Paint for a Cause is still planning on attending. Lodging has been reserved for them. I am hoping to get them to be able to attend the Veteran's Home earlier on Friday, September 25, but that may not be possible due to Covid-19.

Out of Office:

I will be out of the office July 3 (Independence Day holiday) through July 10. Notices will be posted on FB and signage will be put up on the Center's door. The Center will reopen to the public Monday, July 13.

Warrensburg Convention and Visitors Bureau

2020-2021 BUDGET

Account Number	Description	FY18-19 Actual	FY19-20 Budget	FY19-20 Amended Budget	FY 2020-2021 Proposed
Projected Cash Balance at October 1, 2020					\$ 300,000.00
REVENUES					
830-51905	Taxes-Lodging	\$ 171,700.57	\$ 288,000.00	\$ 206,182.00	\$ 120,731.00
830-52200	Grants-State	\$ 6,043.00	\$ 29,375.00	\$ 23,000.00	\$ 21,000.00
830-55105	Admissions	\$ -	\$ -	\$ -	\$ -
830-55115	Advertising	\$ -	\$ -	\$ -	\$ -
830-57120	Earnings Credit	\$ 398.18	\$ -	\$ -	\$ -
830-57105	Interest on Deposits	\$ 5,147.01	\$ 6,000.00	\$ 4,000.00	\$ 1,100.00
830-59910	Claims/Reimbursement	\$ -	\$ -	\$ 319.66	\$ -
830-59930	Transfer from Other Source	\$ -	\$ -	\$ -	\$ -
830-55190	Retail	\$ 20.00	\$ 150.00	\$ 30.00	\$ -
Total Revenues		\$ 183,308.76	\$ 323,525.00	\$ 233,531.66	\$ 142,831.00
Personnel Expenses					
830-611-1101	Wages Full Time	\$ 49,686.40	\$ 51,320.00	\$ 52,270.00	\$ 52,910.00
830-611-1102	Wages Part Time	\$ 6,270.67	\$ 11,244.00	\$ 5,466.00	\$ -
830-611-1103	Wages-Overtime	\$ -	\$ -	\$ -	\$ -
830-611-2101	FICA	\$ 4,306.82	\$ 4,786.07	\$ 4,417.00	\$ 4,048.00
830-611-2201	Retirement-Lagers	\$ 3,273.06	\$ 3,182.00	\$ 2,980.00	\$ 3,333.00
830-611-2301	Insurance-Dental	\$ 831.12	\$ 832.00	\$ 832.00	\$ 832.00
830-611-2302	Insurance-Health	\$ 5,812.56	\$ 5,813.00	\$ 5,813.00	\$ 7,410.00
830-611-2304	Insurance-Life	\$ 125.24	\$ 130.00	\$ 130.00	\$ 134.00
830-611-2305	Insurance-Short-Term Disability	\$ 234.00	\$ 250.00	\$ 250.00	\$ 250.00
830-611-2306	Insurance-Long-Term Disability	\$ 114.32	\$ 120.00	\$ 120.00	\$ 122.00
830-611-2401	Worker's Compensation	\$ 96.54	\$ 125.00	\$ 125.00	\$ 101.00
Total Personnel Expenses		\$ 70,750.73	\$ 77,802.07	\$ 72,403.00	\$ 69,140.00
Expenditures:Commodities					
830-611-3102	Retail	\$ 220.00	\$ 1,000.00	\$ 108.00	\$ -
830-611-4102	Clothing	\$ 36.84	\$ 500.00	\$ -	\$ -
830-611-4103	Computer Supplies	\$ 5,417.94	\$ 3,000.00	\$ 3,000.00	\$ 1,000.00
830-611-4107	Maintenance Repairs & Supplies	\$ -	\$ 7,000.00	\$ 5,000.00	\$ 2,500.00
830-611-4108	Meeting Supplies	\$ 326.76	\$ 500.00	\$ 300.00	\$ 300.00
830-611-4109	Office Supplies	\$ 578.04	\$ 1,500.00	\$ 1,000.00	\$ 1,500.00
830-611-4114	Software	\$ 1,422.39	\$ 2,500.00	\$ 2,500.00	\$ 1,900.00
830-611-4117	Food	\$ 315.44	\$ 600.00	\$ 144.45	\$ 100.00
830-611-4199	Supplies Non-Categorized	\$ 14,380.62	\$ 10,000.00	\$ 5,000.00	\$ 1,500.00
Total Non-Categorized		\$ 22,478.03	\$ 26,600.00	\$ 17,052.45	\$ 8,800.00
Services					
830-611-5106	Utility-Telephone	\$ -	\$ -	\$ 480.00	\$ 720.00
830-611-5107	Utility-Data Access	\$ 1,299.35	\$ 3,000.00	\$ 2,500.00	\$ 2,500.00
830-611-5109	Utility-Sewer	\$ 50.62	\$ 600.00	\$ 250.00	\$ 250.00
830-611-5103	Utility-Water	\$ 56.75	\$ 600.00	\$ 350.00	\$ 350.00
830-611-5101	Utility-Electric	\$ 851.00	\$ 2,400.00	\$ 2,000.00	\$ 2,000.00
830-611-5102	Utility-Gas	\$ -	\$ -	\$ -	\$ -
830-611-5299	Contractual Services	\$ 300.00	\$ 3,216.00	\$ 3,216.00	\$ 1,656.00
830-611-5202	Consulting	\$ -	\$ 8,500.00	\$ 8,750.00	\$ -
830-611-5203	Financial Services	\$ 727.25	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
830-611-5206	Legal Services	\$ 236.25	\$ 500.00	\$ 200.00	\$ 200.00
830-611-5209	Rent/Lease	\$ 5,575.00	\$ 14,000.00	\$ 14,000.00	\$ 16,000.00
830-611-5301	Property Insurance	\$ 1,603.00	\$ 2,000.00	\$ 1,800.00	\$ 2,000.00
830-611-5401	Travel Meals	\$ 32.87	\$ 300.00	\$ 50.00	\$ -
830-611-5402	Mileage	\$ 1,325.56	\$ 2,000.00	\$ 600.00	\$ -
830-611-5403	Travel Rooms	\$ 1,323.32	\$ 1,750.00	\$ 459.00	\$ -
830-611-5404	Schools and Seminars	\$ 2,303.95	\$ 7,000.00	\$ 700.00	\$ 500.00
830-611-5501	Dues and Memberships	\$ 982.90	\$ 3,702.00	\$ 2,500.00	\$ 635.00
830-611-5601	Advertising	\$ 45,016.96	\$ 90,705.00	\$ 84,500.00	\$ 48,000.00
830-611-5602	Postage	\$ 110.53	\$ 600.00	\$ 200.00	\$ 300.00
830-611-5603	Printing and Binding	\$ 949.24	\$ 5,500.00	\$ 3,500.00	\$ 2,000.00
830-611-5604	Shows/Expo/Events Expense	\$ 372.41	\$ 2,000.00	\$ 500.00	\$ -
830-611-5699	Communication-Non Categorized	\$ 650.00	\$ 650.00	\$ 682.00	\$ 1,000.00
830-611-5904	Employment	\$ 41.50	\$ 100.00	\$ -	\$ 50.00
830-611-5999	Services Non-Categorized	\$ 6,941.54	\$ 17,000.00	\$ 11,000.00	\$ 1,000.00
Total Services		\$ 70,750.00	\$ 167,123.00	\$ 139,237.00	\$ 80,161.00
Capital Outlay					
830-611-6206	Equipment-Office	\$ -	\$ -	\$ -	\$ -
Total Capital Outlay		\$ -	\$ -	\$ -	\$ -
Non-Categorized					
830-611-9301	Community Agreements	\$ 3,750.00	\$ 12,000.00	\$ 5,000.00	\$ 8,000.00
Non-Categorized		\$ 3,750.00	\$ 12,000.00	\$ 5,000.00	\$ 8,000.00
Total Expenditures		\$ 167,728.76	\$ 283,525.07	\$ 233,692.45	\$ 166,101.00
Revenues Over (Under) Expenditures			\$ 39,999.93	\$ (160.79)	\$ (23,270.00)
Projected Cash Balance at September 30, 2021					\$ 276,730.00

WCVB Board Meeting

Meeting: July 1, 2020

Item: 2020-2021 FY Budget Presentation (Draft)

Overview:

Revenue:

Due to Covid-19's impact on our tourism partners, the revenue has taken a dramatic decline since April 2020. The WCVB's FY 19-20 budget was amended May 14, 2020 to reflect this decline in anticipated revenue from the lodging tax of approximately \$82,000. The WCVB's FY 20-21 budget projects the lodging tax at 30% of 2019 collections for months October-March and 50% of 2019 collections for months April-September.

The Missouri Division of Tourism grant program has been impacted by the state's cut to the MDT's budget. In December 2019 we received notification we were eligible for \$25,000. In May 2020 we received notification that amount had been cut to \$21,000. The division also noted that amount may be revised as needed. The grant application will be submitted July 15, 2020. The award notification will be sent by the end of July 2020.

Interest is projected to be 0.05% for the fiscal year as per City Finance Director Marcella McCoy.

Total Revenue Projected: \$142,831

Expense:

The WCVB's expense were cut to only essential expenses.

Personnel \$69, 140 (Director Only; 20% + increase in health insurance)

Supplies \$8,800

Utilities \$5,820

Contractual \$20,856 (Lease)

Travel/Training \$500 (Online only)

Dues & Membership \$635 (Organizational memberships only)

Communication \$51,300 (Advertising-online/print)

Non-Categorical \$50 (Background check for employee)

Services \$1,000 (EMA Agreement for drone footage)

Other \$8,000 (Community grants)

Total Expense Projected: \$166,101

Additional Resources:

Detailed budget draft attached

Staff Recommendation:

Staff recommends the board review the budget. The budget will be presented for approval at the August WCVB meeting.

WCVB Board Meeting

Meeting: July 1, 2020

Item: 2020-2021 Missouri Division of Tourism Marketing Matching Grant Submission Approval

Overview:

The WCVB has participated in Missouri Division of Tourism grant program since 2016.

The WCVB has received numerous grants from the division totaling more than \$35,000.

For the 2020-2021 grant program, the WCVB is eligible to apply for \$21,000 for the Marketing Matching Grant. The reimbursement grant allows the WCVB to maximize each dollar (up to \$21,000) allocated for advertising. In the past the WCVB has utilized the entire grant award for print advertising. Crucial lessons were learned when Covid-19 hit in March. Several print ads had just been submitted for print. Those ads listed events that were cancelled/rescheduled. If digital had been utilized, those ads would have been updated immediately.

Projecting a breakout of 60% digital (FB and Instagram) and 40% print*.

*The print will be placed in state-wide publications (Missouri Life, Show Me Missouri and possibly Rural Missouri).

The grant application is Wednesday, July 15, 2020.

Additional Resources:

Missouri Division of Tourism Program Info: <https://mdt-visitmo-cdn.s3.amazonaws.com/industry-files/programs-2021-info/1592584611-fy2021-mmg-program-guide.pdf>

Staff Recommendation:

Staff recommends the board approve the 2020-2021 MDT Marketing Matching Grant application submission.

WCVB Board Meeting

Meeting: July 1, 2020

Item: Madden Media/Missouri Division of Tourism SEM Agreement

Overview:

The WCVB has participated in the SEM Agreement Co-op Partner program with Madden Media and Missouri Division of Tourism since 2016. Below is the brief overview regarding the program on the MDT's website. It's important to note MDT matches the DMOs allocated amount.

WCVB has allocated \$250/month in the 2020-2021 Budget (DRAFT) for the program. The program runs July 2020-June 2021. My experience with Madden Media has been very positive. I have been able to utilize the monthly reports with the keyword strategy to make content updates on the WCVB's website- VisitWarrensburg.com.

SEM Partnership

This pay-per-click search engine marketing (SEM) partnership is a unified, coordinated effort that drives traffic to your site and ensures you are not in competition with MDT or other Missouri participants. Unlike the Marketing Matching Grant and Marketing Platform Development programs, the SEM Partnership does not reimburse participants; rather, they will pay 50% of the total invoice directly to the vendor, Madden Media, and MDT will pay the other half. This plan is on a first-come, first-served basis and the applicant must meet the criteria for participation.

Madden Media's SEM program participants receive custom-written ads, hands-on optimization, and monthly reporting of all key indicators. Madden Media performs an individualized website review and provides a keyword strategy for each partner. Campaigns will be established, monitored and optimized continuously to ensure fair and equitable exposure.

Limited spaces are available.

Additional Resources:

MDT's Program Overview: <https://industry.visitmo.com/programs/sem-partnership>

Madden Media Agreement for 2020-2021 (attached)

Staff Recommendation:

Staff recommends the board participate in the SEM Co-op Partnership for 2020-2021 and the board approve the WCVB entering into an agreement with Madden Media and MDT for SEM services for a maximum of \$250/month.



345 E. Toole Ave.
Tucson, AZ 85701
Office: 520.322.0895
Fax: 520.322.9438
mmcontracts@maddenmedia.com

Quote Number 00006575
Expiration Date 6/30/2020

Account Name Warrensburg CVB

Billing Address 407A East Russell Ave. Ste. 2
Warrensburg, MO 64093
United States

Product	Line Item Description	Sales Price	Quantity	Total Price
SEM Co-op Partner Package	July 2020 - June 2021	USD 3,000.00	1.00	USD 3,000.00
	Subtotal	USD 3,000.00		
	Grand Total	USD 3,000.00		

Terms & Conditions

[Madden Media Standard Terms & Conditions for Digital Marketing Services](https://maddenmedia.com/mm_digital_terms)
https://maddenmedia.com/mm_digital_terms

[Madden Media Standard Terms & Conditions for Print Production & Advertising Services](https://maddenmedia.com/mm_print_terms)
https://maddenmedia.com/mm_print_terms

By signing and accepting below you are acknowledging that you have read and agree to the specific terms outlined in this document and wish to proceed with the implementation of the aforementioned products and services.

Authorized signature:

Print Name: **Marcy Bryant**

Date: